



COAST TO COAST *Connections*

The Official Newsletter
for the Network of
Coast to Coast Resorts

A Banner Year for Coast to Coast!

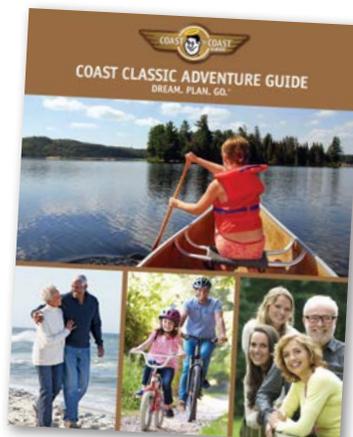


YOUR SUCCESS IS OUR SUCCESS

strategy which will accelerate this growth.

2016 was another great year for Coast to Coast, as new membership sales increased 13% to our highest level in a decade. Coast also recorded increases in the number of renewing members year on year. The benefit enhancements to our Deluxe and Premier products were extremely well received by resorts and members, as were the new membership kit materials to make these two products more appealing and easier to use for new members. Our parent company, Good Sam/Camping World, had another very strong year highlighted by an initial public offering on the New York Stock Exchange (symbol CWH). Camping World continues to expand its retail footprint nationwide, and recently announced a "Side by Side" business

Coast is working hard to continue the positive momentum in 2017. We plan to create and distribute a new sales video for our Deluxe and Premier products, as well as produce a series of "how to" videos providing current and new members with step-by-step instructions on how to use their benefits. We also plan to enhance our Classic new membership kit by redesigning the new member adventure guide as well as add a quick start guide like we created for Deluxe and Premier. We will also continue to add new RV parks to our Good Neighbor Park network, and are targeting to add new resorts to our affiliate network. As I have often said, our motto is "Your success is our success." Thus our primary focus continues to be to provide you with the products, sales materials, and programs that are the best in the industry and can help your resort sales reach new heights in the new year. We thank you for your support of Coast to Coast and our product line, and we look forward to working with you to make 2017 your most successful year yet.



Spring 2017



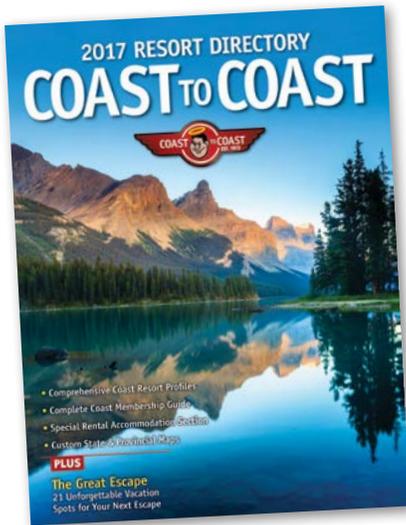
WHAT'S INSIDE

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5 New Resorts, 62 New Good Neighbor Parks for 2017

The 2017 Coast Annual Resort Directory reflects some significant changes to our affiliate network, as we added 5 new resorts and 62 new Good Neighbor Parks (GNPs) to replace ELS/Encore parks and resorts that exited our network at the end of 2016. Part of the GNP growth is the result of an expansion of our partnership with Sun RV Resorts. We are proud to have Sun RV Resorts as a growing part of our GNP network owing to their reputation for high-quality resorts with top-rated amenities in highly-desirable locations.



The 2017 Coast Directory has a list and description of our new resorts on page 13, and a list and description of our new GNPs on pages 14-17. Also as you use the resort and GNP listings in the 2017 Coast Directory, look for the “New” icon indicating listings for new resorts and GNPs. For a complete list of Sun

RV Resorts that participate in the Coast Good Neighbor Park program, see page 18-19.

We will be adding more resorts and GNPs to our network throughout 2017. Look for updates in future issues of Coast Connections and Coast Magazine.



Awards

Congratulations to our 2016 RESORT AWARD WINNERS!

This past year was an outstanding one for Coast to Coast as our resort membership sales increased over 13% to our highest level in a decade. But we recognize that we only succeed when you succeed. That's why we support your sales efforts in every way we can, and also why each year we salute our top performers, both individuals and resorts. Thus we are pleased to recognize the top Coast sales achievers for 2016, for it was your hard work and dedication that led to our sales success this past year.

RESORT DEVELOPER SALES AWARDS

Coast recognizes both national and regional resort developer award winners each year for outstanding sales performance. In the category of National Awards, **Travel Resorts of America** was our top membership seller and thus is the winner of our **#1 National Sales Achievement Award**. **Travel Resorts of America** also won the **National Award for Highest Annual Sales Increase**. **Briarcliffe RV Resort** once again earned the **National Award** for being our **#1 Top Hosting Resort**.

In the East Region, **Lost Valley Lake Resort** was recognized for **#1 East Region Single Resort Sales**, while **Outdoor Adventures** won for **#1 East Region Multi-Resort Sales**.

In the West Region, **Canyon Creek Resort** was the **#1 West Region Single Resort Sales** winner, while **Colorado River Adventures** won the award for **#1 West Region Multi-Resort Sales**.

INDIVIDUAL SALES AWARDS

In addition to resort developer awards, Coast to Coast recognizes outstanding sales performance by individuals at our affiliated resorts. In the East Region, **Joan Chandon** of **Travel Resorts of America** won **Resort Sales Manager of the Year**, while **Todd Tacey** of **Outdoor Adventures** won as **Resort Sales Person of the Year**. In the West Region, **John Boyce** of **Colorado River Adventures** won **Resort Sales Manager of the Year**, and **Adrian Barnes** of **K/M Resorts** won **Resort Sales Person of the Year**.

Coast to Coast, through our Coast Century Club program, recognizes individual sales people who sell 100 or more new Coast to Coast memberships during the course of the year. Achieving Century Club status in 2016 were a record 33 sales people, a 37% increase from the number of winners a year ago:

- | | |
|---------------------------|---------------------------|
| • William Colver Jr. | Outdoor Adventures |
| • Joseph Kuch | Outdoor Adventures |
| • Corey Woodruff | Outdoor Adventures |
| • Mark Koester | Outdoor Adventures |
| • Timothy Darby Jr | Outdoor Adventures |
| • Todd Tacey | Outdoor Adventures |
| • Thomas Gregory Guilford | Outdoor Adventures |
| • Adam Periard | Outdoor Adventures |
| • Sheryl Coblentz | Travel Resorts of America |
| • Travis Crouse | Travel Resorts of America |
| • Kiah Brady | Travel Resorts of America |
| • Ben Rosler | Travel Resorts of America |
| • Corwin Rickett | Travel Resorts of America |
| • Danny Mizener | Travel Resorts of America |
| • Jake Mott | Travel Resorts of America |
| • Bryan O'Donnell | Travel Resorts of America |
| • Adam Piridy | Travel Resorts of America |



Awards

- Jennifer Zavesky
- Billy Hood
- Babette Rask
- Dennis Mincoff
- Val Rolih
- Linda Pine
- Kathleen Sullivan
- Kerry Modawell
- Jerry Tyler Hall
- Evelyn Templeton
- Richard Awad
- John Iacobucci
- Debra Sinyard
- Crystal Bell
- Adrian Barnes
- Jessica Brock

Travel Resorts of America
Travel Resorts of America
Lost Valley Lake Resort
Lost Valley Lake Resort
Canyon Creek Resort
Canyon Creek Resort
Ocean Canyon Properties
Ocean Canyon Properties
Ocean Canyon Properties
Colorado River Adventures
Millbrook Outdoor Resort
Millbrook Outdoor Resort
Southern Trails RV Resort
Southern Trails RV Resort
KM Resorts of America
KM Resorts of America

Coast to Coast also **recognizes leading sales achievement at our top-selling resorts.** Recognized for having earned top sales honors at their respective resorts were the following individuals:

- Chaz Belhumeur
- Woody Quigley
- Mike Ruesch
- Ethan Garcia
- Gary Johnson
- Tracie Germain
- Jacob Vogel
- Kathy Derynck
- Lisa Fuchs
- Sarah Bensen
- Michele Smith
- Ned Brown

Sound Pacific Resources
TLC Wolf River Resort
The Hideout Resort & Golf Club
Ponderosa Falls Resort
Styx River Resort
Branson Ridge Resort
Rushmore Shadows Resort
Hidden Bluffs Resort
Midwest Outdoor Resorts Bloomington
St. Croix River Resort
Allegany Mountain Resort
Butch Cassidy RV Resort

OPERATIONS & SERVICE AWARDS

Coast to Coast affiliated resorts hosted nearly 115,000 guest nights for Coast members in 2016. To successfully host this many member nights takes the total dedication of resort developers, resort operations staff, and resort customer service personnel. Therefore Coast to Coast is pleased to honor those resorts and individuals each year who go above and beyond to make our reciprocal use program an outstanding experience for our members.

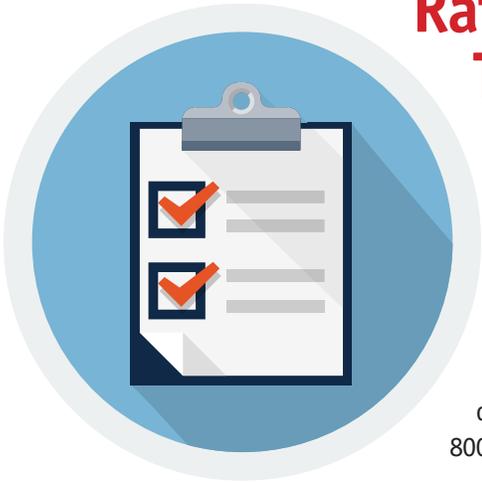
In the East Region, the **Resort Operations Manager of the Year** was awarded to **Tom Fannon** of **Lost Valley Lake**. The **East Region Resort Service Award** was presented to **Marsha Richardson** of **Travel Resorts of America**.

In the West Region, **Susan Blythe** of **Fisherman's Retreat** was recognized as the **Resort Operations Manager of the Year**. **Sheraye Cox** of **Ocean Canyon Properties** was honored as the **West Region Resort Service Award** winner.

COAST TO COAST SALUTES ALL OF OUR 2016 AWARD WINNERS, whether you sell or service Coast to Coast memberships, and we hope we can once again recognize you as one of our 2017 award winners next year!

Operations Report

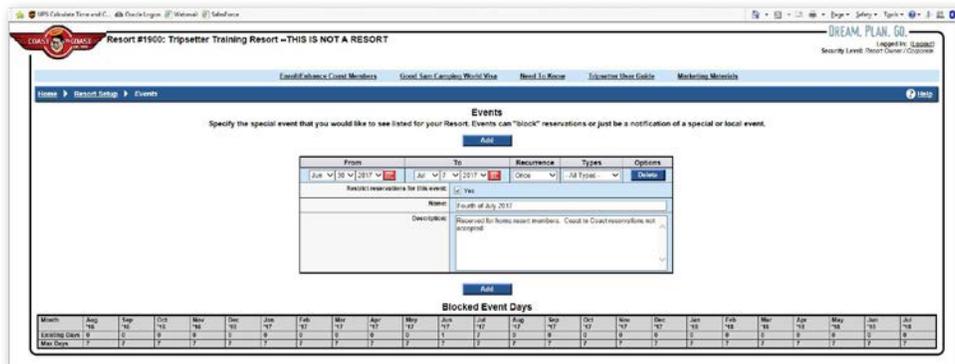
Rating Teams Are On The Way To Your Resort



It's that time of year when the Good Sam Directory inspection teams will be traveling the country to rate parks and resorts, including our Coast affiliated resorts. Please give these teams access to your resort for their inspection, and answer any questions they may have about your resort amenities. The teams will have a letter from Coast introducing them and authorizing them to inspect your resort. Coast is the only reciprocal network in the membership camping industry to professionally rate our resorts each year, and ratings are published in our annual resort directory. If you have questions in regards to the inspection or rating process, please call Linda Clark at 800-833-9183, ext. 1412 or email Linda.Clark@GoodSam.com.

Have You Set Your Spring Open Dates?

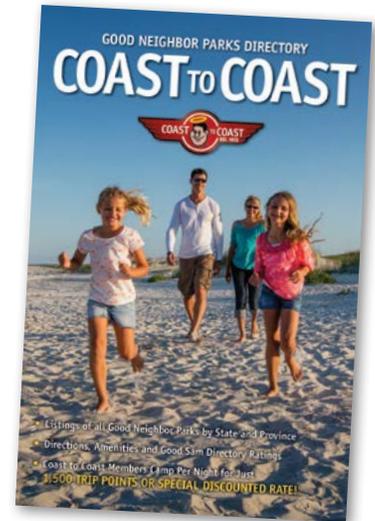
If you are a seasonal resort, it is important that you reset your open and close dates as well as summer holiday blocks in our Tripsetter reservation system each year. Failing to set your open date may mean that Coast members cannot make reservations at your resort, while failing to block holidays may mean that Coast members will be able to make reservations during peak holiday weekends when you will likely be full with your own members. So take a moment to go to www.coastaffiliates.com, log in using your user name and password, and set your open dates and holiday blocks for 2017. If you need help, call Coast to Coast Resort Coordinator Linda Clark at 800-833-9183, ext. 1412 or email Linda.Clark@GoodSam.com.



Sales Update

2017 Coast Annual Directory & Good Neighbor Park Directory Now Available!

The 2017 Coast to Coast Annual Resort Directory was mailed to all existing members in February, and is now included along with the new 2017 Good Neighbor Park Directory in all new member kits. In terms of changes from last year's directory, we expanded the Member Matters section in the front of the directory from 4 pages last year to 12 pages this year to showcase all our new resorts, GNPs, and our top-rated resorts and GNPs. This will be some great reading for members, and gives us the chance to showcase a lot of our resorts and GNPs. We also expanded the rental section from 11 pages a year ago to 15 pages this year, adding more cabin inventory and cabin photographs and also making it a separate section. This should be a better sales tool for resorts selling cabin or cottage memberships.



If you have Coast member kits that still have the 2016 Directory or are missing a directory, you can request replacement 2017 directories at no charge by contacting Eileen McKee at 800-833-9183, ext. 1403 or Eileen.McKee@GoodSam.com.



Coast Magazine Changing to Digital Editions

As we announced to our Coast members throughout 2016, the Spring, Summer, and Fall issues of Coast Magazine will be digital-only editions in 2017. To be sure you receive these issues in your inbox, visit CoastResorts.com, sign in, and click on Get Free Digital Editions and Enewsletters. Each issue will be available as a digital edition (with live links) or as a PDF you can download and print. Make sure your new Coast members know about our digital editions and sign up to receive them on our member website.

If you do not have a Coast membership to sign into the CoastResorts.com member website and register to receive digital editions of Coast Magazine, contact Eileen McKee at 800-833-9183, ext. 1403 or Eileen.McKee@GoodSam.com.



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

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