

# Good Sam PARKLIFE

Official Newsletter for the Good Sam RV Park and Resort Network



## Grow With Good Sam

### More members = more guests at your Good Sam Park



**Ann Emerson**  
Vice President and Publisher

Every month, we're growing the number of potential guests making a visit to your park. Don't take my word for it: just look at the number of new Good Sam memberships that we've accrued to date. Currently, we count more than 1.5 million members, a six percent increase over the early part of 2014. We've sold a whopping 189,220 new memberships and renewals.

These folks became Good Sam Club members for a reason. They're seeking the savings and value that Good Sam stands for. That means great deals at Camping World, a wide array of products, benefits and services, and—most important—the savings they enjoy at your Good Sam Park.

They know Good Sam Parks will give them a great guest experience at a discounted rate. They also know that Good Sam represents a standard of quality that they won't find at other non-Good Sam parks.

With the prospect of more Good Sam members rolling across North America's highways, it's a great time to evaluate your marketing approach to make sure you're hitting would-be customers. Are you getting the biggest bang for your buck online and in print? Are you engaging customers in social media as much as you should?

We're here to convey your story to prospective guests, and one of the best places to do that is online. From our social media channels to the GoodSamCamping.com website, we can enable you to draw in RVers from across North America. Consider these numbers: The combined Good Sam and Camping World Facebook pages attract five million people each month, and 10 percent of these visitors engage with the Good Sam Blog, and GoodSamClub.com and the Good Sam RV Travel Guide websites, likewise, have drawn a whopping 13.8 million visits.

Grab some of this traffic online with our digital programs. From banners to social media posts to articles on our blog, you can bring customers to your websites. Check out our conversation with sales director Dawn Watanabe on page 2 to learn about our new online sales programs for 2016. These programs will help you reel in both members and non-members.

Speaking of non-members, I'd like to thank all of the Good Sam Parks that sold memberships to RVers over the past year, both in person and through our Link program. Not only did you earn \$25 for each membership sold, but you also contributed to the growth of Good Sam membership. This investment will pay dividends down the road.

Thank you for your ongoing support of the Good Sam Network and for all of your efforts in helping us grow.



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## Outdoor & RV Expo at Camping World

Good Sam members can enjoy the great outdoors and save at Camping World during the retailer's 10th Annual Outdoor & RV Expo, June 5–6.

Sponsored by DISH®, the event will take place at all Camping World SuperCenters nationwide and will feature free daily product samples and free lunch each day from 11 a.m. to 1 p.m.

Good Sam Club members can save up to 70% on limited-time specials during the event, including patio lights, sanitation supplies, awning accessories and more. During their visit, customers can stroll over to the Camping World RV Sales center, where they can tour new models and take advantage of deals on new and pre-owned motorized and towable RVs. To find Camping World SuperCenter locations along with maps and driving directions, visit [CampingWorld.com/stores](http://CampingWorld.com/stores).



**Good Sam**  
RV Park & Resort Network

# Digital Deals for 2016

## Take advantage of our growing online opportunities

Are you grabbing the attention of the millions of RVers who connect with Good Sam online each month? Our Good Sam websites, GoodSamClub.com and GoodSamCamping.com, offer several new tools for 2016 to help you transform Internet surfers into future customers. From our mobile app to social media, we can help you extend your reach into our growing online audience.

Sales Director Dawn Watanabe walked us through the many new opportunities for 2016 to reach customers in the digital arena.

### What's the big deal with social media?

The combined Good Sam Club and Camping World Facebook channels attract 5 million people each month, and 10 percent of these visitors engage with Good Sam.



### So how do Good Sam Parks take advantage of all this traffic?

Simply join the conversation by acquiring a Facebook Park Post. Tell your park's story in descriptive text and share some great photos with our active social audience. Banter with customers, answer questions or simply direct visitors to your park's website. Be the life of our social media party!

### Can Good Sam Parks reach new customers through the blog?

Yes, and a Park Voice article is the best way to give your Good Sam Park the blog presence it deserves. This in-depth feature includes photos of your park that will appear prominently on the blog's home page. The best part is that you get to decide the look and feel of the article. Blog subscribers will be alerted by email when your post is live, ensuring that you get lots of clicks. The Good Sam Camping Blog (blog.goodsam.com) has attracted 550,000 blog users who log on to enjoy in-depth RV travel, lifestyle and technical articles, so this is a sure bet.

### What about Good Sam's other sites?

The GoodSamClub.com and Good Sam RV Travel Guide website have drawn a whopping 13.8 million visits, and the Listing Details Pages alone have garnered 9.7 million views. Our mobile app is no slouch, either: More than 170,000 RV travelers

use the app, accounting for 2.17 million mobile app sessions.

### That's a lot of traffic! So, tell us about the new offers that Good Sam Parks can utilize?

Lots more photos in our digital bundles! We are giving potential customers a better look at your park with up to **12 Digital Photos**. One photo of your Good Sam Park will appear on the Search Results Page and up to 12 will appear on our newly redesigned Listing Details Page.

We have a new **Explore Tab** offer. Get a 240 x 400 sidebar banner ad on our popular Explore Tab, where RV travelers go to plan their adventures.

Also new are **Target Market Tabs**. Parks can target their market and add even more enticement to their Listing Details Pages by adding special tabs that highlight your Rentals and/or Seasonal Sites. This new feature will attract new visitors and showcase your park's diverse offerings.

We're really excited about our new **Park Reservation Link, included in our digital bundles and appearing as "Book Now"** on your Search Results Page and Listing Details Page, as well as on the mobile app. This will link consumers directly to your park's reservation page.

And... Last but not least our Targeted Campground Offers. Good Sam Parks can get up to three **Targeted Campground Offers, just like the big box retail stores!** Reach RVers through our Good Sam Camping mobile app and on Good Sam websites. Bring new customers to your location with compelling deals promoted on your Listing Details Page on the websites and the mobile app.

**Contact your sales rep to take advantage of our great digital opportunities.**



# Linking Your Way to Success

## Make the most out of membership sales opportunities

Membership sales at Good Sam Parks have risen significantly during the first quarter of 2015 compared to the same period last year. A big component of this growth is the Good Sam Link program: In the first three months of 2015, sales via Good Sam Link outstripped all of 2014's Link sales! Take advantage of all three approaches—signing up new Good Sam members, reactivating Good Sam memberships and selling Good Sam memberships via a link—to increase your park's ability to earn revenue.



A Good Sam Link on your website makes sense. As a Good Sam park, providing a link to the Good Sam Club is an appropriate service to promote and recommend to your customers. Because of your affiliation, you can speak about the Club with confidence and from experience. The Good Sam Club is relevant to your customers and will not be seen as "spam."

Forty three percent of the parks that have a Good Sam Link on their website also sell memberships at their park. Their experience has proven that the Link program compliments memberships sales at your park. Perhaps a customer peruses your website before staying at that park and then uses the link to join the Club. Or maybe he held off

on the purchase and was unsure about joining—until your staff informed the customer to come back to the office to join or visit your website to sign up. Now you've added value to your website by providing a useful link that can make your customers happy...and earn you money.

Be creative when using the links, and don't limit it to your website. Use the link in your social media channels, such as Facebook, Twitter, etc. You can even add it to your outgoing email signature.

We offer 10 banners and 6 text links of varying sizes, colors and messages. One or maybe two of these attractive banners and links can be a perfect fit for your website. Visit [www.GoodSamNetwork.com/gsparkaffiliateprogram/](http://www.GoodSamNetwork.com/gsparkaffiliateprogram/) to get started. Remember, you don't want to use any link to the Good Sam Club website. You need to make sure the link contains your unique ID number (your Park number). Otherwise, we won't know who referred the new member. Make sure you copy the special tracking code from [www.GoodSamNetwork.com](http://www.GoodSamNetwork.com).

Link sales count toward the annual membership bonus. Even when your office is closed for the night or during your off-season, a link on your website is available 24/7, increasing your chances to move up in the bonus levels to earn even more money.



# Good Sam Park Rack Brochures

## We're reaching out through Camping World

Hot off the press, the new Good Sam Park Rack Brochure has been distributed to all the Camping World SuperCenters across the United States. Each version of the brochure lists the Good Sam Parks in the state or region where it's distributed. For example, brochures available in the Camping World stores in California offer a list of Good Sam Parks in the Golden State.

This is a new grass roots component of the Good Sam Park Network's overall marketing strategy that increases the benefits and value of being a Good Sam Park. It's a great example of how we continually look for relevant and creative ways to use the power of the Good Sam brand to help drive more visitors to your Good Sam Park.

The brochure also will drive reservations and generate Good Sam club membership sales at your Park.

In addition to Camping World stores, the brochure will be available at visitor centers in states and Canadian provinces that don't have Camping World SuperCenters. They also will be available at consumer shows and events and are included in the Good Sam Park "Show in a Box" kit. In all, there are 38 versions of the brochure.

Good Sam has received great feedback from the Camping World SuperCenters and at shows so far, and with a dedicated 800 number and URL, we'll be able to track the call and online activity. We'd love to hear your feedback about the traffic that comes to your park as a result of the brochure!



# Congrats to Anvil Campground!

The Good Sam RV Park and Resort Network would like to congratulate Anvil Campground in Williamsburg, Virginia, for celebrating its 31st year as a Good Sam Park.

Since its opening in 1954, Anvil has shown an unwavering commitment to customer service and has consistently offered the quality and value that RV travelers have come to expect from a Good Sam Park. We're happy that Anvil has chosen to partner with us for more than three decades, and we know this family-owned park will enjoy even more success in the future.

Is your Good Sam Park approaching a major milestone? Beginning in 2015, any RV park that has reached a milestone of 20, 25, 30, 35 or 40 consecutive years as a Good Sam Park receives a beautiful plaque of recognition. A Park that has logged 5, 10 or 15 consecutive years with us will get a certificate. Hang these trophies on your wall so that customers can see your commitment to great value.

# Savings at Good Sam Parks

## Know the finer points of our discount policy

Staying at Good Sam Parks can lead to big savings for members. During their RV travels, Good Sam members actively seek out Good Sam Parks for a quality park experience and a savings of 10% off their nightly RV site. With RVers gearing up for their summer RV travels, we wanted to review the 10% Good Sam discount policy. Keep this information handy!

### Q: What qualifies for the Good Sam 10 percent discount at my park?

**A:** Good Sam Parks agree to give the 10 percent discount on the overnight rate plus any other charges or surcharges directly related to the RV site occupancy such as electric, sewer and cable access. The Good Sam discount does not apply to recreational fees, propane sales, purchases made at your park store or other products or services available at your park.

### Q: Do I need to give the Good Sam 10 percent discount on my rental units?

**A:** The 10 percent discount applies only to overnight RV sites. Although it does not apply to rental lodgings, you can offer members the discount on accommodations, if you choose to do so.

### Q: I have an upcoming special event at my park. Do I have to offer the Good Sam discount during my event?

**A:** Good Sam Parks must offer the 10 percent discount every day of the year, regardless of special events, weekends, holidays or off-season dates. No blackout dates are permitted.

### Q: Can Good Sam members use the 10 percent discount in combination with other discount offers?

**A:** The 10 percent discount cannot be combined with other discounts and applies only to the nightly rate. If your Good Sam Park offers a reduced or weekly or monthly rate, the 10 percent discount does not apply.

**The Good Sam 10 percent discount is not the only benefit.** The Club offers many other benefits for an RVer to join, ranging from saving opportunities at Camping World & Pilot Flying J, support services to assist RVers and special events to connect with fellow RVers.

## SAVE

### Good Sam Parks, Camping World & Pilot Flying J

- Save 10% on the nightly RV rate at 2,100+ Good Sam RV Parks & Campgrounds
- Save on fuel at Pilot Flying J
- Save at Camping World—the Club's official RV accessory retailer!

### Camping World SuperCenters

- Up to 30% savings on parts & accessories
- Special installation offers
- Free annual 8-point RV inspection
- Free dump station privileges
- 25% savings on LP Gas on Tues. & Wed.
- Hundreds of dollars in coupons

### CampingWorld.com

- Up to 8% instant rebates
- Free shipping on orders \$99 or more (some restrictions apply)

## SUPPORT

### RV services you can count on

- Special price on Good Sam Roadside Assistance
- Action Line—RV dispute resolution service
- Sam Alerts—RV recall notification service
- Free online RV trip planning

## LEARN

### RV Tips, How-to Videos & more!

- Special member price on the full subscription to MotorHome or Trailer Life magazine
- 4 free issues of MotorHome or Trailer Life magazine
- Free CyberSam & Insider eCommunications with RV tips, member news & more!
- Online access to how-to videos on a variety of topics

## CONNECT

### Enjoy the RV Community with 1.5 million members

- Good Sam Events planned across the country
- Local Chapters—friends with similar interests
- Standby Sams—volunteer network

Good Sam Park Life is distributed to the Good Sam Network of RV Parks and Campgrounds. Current and archived issues are available online at [GoodSamNetwork.com](http://GoodSamNetwork.com).



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