

Inside News

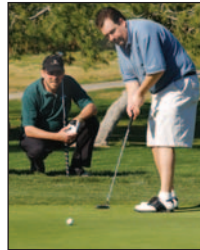
A Newsletter for the Coast to Coast Network

FALL 2004



Mark Your Calendars NOW to Attend the 2005 North American Outdoor Resorts Conference & Exposition

**LEADING the WAY;
SHIFTING into HIGH GEAR
January 23 - 25, 2005
Amelia Island Plantation
Amelia Island, Florida**



The 2005 conference is designed specifically to help you create, grow and profit in the outdoor resorts industry.

Relevant topics, informative and inspiring speakers (see info, back page, on featured speaker, Ken Schmidt of Harley-Davidson fame) and a spectacular meeting venue make this a "must" on your 2005 to-do list. Please note: Space is extremely limited; watch for the conference registration mailing and register early to ensure you can be accommodated. (See page 4 for more information)

Innovating an Industry ~ Exciting Enhancements to Tripsetter Evolve from Your Feedback!

No doubt about it, the introduction of Tripsetter in January was a milestone not only for Coast to Coast Resort Affiliates and Good Neighbor Parks, but for the entire industry. As months have passed and experience gained, together we've realized the incredible benefits technology brings to business. You've made it clear through your feedback that you expect even more, through enhancements and refinements. We hear you – loud and clear – and are pleased to announce two enhancements coming in early 2005.

Imagine this: In the very near future, CampResorts will have the capability to control their own inventory allocations (for RV sites and rentals), as well as control their holiday and special event blocks of inventory – all in-house through Tripsetter! This is truly an innovation in the industry, and one all Resort Affiliates and Good Neighbor Parks will enthusiastically embrace. While this enhancement is being designed, the issue of employee security is also being addressed to ensure necessary internal controls are in place to support this valuable new feature.

There's even more! IVR (interactive voice response) capability is being introduced to enable all members and CampResorts to make reservations, cancel reservations, purchase Trip Points, check Trip Points balances and perform check-in/check-out functions all through their touch tone phones! Stay tuned for more information.

CHECK OUT THIS ISSUE!

If this issue of Inside News seems biased toward automation, we've done our job. In the outdoor hospitality business today, the difference between winning (profitability) and losing (the alternative) could quite literally be your ability to function in an automated environment. We hear it again and again... those who use Tripsetter are on the winning side, which translates to profitability in a challenging economy. Read about it, think about it and let us know what it means for you.

PAGE 2:

This issue's Marketing Memos is jam-packed with ideas, such as using Gold Concierge as a mighty lever to make a Deluxe membership sale. Check out the look of the new Coast to Coast Directory and learn how Tripsetter evolved from one of the industry's more successful players.

PAGE 3:

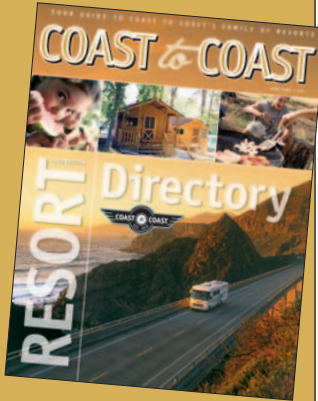
Haven't been to www.coastaffiliates.com lately? Take a look at the new "Need to Know" link. And if you're still a bit befuddled about the Drive-Ups procedure, here's an explanation. While you're on page 3 be sure to read what Dolly says about Tripsetter. She even uses it to help her choose the right site for her visitors! On this page, you'll also find the latest statistics.

PAGE 4:

*Here's a staggering statistic for you: **124,865,541 site nights**. Page 4 explains. You'll also find more detail on the Amelia Island Conference. Ride on.*

COMING SOON! Coast to Coast 2005 – 2006 Directory

Not to boast, but we think you'll really like the new Coast Directory which is currently being compiled and will be ready for release early in 2005. Not only is it visually pleasing, it is chock-full of great information... including maps and photos...



which will make it not only useful for existing CampResort members, but a great sales tool at the table. Using a Coast Directory to paint the picture of all the fabulous destinations waiting to be explored should help that prospect become a new member.

Maps ~ Posters

Visual aids do more than decorate your walls! Maps and posters can stimulate customer/member interest, create credibility and demonstrate your professionalism. Don't forget to use these great tools. Go to www.coastaffiliates.com to order posters and call (800) 368-8897 to order maps.



Gold Concierge – They Need It, You Have It, Now Talk About It!

The Gold Concierge benefit, an important component in the Deluxe membership, is probably one of the most under-utilized tools CampResorts in sales have at their disposal.

Imagine one of your members in this scenario: He's driving down the road, headed to a popular resort area for a quick anniversary getaway. He remembered to make his CampResort reservation through Tripsetter, but completely forgot he promised his spouse a special night out on the town to celebrate the special day. And he has no clue what restaurants and nightlife are available where he's headed, not to mention how to make reservations and get directions! Then he remembers — when he purchased a CampResort membership, the salesperson told him about Gold Concierge and included it in the benefit bundle. Now, all he has to do is call a toll-free number, and the Gold Concierge experts will find a perfect restaurant, make reservations and even help him find it.

Who looks like the hero? The salesperson who sold him the membership! It goes way beyond restaurant reservations, though. The personalized service works 24 hours a day, seven days a week to provide all kinds of information, reservations and services, for about anything you can imagine. Need a dog groomer, a house sitter or someone to detail the car? Need to know what to see (even on an international trip), when it's open, how much it costs? Gold Concierge will arrange a custom itinerary that suits your needs and make all the reservations for you. They'll clear up your gift list and do your personal shopping if you want them to. What a great way go make your customers feel like they're getting something very, very special!

You get the picture. It would be hard to oversell Gold Concierge. It really does

deliver real benefits which allow your sales staff to offer a benefit that makes their prospects feel like Gold VIP's.

Tripsetter's Developer "Gets It"

Digital Rez International, developers of the Tripsetter system, came to the project with

over a decade of innovative experience, development skills and quality customer service. Ken Lahoda, Founder and CEO of Digital Rez, states "Tripsetter is our largest and most robust online system to date." That says a lot, since Digital Rez has robust systems in place around the world such as Denali, Tourism Victoria, VIP backpackers and Camping and Caravanning Club in the UK.



RezExpert, the main program developed by Digital Rez 10 years ago, is the foundation of all systems and is fundamentally a Reservations Operating System. RezExpert manages every aspect of a property's daily operations, and is used in campgrounds, hostels, timeshares and marinas. It is, indeed, the most comprehensive property management system on the market today.

Major features of RezExpert include: property management; online bookings; IVR capabilities; call center interface; inventory management; revenue collection reconciliation, cash call accounting, multi venue management and a powerful reporting system. If you're interested in learning how the RezExpert product could assist with your resort management, please contact them directly at 800-811-5988.



The Operations File

Need to Know? Yes!

If you haven't been on the Coast Affiliates website lately (www.coastaffiliates.com) you'll be interested to know there's a new link called **Need to Know**. This section contains articles of a timely nature which will normally cycle into more permanent sections (such as Forms) after about 30 days of exposure. If you want to stay in tune with the very latest, check out **Need to Know**.

Drive-Ups – A Review

At HQ, we continue to get questions about Drive-Ups nearly every day. This review is a copy of information contained in your Tripsetter Training Guide, (Section III, page 11) and on the www.coastaffiliates.com website.



Tip: Remember, when you're booking Drive-Ups you may only book for the current date or the next two days in the future.

Sliced Bread & Online Enrollments – Equally Wonderful

If you are one of the remaining few not enrolling new members online, you're missing a great benefit. It's quick and easy and lets you get on with your business. For a refresher on how to use Online Enrollment, check your Tripsetter Training Guide or call your regional director for personal assistance.

Woodall's Ratings Complete

We're pleased to announce that Woodall's Rep Teams have now completed all field inspections and are compiling standardized rating system data which will benefit both CampResorts and members. Each Coast Resort Affiliate will receive a letter in November which notifies them of their Woodall's rating, as well as how this rating should be interpreted.

How a Small GNP Makes Tripsetter Work

"I always know who's coming in, who's already been here and coming back, and I'm confident I don't overbook. I even use it as my bookkeeper. All I have to do is make one little "✓" and my records are updated — fast!"

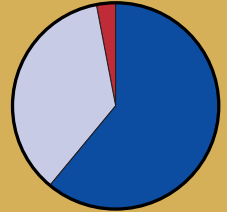
If you're not sure how Tripsetter can work for you, just pick up the phone and talk to Dolly Joyce at Checkers Welcome Campground in Welcome, MN. Dolly and her husband own and run this nifty campground, (lots of fascinating taxi cab treasures and memorabilia are reminders of their former lives as proprietors of the Checker Cab Company in Minneapolis) and fully utilize Tripsetter not only to save time, but to provide real customer service. "I always know who's coming in, who's already been here and coming back, and I'm confident I don't overbook. I even use it as my bookkeeper. All I have to do is make one little "✓" and my records are updated—fast!" Dolly is a walking ad for automation; she takes the time to show her visitors who aren't comfortable using the computer how easy it really is. By the time they're ready to leave, they're not only able to play Solitaire on their computers, they're making their reservations online! Now that's a success story.

Statistics Worth Noting

(as of 9/30/04)

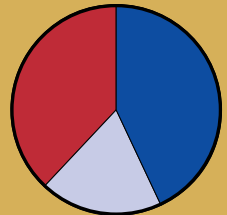
Trip Points Sold: 205,366,400

60% Member Services
37% Member website
3% Resort website



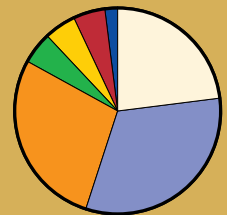
Reservations made through Tripsetter: 71,970

44% Member Services
21% Member website
35% Resort website



Trip Points Packages Sold: 21,808

2,500 Points – 23%
5,000 Points – 32%
10,000 Points – 28%
15,000 Points – 5%
20,000 Points – 5%
32,000 Points – 5%
55,000 Points – 2%



Resort Remuneration under Tripsetter

Year to Date: 7,703 payments
totaling \$1,704,761

221,658 total nights remunerated
including 810 no shows



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
(888) 851-3254

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

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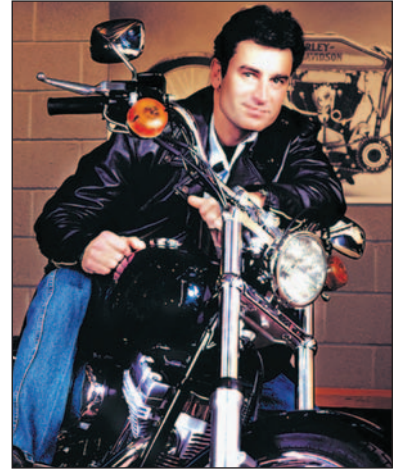
Keynote Speaker Announced

2005 North American Outdoor Resorts Conference & Exposition

January 23-25, 2005

Amelia Island Plantation
Amelia Island, Florida

Here's another reason to register early: Ken Schmidt. One of the most in-demand speakers and communications consultants in America, Ken is the keynote speaker with a rousing presentation titled "The Rise and Fall and Rise of Harley-Davidson." Sign up as soon as you receive the registration mailing!



Did you get your share of the 124,865,541 site nights?

According to Dr. Edward Mahoney of Michigan State University, between May and August 2004, there were 124,865,541 site nights available for occupancy in commercial RV parks and campgrounds. (Survey results released August 30, 2004)

If these numbers make you feel like a small contributor, remember that your customers are also contributing to your local economy. Dr. Mahoney states that the national average for spending per night in local communities near the campgrounds is \$65, estimating a total May through August, 2004, expenditure of \$3.8 billion. That's big business and it makes you a big part of the travel industry.



Missing previous copies of 2004 Inside News?

Back issues of Coast to Coast's Affiliate newsletter are available for viewing on the affiliate website at www.coastaffiliates.com.