

Inside News

A Newsletter for the Coast to Coast Network

SPRING 2007



Bruce Hoster Takes the Helm at Coast

Bruce Hoster is leading the charge at Coast to Coast Resorts as its new president. "I am committed to strengthening the relationships with the network of resorts under the Coast banner," remarked Bruce. "Marcos, and Grant before him, set a great strategy for Coast, and my team and I will work hard to continue to refine what they've set in motion." A top priority is to leverage Affinity Group Inc. resources to support Coast's developers and affiliate partners, including the Coast network of CampResorts and Good Neighbor Parks.

With Affinity Group Inc. since 1999 as president of Golf Card International, Bruce also serves as vice president/executive director of Camp Club USA. In his expanded role, Bruce's primary focus will be on Coast to Coast while maintaining his current responsibilities with Camp Club USA and Golf Card.

Woods Joins Servicing Team

Joining the Coast team and providing support to the network of resorts is Doug Woods. National sales manager of Golf Card International and Camp Club USA, Doug has been with AGI since 1999. He will serve the dual role of national sales manager and east region sales director for Coast. Eileen McKee will continue in her current capacity as director of resort relationships with primary responsibilities for Coast's western region.

Strafacce to Lead Good Sam Effort

Marcos Strafacce has been asked by Grant Miller, president of AGI membership clubs, to lead an effort to energize the Good Sam Club, the oldest and largest RV community in the world. Prior to his promotion to vice president of membership marketing for Good Sam Club, Marcos was with Coast for five years, most recently serving as Coast's executive director.

Financing the Sale Instantly— 0% Intro APR and No Annual Fee

Bank of America's Instant Credit Program is now offering a **0% introductory Annual Percentage Rate (APR)** for retail transactions—including the purchase of a resort membership—for the first 3 billing cycles. Designed to help resorts close a sale with immediate financing for buyers, this program is an exclusive tool for Coast to Coast CampResorts. For participation guidelines and requirements, contact Harlan Clark, Bank of America, at 678-797-7542.

2007 RV RESORT AND CAMPGROUND CONFERENCE & EXPO SNAPSHOTS



Grant Miller, president of AGI membership clubs, welcomed attendees to the conference held March 1-4 in Las Vegas.



Bob MacKinnon, principal of MacKinnon Campground Consulting, presented valuable information in a breakout session entitled "Hospitality 101."



"Dean Martin" (an impersonator) entertained participants at dinner the first night of the conference.

Tripsetter Stats

TripPoints sold through Tripsetter

Year Ended 2006

Contact Center - 55%

Internet - 44%

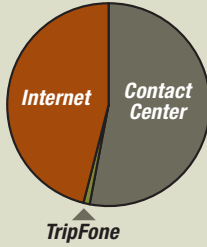
TripFone - 1%

Q1 2007 (thru Mar. 15)

Contact Center - 51%

Internet - 48%

TripFone - 1%



Reservations made through Tripsetter

Year Ended 2006

Internet - 63%

Contact Center - 35%

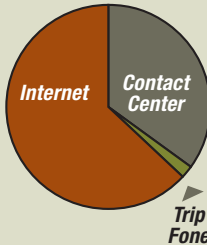
TripFone - 2%

Q1 2007 (thru Mar. 15)

Internet - 63%

Contact Center - 34%

TripFone - 3%



New Version of Wall Map Available

The 2007 version of the Coast to Coast Wall Map is now available for special order at special pricing for 2007. As in previous years, the wall map can be ordered in two standard sizes, but are just \$50 for the large map and \$25 for the small map. Maps are listed—along with other Coast sales tools including posters and the Coast to Coast flag and signage—on the **Sales and Marketing Materials Order Form**. Just go to www.coastaffiliates.com, click on **Marketing Materials** and download the form.

Remittance Forms

The Coast Remittance Form with 2007 pricing schedule for your resort is included in the envelope with this edition of *Inside News*. This pricing is in effect immediately and should be used with any orders placed from this point going forward. If you have any questions, please contact your regional representative.



Policy Change, New Tools for Condo Program

Condo Vacation Getaways continue to be a very popular benefit of Coast Deluxe membership. Members love the opportunity to select luxury condominiums at exciting destinations throughout the world for deeply discounted rates, and resorts find the program can be a persuasive element of the sales and retention process. And now, with the exciting announcement from Interval International, Coast's travel partner and provider of the condo benefits, about a change in the cancellation policy, the program is an even more attractive benefit. Effective immediately, bookings that are cancelled two weeks or more in advance of the check-in date will be 100 percent refundable. Prior to the change all bookings were final—no cancellations and no refunds were allowed. To promote this change and a greater number of condo specials to members, the frequency of the condo emails will increase from one to two times a month.

And, to help promote this powerful benefit with potential members at the sales table and among the sales staff,

Coast and Interval are developing several new sales tools, including:

- **Certificates** – \$25-off certs good for use on all condo rentals during a member's first year; for use in point of sale kits
- **Hot Sheets** – 4-color piece featuring 10-12 destinations; to be produced monthly and sent to CampResorts; for use at sales table to promote condo benefits
- **Condo Brochure** – 24-page, 4-color brochure promoting condo benefit; for use in point of sale kits

In addition, Coast to Coast Deluxe VIP memberships will be offered to sales people at a select number of Coast CampResorts. Free of charge, these memberships are a good way to gain first-hand knowledge about the product you're selling. CTC Deluxe VIP members can personally take advantage of all the benefits included in the membership and also receive the same correspondence that goes to Coast members. Use it and learn!

Watch for additional information on all the new sales tools—coming soon.

Raters on the Road

Woodall's Rep Teams have begun conducting inspections for the 2007 RV resort and campground ratings and will be visiting all resorts in the Coast network. Upon arrival at your resort, the Rep Team should present Woodall's identification. We appreciate your cooperation in this importation process. If you have any questions, please contact Eileen or Doug.

Operations File

Online Enrollment Enhanced

Enrolling Coast members online (“OLE”) via Tripsetter at www.coastaffiliates.com is even easier than ever before thanks to two new enhancements. As a new initial step in the online enrollment process, a duplicate member search has been added. This streamlines the procedure for resorts because once the member’s first name, last name and zip code are entered on the first screen, the system will verify that this is not a duplicate record before the enrollment process can be continued.

With a new **Recently Enrolled Members** report, resorts can check the status of new member enrollments to see which applications have been processed and to obtain membership numbers. Accessible from the bottom of the *Coast to Coast Enrollment* screen, this report can also be used as a tool in reconciling statements of those credit cards used in the online enrollment process.

Don’t Forget Your Holiday Blocks, Seasons

As we approach the start of the busy travel season, please double check to ensure your 2007 holidays, special events and seasons (for seasonal resorts) are set up in Tripsetter. Please remember

- Holidays/special events must be blocked every year—holiday blocks cannot be entered the same each year since they occur on different days of the week each year
- You’re allowed to block out up to 7 days per month around holidays/special events which gives you good flexibility.
- You need to enter your blocks in the system at least 100 days in advance of the holiday/event.
- Seasonal resorts must enter your 2007 season open and close dates in order to receive reservations.
- If you have any questions or comments, please contact Affiliate Services Help Desk at **800-719-6841**.

Coast will expect a resort to honor any reservation made for a particular date(s) when blocks for that date(s) have not been put into place by the resort.

Welcome to the Network.

We are pleased to welcome several new additions to the Coast network, joining the family as Good Neighbor Parks.

- **Best Parks in America – Mesa Spirit RV Resort** (Mesa, AZ)
- **Elma RV Park** (Elma, WA)
- **Ramblers Rest*** (Venice, FL)
- **Sandy Beach RV Resort*** (Contoocook, NH)
- **Tranquil Timbers*** (Sturgeon Bay, WI)
- **Venture In*** (Show Low, AZ)

*an ELS–Encore Resort



“I Recognize You”

Coast to Coast members now have an avenue to recognize network resorts and resort staff for exceptional customer service. Starting with the May/June issue of Coast Magazine, “I Recognize You” Nomination cards will be included in the magazine so members can let Coast know of an instance when they feel a resort (or staff member) exceeded standards in taking care of them as a Coast member. Resorts that receive nominations will be recognized by Coast throughout the year, culminating in annual awards to be presented during first quarter 2008.

Redesigned Member Website Coming Soon

Coast to Coast’s Member Website is in the process of being redesigned with an anticipated launch of summer 2007. One of the new aspects of the redesigned site will be the increased amount of information viewable prior to the login to help education the nonmember/visitor to the site on private membership camping, its benefits and the Coast network resorts. Watch for more details to follow in the days to come.

Club One Inducts 18 for 2007

Club One, Coast’s exclusive club that recognizes and rewards affiliate loyalty and revenue generation, welcomed 2 **Elite** and 16 **Select** members into the ranks for 2007 at the RV Resort and Campground Conference & Expo in March. Induction into this prestigious club rewards affiliates for membership enrollments and hosting nights. Both Select and Elite membership levels provide affiliates with opportunities to earn and save more. For more information on how to qualify, contact your regional representative.

New Award for Upcoming Year

Coast has added a new individual award category for 2007 to recognize CampResorts for accomplishments as part of the Coast network. The **Century Club** will honor sales persons who achieve 100 or more new Coast enrollments during the current calendar year. Other individual awards to be given out to each region for 2007 will include: Resort Sales Person of the Year, Resort Operations Manager of the Year and Resort Service Award. Park Awards (per region) include: Single Site Sales, Multi-Park Sales and Top Hosting Award.

Keep in Touch

Affiliate Website

www.coastaffiliates.com

Affiliate Services

Help Desk 800.719.6841
 Fax 303.728.7312
 Email affiliateservices@rvn.net

Sales and Marketing Materials Order Line

Phone 800.368.8897
 Fax 303.728.7312

Resort Relationships

West

Eileen McKee, Director of Resort Relationships
 Phone 800.833.9183
 Email emckee@affinitygroup.com

East

Doug Woods, National Sales Manager
 Phone 404.394.0599
 Email dwoods@affinitygroup.com

MEMBER CONTACT INFORMATION

Classic Member Services 800.368.5721
 Deluxe Member Services 800.932.6797
 Coast Travel Services 800.722.1410
www.coastresorts.com

Inside News

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Coast to Coast 2006 Award Winners

The following Coast network resorts and resort representatives were honored during the recent RV Resort and Campground Conference & Expo for accomplishments during the past year. Congratulations to all!

Single Site Sales



Lost Valley Lake Resort

Multi Park Sales

OAI Lakeshore Resort

(Picture not available)

Outstanding Sales



Cardida Resort Group



K/M Resorts of America



Travel Resorts of America

Top Hosting Award



Briarcliffe RV Resort, Inc.

Resort Sales Person of the Year



John Lange, Outdoor Adventures, Inc.

Resort Operations Manager of the Year



Kelly Wilford, Briarcliffe RV Resort, Inc.

Resort Service Award



Desi Luedke, Rushmore Shadows