

Inside News

A Newsletter for the Coast to Coast Network

SPRING 2008



New Initiatives to Increase Awareness, Support Sales

Efforts by Coast to Coast Resorts are underway on three new initiatives, designed to foster growth among affiliated CampResorts by promoting membership camping, attracting new buyers to network CampResorts and supporting the sales process. Playing key roles in these initiatives are the power of Affinity, Coast's parent company, and the product offerings of Interval International, provider of many Coast Deluxe benefits.

Coast Gold



There's a new membership type at Coast to Coast Resorts, and it includes a powerful travel/vacation option. Coast is teaming with Interval International to launch Coast Gold—a premium membership that offers all the benefits of Deluxe membership plus the benefits of an Interval Gold® membership. Coast Gold members through their Interval Gold membership will be able to exchange a cabin week at their home resort for a cabin week at another CampResort, or for a vacation condo at select resorts around the world through Interval International's network of resorts. This will allow members to take their investment in a campground membership and potentially turn it into a condo vacation in Europe, Spain, South American, Orlando or hundreds of other destinations. Members will also be able to purchase unlimited condo getaways for their family members and friends.



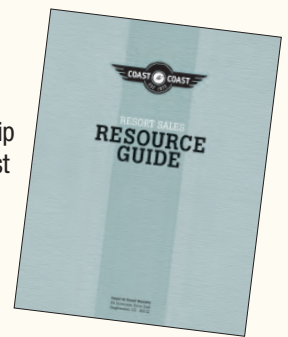
Another Interval Gold privilege is Interval Options,® which provides members with great variety in their vacation choices. Coast Gold members will be able to exchange a cabin week at their home resort toward the purchase of another vacation experience altogether—a cruise or a golf or a spa package.

To be eligible to participate in Coast Gold, resorts must be a Deluxe CampResort with cabin inventory, must be invited by Coast to Coast to participate, and must affiliate with Interval International.

Since 1976, Interval International has been at the forefront of the timeshare industry with its commitment to providing quality exchange services and other value-added programs to its nearly 2 million member families and its resort developers worldwide.

Coast Resort Sales Resource Guide

Created in support of private membership sales at network CampResorts, the Coast Resort Sales Resource Guide will be published this spring. This invaluable reference tool contains information critical to the sales process at a Coast affiliated CampResort—everything from guidelines on using Coast in the sales process, to definitions of frequently used terms, to details and descriptions of Coast membership benefits and sales tools. Copies of the guide will be distributed to network CampResorts; contact your regional sales director for more details.



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New Initiatives ... (continued from front page)

Coast to Coast FreeView

It's a "peak behind the gates" at a members-only CampResort. Coast FreeView has been designed to educate RVers on the benefits of membership camping, explain the role of Coast in the membership camping experience, and drive RVers to CampResorts for tours. It's an opportunity for non-Coast RVers to experience membership camping first-hand on a 3-day/2-night resort visit where they can learn the benefits of membership in a sales presentation. Launching in May, marketing efforts for FreeView will include ads in *Highways*, *MotorHome*, *Trailer Life*, and *RV View* magazines (total circulation of 2.2 million readers) and a branded website, and will be supported with call center resources.

This new initiative, aimed at growing the private membership camping category, is being funded entirely by Coast to Coast. Utilizing the vast media resources of our parent company Affinity, Coast is the first and only private membership camping club in the industry to provide its affiliate resorts with a sales lead generation program. The names of individuals who are interested in Coast FreeView will be distributed at no charge to the CampResorts participating in the program. The CampResorts can then contact these leads to set up a reservation for the 3-day/2-night stay at their resort along with a time to attend the sales presentation.

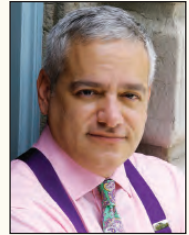


Further details on each of these initiatives will be communicated as they become available. In the meantime, if you have questions or comments, contact your regional representative, Eileen McKee (West) or Doug Woods (East).

Realignment of Resources Support Affiliate Relationships

Recent organizational changes at Affinity continue to focus company resources on building and supporting affiliate relationships.

Joe Daquino has been named SVP/President of Affinity Clubs, replacing Grant Miller who resigned to take a position with an outside company. Joe, who started with Affinity in 1984 as a customer service representative, has most recently been responsible for both Trailer Life and Woodall's directories as SVP of the Multi-Media Division. He continues to oversee this division and has also assumed overall responsibilities for Coast to Coast and the other Affinity Clubs that include Good Sam Club, Camp Club USA, Golf Card International and the RV Handyman Club. The Call Center and Support Operations also report to Joe, who is now uniquely positioned to maximize the support Affinity provides to its affiliate partners, including Coast CampResorts and Good Neighbor Parks.



In addition to running Coast to Coast, **Bruce Hoster** is focusing his efforts on acquiring and strengthening affiliate relationships with the network of CampResorts and Good Neighbor Parks under the Coast banner as well as Camp Club USA. Bruce and his team are responsible for promoting Affinity's affiliate partnerships at industry events and

for the exploration of new opportunities, including international expansion. Providing support to Bruce are **Doug Woods** and **Eileen McKee**, regional sales representatives, and **Kerri Luther** and **Lauren Malyszko**, contacts for affiliate marketing.

Providing support in the areas of operations and technology is **Dan Hoopes**, who has assumed an expanded role for Affinity and been named Vice President, Technology and Operations. In addition to overseeing the launch of system integrations and conversions and technological products for affiliates and members, Dan is also responsible for RVTripsetter, Affinity's property management and reservations software.

Current Coast Contact Center Hours



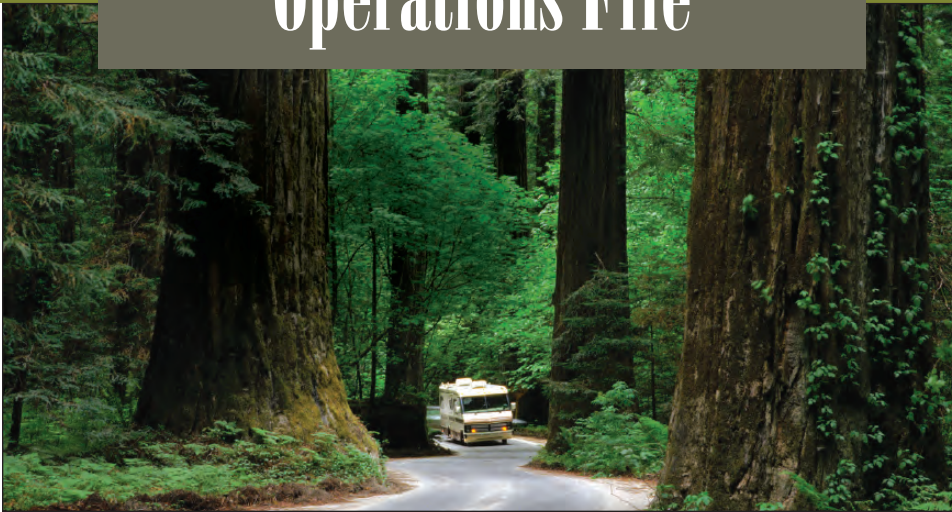
The Coast Contact Center is just one of the ways members can connect with Coast to transact their reservation business. The hours of operation for Coast Member Services (800-368-5721) are now

Monday-Friday: 6:00 a.m. – 7:00 p.m. (MT)

Saturday: 8:00 a.m. – 4:30 p.m. (MT)

By using the Internet or TripFone, Coast members have the flexibility to access Tripsetter 24 hours a day, seven days a week. They can make, change or cancel reservations, search for a resort and check their personal travel history any time they want—even when a Member Services Representative is not available.

Operations File



Updates and Images Needed

Making the Coast Annual Resort Directory the most accurate, user-friendly directory in the industry takes many months, and work is already underway for the 2009 edition. The critical information contained in it must come straight from you. Extremely important is information in your listing which has changed since last year's directory was published. The deadline for making all changes to your listing for the 2009 directory is August 1.

To update your listing, log on at www.coastaffiliates.com. From the Home Menu select *Resort Setup*, then click on *Resort Info* and then *Resort Information*.

- Review your resort's description and directions. **Remember:** You are limited to a maximum of 300 characters (including



spaces) for each of these two sections. If your entry exceeds that, it will be edited by Coast. Please use standard accepted postal abbreviations (e.g., Rd, St, Hwy, Blvd).

- Check your list of amenities to make sure it is complete, especially with any amenities represented by icons in the 2008 directory.
- If you need to update any of your information in the RV Notes section and cannot make the changes, email the updates to affiliateservices@rvn.net or fax them to 303-728-7312.

Check Your Image

It's time to take a critical look at the images your potential visitors see, and then submit any updates for the Coast website and 2009 directory. Whether it's a beautiful wooded setting which evokes the feeling of retreat or a raging campfire where like-minded travelers make new memories, your images define not only your facilities but the experiences your visitors can expect to have when they stay with you. Make them say the very best! Email new images to lgrabner@affinitygroup.com.

DEADLINE: All changes to your directory listing and any new images must be submitted by August 1, 2008.

Notice: Don't forget to check your contact information (e.g., mailing address, fax and email address) in Tripsetter to make sure it is up-to-date and correct. This information is needed for communication of important updates and notices to your resort.

The Best is Now Even Better with Tripsetter Upgrade

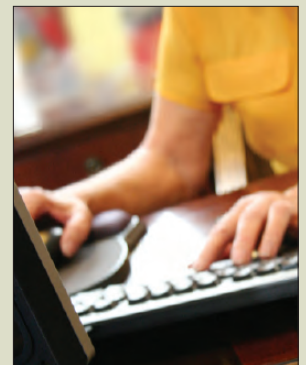
It's the premiere online reservation system, and with the release a few weeks ago of version 7.1, Tripsetter boasts even more functionality for members and for resorts! By now you are probably very comfortable with the new menu navigation, the online help and the functionality that allows reservations to be checked in, checked out, cancelled and no-showed from the same screen. If you have rental units and accept Trip Points for these, the new features that simplify the management of rental units in Tripsetter and allow for an increased reservation window (now 60 or 90 days up from five) are a welcomed modification.



As a reminder, the security level of each user determines what that user can see and do in Tripsetter upon logging on to the system. If you forget your password, the individual at your resort with "Resort Owner/Corporate" access can reset your password, but Coast no longer has the ability to retrieve this information for you.

To download and print* a complete version of the Tripsetter 7.1 Training Guide, log on to www.coastaffiliates.com and click on *Tripsetter User Guide*. Additional reference information is located under *Need to Know*.

Coast Affiliate Services is available to help answer any questions you have; contact the Help Desk at 800-719-6841.



* If you are not able print the Training Guide, contact Coast Affiliate Services for a copy.

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 303.728.7429
Email emckee@affinitygroup.com

East

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

MEMBER CONTACT INFORMATION

Coast Member Services 800.368.5721
Coast Travel Services 800.722.1410
www.coastresorts.com

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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Welcome to the Family

We are pleased to welcome several new additions to the Coast network:

Deluxe CampResorts

- Durango Riverside Resort & RV Park (Durango, CO)
- R Ranch in the Mountains (Dahlonega, GA) (Reinstated)
- Tres Rios RV River Resort and Campground (Glen Rose, TX)



Classic CampResorts

- Austin Campground (Austin, PA)
- Bear Den RV Park (Grangeville, ID)
- Gateway To The North RV Park (Deer Lake, Newfoundland, Canada)
- Kiva RV Park (Bernardo, New Mexico)
- North River Campground and RV Park (Shiloh, NC)



Marketing MEMOS

Happy Members in Perry

The Perry Rally in March was a great opportunity to meet some of Coast's members and to get feedback on their membership, their travels and more. We're excited to say we talked to a lot of happy members and filmed testimonials that will be used in the near future in marketing and member materials, including new sales videos. Watch for some of these testimonials to appear in the near future.

With warm weather here, the thoughts of many turn to the links. It's a perfect opportunity to reinforce at the sales table that Coast Deluxe members receive a free yearly membership in Golf Card International—a great benefit for use at home and on the road!

Don't Forget to Give the Kit

Designed to educate members and decrease rescission rates with the home park, Coast New Member Kits give members a tangible product to take with them from the sales table. Resorts are responsible for ensuring new members receive these kits. Coast sends each member a Welcome Kit and Continuing Member Kit (with yearly renewals), but does not fulfill New Member Kits. New Member Kits are included on the Sales and Marketing Materials Order Form, available at www.coastaffiliates.com under Marketing Materials tab. If you have any questions, please contact Coast Sales and Marketing at 800-368-8897.

