

Best Parks in America Steps Up Camper Interaction, Gains 25% in Best Guest Memberships

McLean, VA (June 30, 2009) – Best Parks in America, a collection of distinguished, independent RV resorts and campgrounds throughout America, recently embarked upon an electronic newsletter campaign resulting in a 25% increase in Best Guest in America memberships – Best Parks in America’s guest affinity program.

e-Newsletter subscribers are treated to resort spotlights, RV and camping tips, invited to nominate their favorite RV park/campground to become a Best Parks in America, and are directed to the redesigned Best Parks in America website to assist in planning their next RV or camping trip.

In a nod to promoting the brand through real-life experiences, Best Parks in America held an interactive contest encouraging readers to submit their best money-saving RV tips. Three winners were chosen from the numerous entries received and each winner was awarded a complimentary one week stay at the Best Parks in America resort of their choice.

Contest winner Tara Trievel chose Lake George Escape - www.LakeGeorgeEscape.com - in New York for her winning vacation. “I entered the contest to share my idea with others – these are hard times. I never win anything so was excited when I heard I’d won. We were planning a camping trip to the Adirondacks so Lake George Escape was a perfect choice,” said Trievel.

Amenity rich facilities, unsurpassed resort locations, superb service, and trademark warm hospitality with a smile – Best Parks in America’s affiliates deliver upscale camping experiences. Explore www.BestParksinAmerica.com for further details. Exceeding expectations. Every time. Every location.

About Best Parks in America

Best Parks in America is a group of independently-owned and operated RV parks, resorts and campgrounds that represent and promote consistent and outstanding service nationwide. Professional staff greets park guests and affiliated parks offer a full range of quality facilities, amenities, and services. Park owners interested in learning more about the benefits of being a part of Best Parks in America may contact David Gorin, Best Parks in America president at 866-462-7275 or david@davidgorinassociates.com.

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