

Inside News

A Newsletter for the Coast to Coast Network

WINTER-SPRING 2005



A Resounding Success!

Coast to Coast Resorts

2005 North American Outdoor Resorts

Conference & Exposition – Amelia Island, Florida

By any measure, the 2005 North American Outdoor Resorts Conference & Exposition held at Amelia Island Plantation in Florida was a huge success. Grant Miller, Coast's president, reflects,

"Early on, we knew our goals for this year's conference were to provide sessions to educate, presentations to motivate and inspire, and a serene venue to allow attendees the opportunity to unwind in beautiful surroundings as they continued to learn. Through the feedback we've received, we know we've achieved these goals."

"The convention has restored my faith in the direction Coast to Coast is taking," mentioned George Kalaris, owner SBR Wilderness Resort, Robertsedale, AL. Echoing this thought, Bill LaRue, EVP of Cardida Corporation in Cambridge, Ohio also wrote, "We're pleased to see that Coast to Coast, with the management team you've put together, and the vision and philosophy you provide, not only is headed in the right direction, but also remains where it should be – ahead of the curve, ahead of the rest, and defining the meaning of "next." Bill also commented on the venue, "The selection of Amelia Island Plantation as our conference site was nothing short of inspired, with personal service the caliber of which (in all my travels over the years) is unmatched."

Grant Miller's "State of the Business" address set the tone for innovative thinking, carried through in Ken Schmidt's (Harley-Davidson fame) and Linda Profaizer's, (president and CEO of ARVC), thought-provoking messages. Grant outlined three major goals Coast to Coast Resorts strives to meet in 2005:

- 1) improve relationships between all factions within the industry;
- 2) offer new methods, products and services which will help CampResorts manage business most effectively, and
- 3) open new markets, which will provide new sources of revenue for Coast affiliated CampResorts. In this regard, Coast is developing alliances with key strategic players to launch new lead generation programs.

"I enjoyed it, learned a lot and have put some of it in place already," wrote Roger Roy, owner of Sunset King Campground in Defuniak Springs, FL.

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2004 Coast Award Winners

Front row (left to right): Laquetta Ashby, Summit Vacation Resort; Annette Bruzewski, Outdoor Adventure, Inc.; and Becky Cox, Briarcliffe RV Resort

Back row (left to right): Jim Randall, Coast; Carl Coddington, Coast; Richard Kellermann, Gettysburg Battlefield Resort; Bruce Colvin, Grand Haven Resort; Michael Reams, Holiday Retreats; and Scott Ellison, Coast (See page 4 for details.)



CHECK OUT THIS ISSUE!

Amelia Island was Hoppin'!

This year's conference covered a lot of territory. Presentations, break-out sessions, exhibits and wonderful networking opportunities all contributed to the success of the event.

PAGE 2:

Marketing Memos provides feedback about the new Coast to Coast Directory and reveals some selected year-end 2004 statistics worth noting. Please make sure you read about what's going on with the various Coast to Coast CampResort Support Programs.

PAGE 3:

Woodall's Ratings released and explained. Diamond-"W" and Prestige Resort Awards winners announced! Also covered, the top ten selling resorts for 2004 and a preview of Tripsetter enhancements.

PAGE 4:

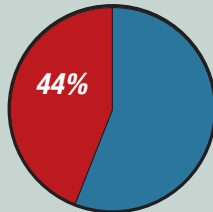
Important info and tid-bits and the complete 2004 Coast to Coast Award Winners list.

Statistics Worth Noting

(through year-end 2004)

Trip Points Sold: 252,771,100

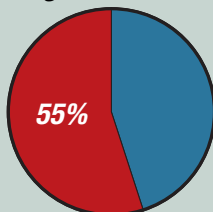
(44% via Internet)



Reservations made through

Tripsetter: 88,467

(55% via Internet)



Resort Remuneration under

Tripsetter: \$2,149,000

(278,747 nights)

“Great conference! The sessions were very informative; I especially liked Linda Profaizer. It was a great location and easy to get to all the functions,” mentioned Pam Nelson, general manager, Rushmore Shadows Resort in Rapid City, SD.

Coast to Coast CampResort Support Program

PaceSetter Recognition Program

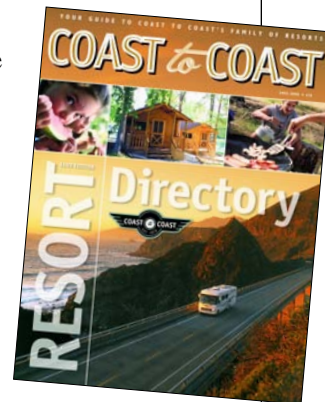
awards for 2004 have now been distributed. Going forward, the PaceSetter program will change in favor of recognizing sales efforts on a local/regional level. Watch for further details.

FastTrack is a simple way to increase your CampResort’s revenues by making the most of Coast’s relationship with parent, AGI. One specific way to do this is to incorporate names from AGI’s database into your marketing efforts. Please contact your regional director for details on how to make FastTrack work for you.

Club One is a prime example of how Coast to Coast Resorts is working for you. In 2004, over \$525,000 in savings, revenue sharing and net hosting dollars were distributed to participating Club One CampResorts. This is in addition to your weekly hosting remuneration! You need to know all about this program. Contact your Regional Director for information.

2005 Directory Big Success

Rave reviews are pouring in about the quality and usefulness of the 2005 – 2006 Coast to Coast Directory. We want to hear how the new directory is being received by your CampResort members and visitors, and whether the new directory has been helpful for those of you at the sales table. Please let us have your feedback! Write or call your Regional Director with your opinion.



MBNA Instant Credit – Huge Impact in 2004!

Specifically, it’s \$21 million huge. In 2004, Coast CampResort developers realized over \$21 million in revenue from the Instant Credit program. This is truly a win for all involved.

A Resounding Success! *continued from front page*

Make Noise! delivered by Ken Schmidt proclaimed, “People want to be noticed, lifted out of their invisible existence, and showered with surprise and delight.” He believes that companies who hear their customers’ pleas to be lifted up will be rewarded with increased sales. “Decisions are made from the gut; reach their heart and how they feel, don’t reach the brain.”

“Great, very informative, the breakout sessions were fantastic. I also learned a lot from the other managers,” mentioned Becky Cox, manager of Briarcliffe RV Resort in Myrtle Beach, SC.

Linda Profaizer (ARVC) presented many industry statistics, none more revealing than the fact that 22% of RV owners don’t use their RVs! Those who do use them travel an average 7,000 – 8,000 miles per year. At a time when RV deliveries continue to break records, campground occupancy doesn’t keep up with growth. During the summer of 2004 occupancy averaged 41% on weekdays and 61% on weekends. Gas prices do not impact RV sales, but they certainly do impact campground stays. Today’s RV’er/camper wants more value for money, is more demanding, and expects first-class service on a beer budget.

CampResort Inspections

They're on the Road for 2005

Woodall's Rep Teams have begun conducting inspections for 2005 CampResort ratings, using their new state of the art program developed for the Woodall's Campground Directory. There are two rated main categories at Coast Affiliated resorts, Facilities and Recreation, with a 1W through 5W rating level assigned to each area. These ratings are a composite of eight different areas of interest including assessment of the physical facilities, amenities and construction quality as well as how well the resort is maintained. The nationally recognized Woodall's rating program is very comprehensive and brings a higher level of quality evaluation to the Coast network.

All CampResorts have received their rating letters accompanied by an explanation of the ratings. If you have any questions, please contact your regional director.

Important: The former 5-Star rating no longer exists. Since it has now been replaced by Woodall's standardized rating system, please remove all 5-Star signage immediately.

2004 Top Ten Selling Resorts Announced – Well Done!

Lake Shore Resort –
an Outdoor Adventure Resort

Grand Haven Resort –
a Cardida Resort

Lost Valley Lake Resort

Pymatuning Valley Resort –
a Cardida Resort

Camperworld – *Pleasant Creek*
Sycamore Lodge – *a Travel Resorts*
of America Resort

Travel Inn Resort – *a K/M Resort*

American Campgrounds Kalamazoo

Gettysburg Battlefield Resort

Lakewood Village Resort

Congratulations to these High Achievers!

5W-Diamond Resorts are those who have achieved the highest possible rating, the distinguished Diamond 5W-Diamond Award. The resort must achieve a 5W Facility and a 5W Recreation rating. They represent the top 4% of the Coast to Coast Network.

Big Water Resort

Christmas Mountain Village Campground

Cutty's Okoboji Resort Club

Fall Creek Resort

Hart Ranch Camping Resort Club

Little Mountain Marina Camping Resort

Lost Valley Lake Resort

Shenandoah Crossing Resort & Country Club

Styx River Resort

Treasure Lake RV Resort

Wilderness Presidential Resort

A Prestige Resort has earned the level of 4W or more for both the Facility and Recreation rating. The top 15% of the Coast to Coast Network have earned this distinction.

Bass Lake Resort

Beachwood Resort

Beaver Creek Resort

Blue Mesa Recreational Ranch

Briarcliffe RV Resort

Camp Hatteras

Camp Verde RV Resort

Casa Grande RV Resort

Cloud 9 Ranch

Club Naples RV Resort

Diamond Caverns Resort &
Golf Club

East Canyon Resort

Erie Islands Resort & Marina

Gettysburg Battlefield Resort

Green Mountain Park Resort

Holiday Camplands

Holiday Hills Resort and
Campground

Indiana Trails Resort

Indian Cove Resort

continued on back page

Tripsetter to Receive Several Key Enhancements

By the end of spring, your Tripsetter will be enhanced with several significant changes. Each of these changes will be detailed in a special mailing of training materials. "While important upgrades have been done, there is nothing overwhelming or anything that will require extensive training," said Dan Hoopes, Coast's senior director of Strategic Planning.

The major enhancements:

- 1** Resort security will go from one level to four levels, providing resort owners and managers various levels of security so they are in a better position to manage who has access to Tripsetter.
 - 2** Resorts will be able to increase their inventory allocations of both RV sites and rental accommodations. Resorts will also be able to put in their own holiday and seasonal blocks.
 - 3** Resorts will be able to fully describe their rental inventory so members will clearly see what is available and be able to book it through either the Call Center or the member web site. This will be an exceptional opportunity for resorts to increase rental accommodation revenue.
 - 4** Tripsetter will provide the resorts and members with access to IVR (Interactive Voice Response) technology. This will allow resorts and members to use their touch tone phones to access the system. Resorts will be able to validate the Coast member's status (active or not) and Trip Point balances and process other transactions. Members will have the ability to make, modify or cancel their reservations, purchase Trip Points and access other servicing features. This will allow Coast to service members and resorts 24 hours a day, 7 days a week. The IVR features will be available in the late spring.
- "All of the features and enhancements represent Coast's ongoing commitment to providing our resorts and members the latest in technology so that we are able to better serve our clients and reduce everyone's expenses," explained Hoopes.*

Keep in Touch

Affiliate Services (800) 833-9183
affiliateservices@rvn.net

Sales & Marketing Materials (800) 368-8897

Regional Director East
Carl Coddington (800) 838-0265
ccoddington@coastresorts.com

Regional Director West
Jim Randall (888) 851-3254
jrandall@coastresorts.com

Affiliate Website
www.coastaffiliates.com

CONTACT INFORMATION FOR MEMBERS

CLASSIC MEMBERS

Member Services (800) 368-5721

Classic Travel Services (800) 722-1410

DELUXE MEMBERS

Member Services (800) 932-6797

Deluxe Travel Services (866) 81-COAST
(26278)

Gold ConciergeSM (800) 631-3584

Condo Vacation Getaways (866) 81-COAST
(26278)

Cruises (877) 349-7100

Inside News

A newsletter published by Coast to Coast Resorts for its network of resorts and parks.



Coast to Coast Resorts

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Coast to Coast 2004 Award Winners

The following affiliated resorts were honored at the 2005 North American Outdoor Resorts Conference & Exposition for accomplishments during 2004. Congratulations to all!

Sales

- National Sales Winner and Eastern Division Winner – Bruce Colvin, Grand Haven Resort—a Cardida Resort Group property
- Western Region Winner – Michael Reams, Fisherman's Retreat—a Holiday Retreats Property

Service

- Overall Winner and Eastern Region Winner – Annette Bruzewski, Outdoor Adventures, Inc.
- Western Region Winner – Laquetta Ashby, Summit Vacation Resort

Single Site Sales

- Lake Shore Resort – an Outdoor Adventures property

Multi-Park Sales

- Cardida Resort Group

Deluxe Resort Sales

- Outdoor Adventures, Inc.

Operations

- Overall Operations Winner and Eastern Division Winner – Richard Kellermann, Gettysburg Battlefield Resort—Travel Resorts of America
- Western Region Winner – Carma Davidson, Camperworld Pleasant Creek

Top Hosting Resorts

- Briarcliffe RV Resort, Inc.
- Treasure Lake RV Resort
- Catalina Spa & RV Resort

Prestige Resort Awards continued from page 3

Lake Conroe RV Resort & Marina

Lake Paradise Camping Club

Lake Shore Resort

Lakewood Village Resort

Leisure Lake Membership Resort

Leisure Point Resort

Lighthouse Resort & Marina

Marina Village Resort

Millie Lacs Island Resort

Pymatuning Valley Resort

River Bend Resort

Saginaw Bay Resort

Silent Valley Club

Star Valley Ranch RV Park

Summit Vacation Resort

Sunset King Campground

Sunset Lakes Resort

Sycamore Lodge

Tall Chief RV Resort

Tievoli Hills Resort

Unicoi Springs Camp Resort

White Oaks on the Lake

Woodhaven Lakes

Woodsmoke Ranch

Yogi Bear Jellystone Park – Fort Atkinson

Welcome – Reynolds Resorts! In late 2004, we were pleased to announce that two new CampResorts were affiliated with Coast to Coast Resorts. Yosemite South Ranch RV Park in Coarsegold, CA, and Delta Bay Club Marina RV Park in Isleton, CA, became the newest members of our network. Both CampResorts are owned and operated by Reynolds Resorts, and are excellent new system additions for our membership to enjoy.

Industry Tid-bits

Did you know that "RV" was the most popular search term in 2004 among eBay's 125 million users? As a barometer of societal trends, eBay's search rankings show the growing preference for comfortable leisure travel among families and retirees, observers say. This shouldn't be too surprising since factory-to-dealer deliveries of recreation vehicles surged to double digits in 2004, reaching their highest level since 1978. (RVIA News Release 1/5/05) What does this mean to you? More RV owners will be seeking more places to visit – and that's more good news!