



The Official Newsletter
for the Network of
Coast to Coast Resorts

Introducing NEW Marketing Materials in our Coast Deluxe & Premier New Member Kits!

Coast to Coast is thrilled to announce that we have created and started distributing new marketing materials in the Deluxe and Premier New Member kits. The new Deluxe and Premier New Member kits were designed to be even easier to use and more appealing to new members. The new marketing materials feature new brochure copy, new design layouts, and engaging photography to enhance the appeal of our many exciting membership benefits. We are confident that these new marketing materials will make our Coast to Coast memberships even more competitive and inviting.

Each new Deluxe and Premier new member kit includes the following new pieces:



- 1. New What's In the Kit Flyer** – This new flyer is designed to make it easy for a new member to see at a glance what is included in the new member kit they are given by their home resort.
- 2. New "Open Me First" Envelope** – This new envelope includes the New Coast Welcome Letter, the New Coast Quick Start Guide, and a Coast Temporary Membership Card Carrier so the new member easily has access to the tools needed to get started using their Coast membership right away.



- 3. New Welcome Letter** – The new welcome letter has updated copy and an enhanced design that makes it easier for the new member to understand the initial steps they can take to get started using their Coast membership, including reading the new Quick Start Guide, registering online at CoastResorts.com if they haven't yet, and reviewing the other materials included in their new member kit.



- 4. New Quick Start Guide** – This new marketing brochure is specifically designed for new members that may not review their entire Coast Adventure Guide. It lists five easy steps so

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a new member can quickly begin accessing all of their exciting Coast membership benefits. The Quick Start Guide also gives them a very brief overview of how they can maximize their membership.

5. New Adventure Guide – The completely redesigned, new Adventure Guide brochure features updated copy, eye-catching photography, and easy-to-read, detailed “How to Use” instructions so new members can easily access all of their many terrific Coast membership benefits. We also provided enhanced descriptions of all the member benefits that can be used by both non-RVers and RVers such as the Discount Condo Getaways, the new Weekly Outdoor Resort Rentals, and new Unique Getaways that can be booked through Hopaway Holiday.

6. New "Special Offers & Extras for You" Envelope – This new envelope is designed to include the additional special offers, DVD and decal that are included in the new member kit so that the kit is more organized and everything is conveniently in one place for ease of use.



The new Deluxe and Premier member kits with the new marketing materials have already begun shipping to resorts. In the months ahead, we hope that these new marketing materials, designed to increase your sales and improve member satisfaction, are a big hit with your new members! 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.

Sales Update

New Movie Discounts Added to Trip Plus Discounts!



In order to continue to improve the discounts we offer to all Coast to Coast Members, we recently added new Movie Discounts to our member-only Trip Plus Discounts! Now members can save on movie tickets, movie rentals, and concessions! Take a trip to the cinema at 30 percent off tickets from **Regal Entertainment Group** and **Marcus Theatres®**. Save up to 25 percent on movie tickets when you take a trip to **AMC Theatres**. If you want to watch a great film from the comfort of your own couch, visit your nearest **Redbox** location where you can rent one DVD, and enjoy a second one free for the first night! For complete details and to access Trip Plus Discounts online, sign into **CoastResorts.com** and click on "FIND DEALS" under the Coupons & Discounts section on the member homepage. To find the Movie discounts, simply click on "Movies" under the Categories section found on the left navigation bar on the Trip Plus website. You also can search discounts by city or zip code. Select the offer and follow the online redemption instructions.

To start saving with Trip Plus Discounts on the go, members can download the updated **FREE "My Deals"** mobile app for smartphones from either the App Store for iPhones or Google Play for Android phones. Once a member downloads the mobile app and opens the "My Deals" mobile app, the member should sign in with their email address and password. If the member needs to register, click "Setup Account" and follow the prompts. If prompted to register, use Program ID 100518 for Coast Deluxe and Premier members or use Program ID 100516 for Classic members.

Set Your Holiday Blocks for 2017

Now is the time of year to set your holiday blocks for 2017 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 2017. 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 & 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.

Who Wants to Get Paid?

With the season winding down for most resorts, it is time to be sure that you have closed all your 2016 reservations so that Coast can pay you for all reservations you have hosted. To review any open reservations that you may need to close, just do the following:

1. Go to coastaffiliates.com and log in using your user name and password.
2. On the home page click on Reports, then on the next page select Reservation Maintenance Detail Report (see first image on right). Once this report is created, all reservations that have not been checked in or out are listed alphabetically by the Coast member's last name.
3. Print or save the Reservation Maintenance Detail Report and then return to the home page and select Reservation Functions.
4. On the report that appears, select the "All Reservations" tab from the five tabs at the top left side of the report.
5. On the top right side of the report click on the "Change Dates" tab and set the "from" date to match the earliest open reservation (the "to" date will default to today's date) and click "Search".
6. This next page will display all of your open reservations, and in the Action column at the far right every reservation requiring an action will display in white and include an "Action" box (see second image above).
7. Click on each "Action" box and, if the reservation has not been checked in, select either check-in, cancel, or no show to match the status of the reservation, also change the check-in date if it differs from the date displayed, and then click the "Save" button at the bottom of the page.
8. Once a reservation is checked in, and if today's date is beyond the check-out date, update the check-out date if it has changed from the date displayed and then select "Check-Out" from the Action box in the far right column and click on the "Save" button at the bottom of the page.
9. The reservation is now checked out and will be paid by Coast in the next weekly remuneration.



If you have questions or need help, call Coast to Coast Resort Coordinator Linda Clark at 800-833-9183 ext. 1412, or email her at Linda.Clark@GoodSam.com.

The Latest Coast Resort & Good Neighbor Park News

We have some very exciting resort and GNP news to share with you this fall!

New Coast Resort: Saratoga Escape Lodges & RV Resort in Greenfield Center, NY

Nestled in the foothills of the beautiful Adirondack Mountains, Saratoga Escape Lodges and RV Resort is situated around a private spring-fed lake with beach area surrounded by tall pine trees and natural beauty. Terrific resort amenities include activity center, game room, aqua playground, swimming pools, miniature golf, nature trail, children's playgrounds, ice cream parlor, store and much more. Canoe and kayak rentals are also available if you want to spend time out on the lake. The Deluxe resort is conveniently just minutes from the famous Saratoga race track, SPAC, and downtown shopping on Broadway. Beautiful Lake George, "Queen of the American Lakes," is also an easy 20 minute drive. To learn more, visit saratogaescape.com.



New Coast Resort: Champs RV Resort in Whitehall, NY

Situated in the historic town of Whitehall, NY, Champs has a beautiful setting right on the Champlain waterway and gorgeous mountain views. It is also located approximately 10 minutes away from the Vermont border. The Deluxe resort is a nature lover's paradise and loaded with wild life, as it borders a protected nature preserve. Open May 1 to October 30, Champs RV Resort is the perfect place to relax with terrific amenities such as clubhouse, outdoor swimming pool, playground, fitness center, picnic area, onsite restaurant and snack bar, hiking trails and more. The waters of the Champlain waterway offer you the opportunity for fishing, kayaking, or boating adventures. For more information, visit the Champs Campground RV Park Facebook page.



New Owners for Wapakoneta, OH Resort

Venture Out Resorts has announced that they have purchased Lakewood Village Resort in Wapakoneta, Ohio. The Deluxe resort has been renamed Arrowhead Lakes. In addition to the name change, Venture Out Resorts plans many new upgrades at this resort in the months ahead.

To learn more, visit ventureoutresorts.com.



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

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