



The Official Newsletter
for the Network of
Coast to Coast Resorts

Exciting New Coast Video Now Available!



Coast to Coast has created a new video to promote the benefits of resort membership and Coast to Coast. This fast-paced video combines live-action footage from campground resorts with scenes of condo vacations and unique getaways like a houseboat vacation to convey the excitement of owning a

resort membership. Designed to be shown to prospective new members for both Coast Deluxe and Coast Premier, the video is just over five minutes long and is ideal to use during tours or to play in your tour check-in waiting room. The numerous amenities of membership resorts are highlighted using engaging resort footage, as are several of the key benefits of Coast membership such as resort RV camping, condo vacations, unique getaways, Trip Plus Discounts, and more. Using music, quick cuts, and a professional announcer, this new video is sure to encourage prospective new

members to do as the final super says and "Join Today". For copies of the video to run at your resort, contact Eileen McKee at 800-833-9183, ext. 1403, or Eileen.McKee@GoodSam.com.



Fall 2017



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2018 Upgrade to the Coast Good Neighbor Park Program



In order to add more quality parks to our Coast Good Neighbor Park (GNP) program, we are making a major change to the program beginning in 2018. Starting in the new year, Coast members will no longer make reservations for GNP stays through our Tripsetter Reservation System but will contact the GNP directly to make and pay for reservations. We are making this change in order to attract more parks to our network and also provide more availability of GNP nights for Coast members. Now rather than having our reservation system limit Coast members to only a few sites per night at each park, GNPs can open up more sites for Coast members when they have availability. GNPs who we have spoken to prefer this new simplified reservation method, and we have also found that potential new GNPs are eager to sign up under this new program.

We will be converting all GNPs to this new "direct reservation and payment" program starting in early 2018. We will promote this new program to members beginning with the 2018 Coast Annual Resort Directory in January and continue to provide notices throughout the year in new member kits, renewing member kits, and in each issue of Coast Magazine.

Also in regards to GNPs, keep in mind that we have changed the nightly rate to allow affiliated GNPs to charge a special discount rate to Coast members that may be higher than the traditional GNP rate of \$15/night. This special Coast discount rate is typically 20%-25% off the GNPs normal rate. We have had to do this in order to attract new quality parks and resorts to our GNP network. So be sure to tell new members that GNPs will charge \$15 or a special Coast member discounted rate.

In summary, the key points for your sales presentation are:

1. Starting in 2018, Coast members will now make and pay for Good Neighbor Park reservations directly with the Good Neighbor Park
2. We are making this change to grow the GNP network so members have more places to stay, and also to make the program more flexible for our GNP affiliates so they can open up more nightly sites at GNPs for Coast members
3. The GNP rate to members will be either \$15/night or a special Coast member discounted rate, typically 20%-25% off the GNPs normal rate

Please note that stays at all Coast resorts will continue to be booked and paid through our Tripsetter Reservation System, and will continue to be \$10/night for Coast members.



New Marketing Materials for Classic New Member Kits

We are delighted to share with you some exciting news! The Coast Classic New Member Kit recently has been redesigned to be more attractive and easier to use for new members. The outer envelope of the kit has been updated with new lifestyle photography to make it more appealing. Inside you will now find new marketing materials that make the kit easier to use and more organized. The Open Me First Envelope contains a new Coast Classic Welcome Letter, Coast Classic Quick Start Guide, and the Coast Classic Temporary Membership Card. The Classic Quick Start Guide outlines for new members a few quick steps that they should take to get started using their membership with Coast to Coast. Also included in the kit is the new Classic Adventure Guide that has been redesigned with new lifestyle photography and new copy that outlines all of the Classic

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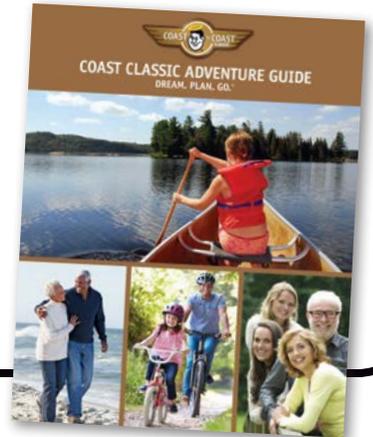


Sales Update



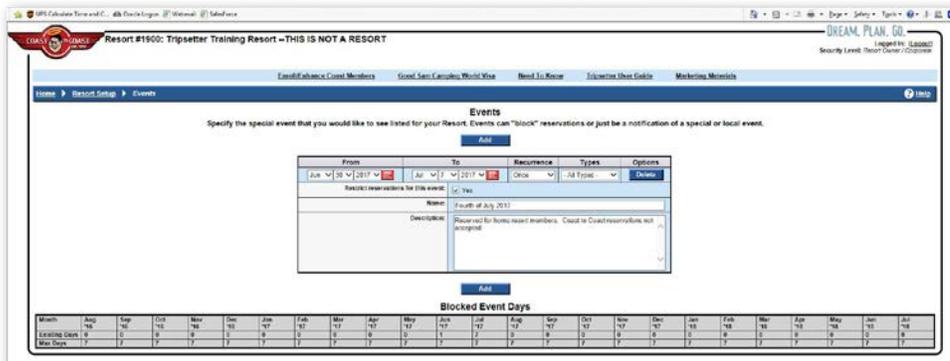
member benefits plus provides detailed instructions and important phone numbers for how to access each benefit. Finally, the Special Offers and Extras envelope makes it easy to find the Good Sam Free Membership Activation postcard, Trip Plus Discounts program flyer, and Coast Classic decal sticker.

We hope that you like the new redesigned Classic New Member Kit and that the new kit helps you sell more Classic memberships. Please be sure to provide us with your feedback on the redesign of the Classic New Member Kit and the new marketing materials once you have a chance to review it. If you have additional questions or want to arrange training on these new materials for your sales staff, please contact Eileen McKee via phone at 800-833-9183, ext. 1403, or by email at Eileen.McKee@GoodSam.com.



Operations Report

Set Your Holiday Blocks for 2018



Now is the time of year to set your holiday blocks for 2018 in our Tripsetter Reservation System. Since Coast members can make reservations anywhere from 60 days (Classic) to 120 days (Premier) in advance, members are already beginning to make reservations into 2018. Therefore it is important that you set up your resort's blocks for holidays and special events during the Fall of each year for the

coming year. Holiday blocks are typically around the three major summer holidays (Memorial Day, July 4, and Labor Day), while special events may include festivals, local sporting events, Halloween, etc.

To check or to set up your event and holiday blocks, go to coastaffiliates.com and log in using your user name and password. Then click on Resort Setup, then Events, then Add. You can then create event or holiday blocks, just be sure to hit "Save" to save the information you added. Note that you are able to update a past event with the current year event dates, making it easy to update holidays and events each year once they are set up for your resort. If you don't have a log-in call Coast to Coast Resort Coordinator Linda Clark at 800-833-9183, ext. 1412, or email her at Linda.Clark@GoodSam.com.



New Good Neighbor Park in Crystal River, FL

Located in charming Crystal River on Florida's Gulf Coast, **Rock Crusher Canyon RV Resort** by Sun RV Resorts is our newest Coast Good Neighbor Park (GNP). Rock Crusher Canyon offers a fun and relaxing atmosphere on 80 acres with great amenities and a fantastic location for outdoor enthusiasts on Florida's Nature Coast. This new GNP is available at a special discounted rate for Coast members.



Rock Crusher Canyon's resort amenities include security gatehouse, outdoor screened-in swimming pool, shuffleboard, horseshoes, playground, dog run, and an inviting clubhouse. Near the Gulf Coast, Crystal River is surrounded by a number of state parks and nature preserves and is well known for being a prime location for viewing manatees in the wild. The historic downtown area offers quaint shops, restaurants, and night life with live entertainment just blocks from the waterfront. **To learn more, visit www.sunrvresorts.com/community/roc.**

K/M Resorts Celebrates 30th Anniversary



RVers have the 1980s real-estate bust to thank for the option of visiting one or more of the eight K/M Resorts. Ever resilient, when Owner Doug McLeod's realty options went

south, he purchased a small RV park in the East, managed it to success, and sold it. With his appetite whetted on the joys of hosting RVers, he traveled to his home state of Washington and purchased Travel Inn Resort in Elma in 1986. And the rest is history.

"I chose to go with Coast to Coast," he says. "They kind of put us on the map. In fact, when we finally got the acceptance to be part of Coast to Coast, we sold 100 memberships in two days. People were just waiting for us to be approved."

Coast to Coast may have given K/M Resorts a boost, but the relationship has worked both ways.



"Coast to Coast is proud to have K/M Resorts as one of our top resort partners. K/M is synonymous with the Northwest, and their network of eight resorts offers the very best of outdoor recreation in Washington State," says President Bruce Hoster of Coast to Coast Resorts. "We salute K/M Resorts on their first 30 years and look forward to working with them to make the next 30 years even more fun and exciting for their members."

Organizing and managing eight resorts may seem like a herculean task, but that's where McLeod's genius shone through along with the name K/M Resorts. Children Kevin, Kraig, Kelli, and Michael (K/M) joined their father in the business and took over many of the duties. Now in 2017, K/M Resorts continues to be a family-owned business with high standards for its private camping sites. Their goal: be the leader in reciprocal campground systems in the Northwest.

"Our family legacy goes on," says McLeod. "Mike owns three parks and works with two of his boys, Kelli is our marketing director and her daughter works here part time. Kraig owns two parks and Kevin operates K/M."

K/M Resorts celebrated their 30th anniversary with their members at a special bar-b-que party at Travel Inn Resort in Elma, WA, on Friday, August 11.



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PLEASE EMAIL YOUR COMMENTS AND SUGGESTIONS TO CCRPresident@CoastResorts.com

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