



## **Direct Mail Reactivation Membership Brochure**

[HEADLINE]

**Travel, Adventure and Fun: The Choice is Yours**  
**Experience More Savings, Better Deals from Coast to Coast!**

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Being travelers ourselves, we understand the RV lifestyle and what's important to you, whether it makes your trip easier, saves you time or simply adds more fun to your life. We also understand the value of a dollar. For that reason, we've recently spent a good deal of time listening to you and developing enhanced member benefits specifically for your wants, your needs and your pocketbook.

At Coast to Coast, we think these new, expanded benefits are too enticing to pass up. Now, we're offering you more savings, more travel opportunities, simplified planning and streamlined programs so you can relax and experience more adventure and more fun!

In addition, you'll still enjoy the advantages of Coast to Coast's standard benefits such as RV camping at nearly 400 private resorts, rental accommodations at 275+ resorts, access to 500+ Good Neighbor Parks, Affinity Bank full-service banking and computerized trip routing.

We're so confident you'll be pleased with our enhanced benefits package, we're offering you a complimentary 2-for-1 cruise exclusively for reactivating members! Read on to discover how you can increase your pleasure and your savings with a revamped Coast Classic membership.

### **NEW! Simplify Your Life with Online and Toll-Free Resort Reservations**

Picking up and exploring the country at a moment's notice is an exciting part of the RV lifestyle. When that open road beckons, you can seize the moment and roam where you want. But let's face it, planning is required to get you easily from point A to point B.

Here's the good news: Your adventurous spirit just got a break. With our expanded benefits — and a little help from technology — planning your next trip is a snap.

Online and Toll-Free Resort Reservations let you search online for participating RV resorts or Good Neighbor Parks. Once you confirm availability at your destination, you can book online or call our friendly Coast Reservations Specialists toll-free at 1-800-368-5721. It's that easy!

### **NEW! Our User-Friendly *Trip Points* Program Streamlines Your Camping Cards and Your Discounts**

Beginning in January, the new *Trip Points* program replaces the Camping Cards, Good Neighbor Cards and Accommodations Cards. This program provides a more convenient way to use your *Trip Points* for RV camping or rental accommodations. You save every time you visit any of our nearly 400 top-rated private RV resorts in the U.S., Canada and Mexico, along with the 500+ affiliated RV campgrounds that are part of the Good Neighbor Park Network. Watch your mail for details!



Online or by phone, you'll enjoy the simplicity of *Trip Points* and the ease of using your points whenever you want, wherever you go.

**NEW! The RV Community Website: A Place Where Everybody Knows Your Name**

Our RV Community Website provides the perfect forum to sit around the "virtual campfire," share your travel adventures and listen to others' experiences. This new Coast to Coast benefit is free-of-charge and offers a great way to meet and chat with travelers who love life on-the-road as much you do. To begin meeting new friends, visit [www.coastresorts.com](http://www.coastresorts.com).

**NEW! Greater Savings on Hotels, Dining, Leisure Activities and Attractions**

You can make advance ticket purchases for sporting and theater events, concerts and more... at up to 50% off!

[SIDEBAR]

**Reactivate by December 15 and Get a Complimentary 2-for-1 Cruise Certificate!**

Your 2-for-1 Cruise Certificate can save you \$100s or even \$1,000s on your choice of 3-7 day luxury cruises. Pay for just one passenger — the other cruises **FREE!**

Offer excludes port charges, government imposed taxes and other incidental charges. Other terms, conditions and restrictions apply. Please see the Cruise Certificate for complete details.

[OUTSIDE COPY]

**Enjoy Discount-After-Discount for Hotel, Dining and Leisure Activities**

Being a Coast to Coast member means you save on just about every travel activity available. Additional savings are yours at 75,000 participating Entertainment® locations. You can enjoy discounts through Membership Card or Online Benefits.

**With your Membership Card, you'll receive:**

- 50% off rack room rates or 10% off promotional rates at more than 5,400 hotels worldwide
- 20% off at thousands of restaurants, retail and service merchants in the U.S. and Canada (Up to \$25 maximum savings per visit, excluding tax, tip, alcoholic beverages and sales items)
- A printed Frequent Values® directory which contains a sampling of the complete merchant listing available online at [www.coastresorts.com](http://www.coastresorts.com).

**Your Online Benefits include:**

- A complete listing of participating locations accepting hotel, dining and leisure discounts.
- Online printable coupon offers for "buy-one-get-one" or "Up to 50% off" deals at participating merchants in the U.S. and Canada. You can download up to 50 coupon offers in one year.

[SIDEBAR]

**Hurry! Respond by December 15 to Get Your Complimentary 2-for-1 Cruise Certificate!**

Don't miss your opportunity to experience the exclusive benefits of the Coast Classic membership. As a member, you'll be traveling in style for a fraction of the cost! And if you act now, you can enjoy all the pleasures that come with an incredible 2-for-1 cruise. It's simple. It's easy. It's risk-free. Respond today!

**Risk-Free, Money-Back Guarantee**



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*Dynamic Writing that Boosts Your Sales & Visibility!*

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You must be 100% satisfied with your benefits and privileges, or you can cancel at any time within the first 30 days to get a 100% refund of your paid membership fee.