



Eastern Slope Innformer

Fall / Winter 2011-2012

SEASONAL UPDATE FROM THE FRONT DESK

Even Greater Deal for Vacation Owners—Book a midweek stay on any of our great Value Season packages such as our Shopping Getaway, Midweek Golf Package, or Ski Packages during our value seasons, and we will give you an additional 10% owner discount on top of these already low package rates. Value seasons are October 23rd through December 18th and from March 25th to June 7th. Reservations must be booked before December 31st, 2011. This offer is only for Vacation Owners, it cannot be transferred to friends or family. Call our Central Reservations Department today for more information at 1-800-862-1600.

Don't forget when booking a room any time, in order to be eligible to receive your Owner discount, you must book your room through our Central Reservations Department. Owner discounts cannot be applied to reservations booked online at this time.

Find us on Facebook—Keep up-to-date with what is going on at the Eastern Slope Inn and in the North Conway area by 'liking' us on Facebook. Check in often for deals, area information and pictures in and around the Resort. And don't forget to share us with your friends so they can see your home away from home. Visit: www.facebook.com/EasternSlopeInn#!

It's Almost that Time of Year Again! Winter at the Inn—Just a friendly reminder to please remember to keep all fire lanes clear of vehicles, especially the driveway in front of the Main Inn. It is fine to park in front of the main entrance just long enough to unload your belongings, but please do not park there for more than a few minutes, and *certainly not* over night in consideration to all our guests.

In addition, please remember to register ALL vehicles belonging to any member of your party at the Front Desk, and don't forget those plate numbers. This can be especially important during our winter season when we may need to contact you to move your vehicle for plowing purposes.

Also, if you happen to be staying at the Inn during a Winter

Storm, you may want to consider going out at least once during the storm to relocate your car to a plowed area. Not only will this help our maintenance department get the entire resort cleaned up, it may also save you from having to dig your car out from under 3 feet of snow when you do decide to go out.

And don't forget those winter boots. We do our best to keep our resort clear of snow and ice, however, proper footwear is necessary when walking around in the winter in New England.

Pool Usage—One of the many benefits to Vacation Ownership is use of the resort amenities at Eastern Slope Inn, even if you are just in the area visiting outside of your week (or any non-peak time if you live in the area).

Just a friendly reminder that this benefit is for the owner(s) of record and their family members living in the same household up to the age 25; children under 16 must be accompanied by an adult while in the pool or fitness center.

If you are using the pool and would like to bring guests with you, this is certainly allowed, but the guests must be accompanied by you as the owner, and there is a minimal guest fee of \$2.00 per guest per visit.

Our pool area is now secured by our Resort lock system, so make sure you stop by the Front Desk on your way in to register, and pick up a key to access the pool area.

Be Sure to Check Your Arrival Dates—In 2012 there will be a week 53 for Sunday owners respectively. This will affect arrival dates. This may have a particular effect on our Owners who own a school vacation week and plan family trips to NH around that. Please check to make sure you are aware of your arrival dates so you do not arrive at the Resort on the wrong week.

Please be sure to check our vacation week calendars on our owner webpage www.ESIvo.org for all dates. **DO NOT COUNT UP WEEKS USING YOUR HOME CALENDAR!!!** Vacation Owner Calendar for February Vacation Weeks are as follows:

WEEK	FRIDAY		SATURDAY		SUNDAY	
	FROM	TO	FROM	TO	FROM	TO
5	2/3/2012	2/10/2012	2/4/2012	2/11/2012	1/29/2012	2/5/2012
6	2/10/2012	2/17/2012	2/11/2012	2/18/2012	2/5/2012	2/12/2012
7	2/17/2012	2/24/2012	2/18/2012	2/25/2012	2/12/2012	2/19/2012
8	2/24/2012	3/2/2012	2/25/2012	3/3/2012	2/19/2012	2/26/2012

Resort Access.....603.356.6321

www.ESIvo.org

VO@EasternSlopeInn.com

EARN \$300 WITH OUR OWNER REFERRAL PROGRAM

Just one year ago, we fundamentally changed the owner referral program to reward you. Our owners receive **\$300 for each and every referral you send in who purchases from us. WOW! Almost 100 of you have already “cashed in”** with a \$300 credit towards your next annual fee.

Because of this success, we have decided to continue this policy thru Sept 1, 2012.

We will continue to contact all your referrals offer them a **FREE WEEKEND** to visit Eastern Slope Inn Resort, and if they purchase, you will receive a **\$300.00 credit towards your next annual fee!**

We want you to feel comfortable sending your friends and acquaintances to see us. When possible, your original representative will show them around, and of course we will treat them with the same

courtesy and respect we showed you, whether they purchase a vacation or not.

Who would you like to share this great vacation lifestyle enhancement with?

To submit names for us to contact on your behalf go to: www.vacationwhitemountains.com/refafriend.htm

To print your own certificates to give to your friends, go to: www.vacationwhitemountains.com/referral/certificate.htm

This information is also available online at www.ESIvo.org by clicking on the “Friends & Family Referral Program” link under the Owner Links Section.

VACATION OWNER VALUES

We would like to see you visit even if it is not your vacation week, and want to remind you of your Vacation Owner discount outlined here to visit your Resort or Attitash Mountain Village Resort:

Value Season (Oct. 23rd- Dec. 22nd, 2011 and Mar. 18th – June 14th, 2012) Your first paid stay is at a 20% discount off the normal rate; your second stay at 30% off; and your third and subsequent stays at 40% off for any calendar year.

Peak Seasons Owners receive a 20% discount for any and all reservations during high season at all properties for that calendar year. As a Vacation Owner you are also eligible for a 20% discount off

our regular rates at either the Oxen Yoke Motel in North Conway, or the Attitash Marketplace Motel in Bartlett, ANY TIME during the year that space is available.

These discounts will not be available during Christmas Holiday Week, February vacation week, Martin Luther King weekend, weeks 29 through 33, and Columbus Day weekend. During these times we would be happy to offer our vacation owners 10% off our motel rates, which cannot be combined with any other discount or promotion.

Call 1-800-862-1600 to arrange your stay at these special rates today!

VACATION OWNER ALERT

As you may recall, from past Newsletters, our Resort, and our Vacation Ownership industry, has become very concerned about questionable resale entities.

We have advised our Vacation Owners to be cautious of any postcards, seminar offers or calls coming from individuals or entities claiming to be able to resell their vacation weeks for them.

While we do process a number of private sales for Owners, these sales (also called “resales” or “transfers”) tend to be Owners selling or gifting their vacation week to family, friends and co-workers. Some of our Owners have also been successful on the Internet using Redweek.com and Ebay.

While your Resort is not actively engaged in the resale market, we are glad to assist you in any way we can. If you would like a copy of our new resale assistance information, please contact Denise Maggio at email DMaggio@EasternSlopeInn.com, or by calling (603) 356-6321 ext 6428. Please note that all annual fees, as well as any financing notes, must be paid in full prior to conveying your unit/week.

Should a resale company contact you, please be wary of their claims of “no cost to you” and “no upfront fees.” Experience has shown that

these claims quickly change to “prepaid closing costs” that range anywhere from \$500.00 to \$2,000.00, or more.

Please note that, aside from our relationship with RCI, we are not affiliated with any third party Vacation Ownership resale company, rental agency or vacation club. Please beware of any calls from companies stating they work in partnership with your Resort.

Recently, another scam has come to our attention. Companies contact Vacation Owners stating that they will rent their vacation week for them. They “only” require that the Owner sign a contract and pay them \$995.00 for the service. In these cases, the “rental company” lists the week on their website and does absolutely nothing more.

Your Resort already has a rental program. Should you wish to rent out your vacation week, all you need to do is contact your Eastern Slope Inn Resort Vacation Owner Coordinator, Scott Nichols-Rano, at email VO@EasternSlopeInn.com, or by calling (603) 356-6321 ext. 6436, and he will review the rental release program with you.

Please remember to be vigilant, and avoid being caught in the net of these opportunistic scam artists.

Eastern Slope Innformer

Joseph L. Berry
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Dick Schwalbenberg
Chief Operating Officer

Dennis Johnson
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Director of Marketing & Comm.

Owner Website
www.ESIvo.org

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Valuable Eastern Slope Inn Phone Numbers

Reservations
800.862.1600

Accounting (Mon-Fri)
603.356.6321 press 6

Vacation Ownership
603.356.7744

Owner/RCI Coordinator
603.356.6321 ext 6436

RCI (inside USA)
888.743.8594

Front Desk
603.356.6321

Fees Pay Line
866.333.7729

Fax
603.356.8732

RCI Points
877.968.7476

RCI (Canada)
800.565.3212

TIPS TO SUCCESSFUL VACATION EXCHANGING WITH RCI

All new Vacation Owners at Eastern Slope Inn Resort are enrolled as members of the RCI Resort Network. Members of RCI enjoy convenient access to over 4,400 RCI affiliated resorts in more than 100 countries around the globe. While we hope to see you return again and again to your home resort, we want to remind you of the options offered by RCI to experience other resorts. Whether your idea of a vacation is a tropical beach, a snow-capped mountain, or an exciting family theme park, your Vacation Ownership can open all these doors and more!

RCI operates two distinctly different programs, and you could be a member of either, it's your choice: **RCI WEEKS** or **RCI POINTS**.

WEEKS OWNERS It's important to remember there are millions of RCI members who are vacation owners from all the RCI affiliated resorts combined. While your options are endless, you'll be able to maximize the value of your Vacation Ownership if you understand the RCI exchange system.

The most important thing to remember with the weeks program is that you begin each year with your week, and if you are not going to use it, you need to "spacebank" your week with RCI. To attain maximum trading value for your week, you should do this at least 10 months before it starts. In the weeks program, the earlier you begin your search (up to 2 years), the better. Keep in mind that the weeks program works as an equal value exchange for equal value, so you should have realistic expectations based on what you own (red/white/blue week, and size of unit).

Here are five important tips to increase the likelihood that your request for a vacation exchange will be accommodated.

Deposit as soon as you can. Trading Power—the value assigned to your deposited vacation week—is based on many factors you cannot control, including: the demand for your resort and region during the season you own; the size and configuration of your unit (unless you wish to upgrade); and comment card ratings for your resort. But there is one factor you do control: when you deposit your vacation week. You don't have to know where or when you want to travel in order to deposit your week. So, take control and deposit your week as early as you can.

Request early. You can request an Exchange Vacation as early as two years before the check-in date. If you don't get a match right away, ask your RCI Guide to start a pending request which enables the system to search for you 24 hours a day, 7 days a week. Although RCI collects the exchange fee when you start the search, that fee is 100% refundable if a suitable match is not found. There's no risk, and you're far more likely to get what you want by letting the system search for you. Start your search as soon as you have an idea of the type of vacation and timing you're looking for.

Update your contact info. When a match is found, you'll be notified by email or phone. Be sure RCI has your correct contact information, because if you can't be reached, your vacation will be released. It's important to make sure RCI has your email address in case you cannot be reached by phone. When placing a request, reconfirm your contact information so you don't risk losing your dream vacation.

Be flexible. Often there is more than one place that offers the vacation experience you're seeking. If you're not getting exactly the place you requested, ask an RCI Guide for suggestions of other places that provide similar activities and settings.

Log on to RCI.com. In addition to destination and resort information, you'll find advice and access to Extra Vacations, cruise vacations and last-minute *Last Call*SM getaways. Don't limit yourself to your exchange vacations. RCI offers plenty of other ways to get away, and maximize the value of your vacation ownership.

POINTS OWNERS The most important thing to remember in the Points program is that each year you begin with your point value in your account. (RCI determines your point value based on unit size, and demand for your week/resort). **You need to make a reservation even if you wish to use your unit!** There is no exchange fee to use your own unit but you need to understand the exchange windows to have a successful trading experience.

- **13-12** months is the time when you are the only member who can reserve your unit. It is advisable to do so even if you may not be coming, as you can easily cancel the reservation up to 4 months prior to check-in.
- **12-11** months is the Home Resort reservation window, and during this time, Attitash Owners are the only members allowed to make reservations into our resort. This gives you the ability to return to your home resort anytime of the year with relative ease if you have access to enough points!
- **11-10** months is the Home Resort Group reservation window, and during this time you can reserve into both Attitash, and your sister resort, The Eastern Slope Inn. This is a great way to try something different, but familiar!
- **10-0** months is the standard reservation window. Typically the best availability at a points resort is at this critical 10 month window. The more time that goes by, the availability there is going to be. So if you are hoping to travel to a high demand location, during a high season, it is recommended to plan as close to the 10 month window as possible to maximise your options!

It is highly recommended you set your account up online with RCI. This will allow you to see your point values, and to search for vacation destinations in real time!

-When searching it is helpful **to give a check-in date range versus a specific day.** Even if you are looking for a specific week, make sure you look for Friday, Saturday and Sunday check-ins to increase your chances.

-It is also helpful **to look for different length of stays.** If 5 nights is not showing, look for 4 or 6.

-When looking for a traditional 7 night stay, remember to search it in the points inventory, **and also the weeks inventory.** The latter will require a separate query. As a points owner you are eligible to exchange into weeks inventory or points inventory!

It is always helpful to be as flexible as possible, and to be open to different experiences. Some of the most memorable exchanges will undoubtedly be to destinations you may not have considered before seeing it available through RCI.

Of course all transactions can also be made over the phone, and the RCI Points operators are very knowledgeable and there to assist you. It may be fun to do your research online, and then call to finalize the transaction.

For a helpful review of your RCI Points capabilities, visit RCI's 'Points to Remember' website which you can access from your Owner website: ESIvo.org. Please feel free to call the sales office at your resort if you would like a little "coaching", as we work with this all the time. Our number is (603)356-7744.

Eastern Slope Inn Resort

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2760 White Mountain Highway

North Conway, NH 03860

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RCI POINTS RESERVATION WINDOWS

- **Home Week*** ▶▶ 13-12 months prior to check in
- Home Resort ▶▶ 12-11 months prior to check in
- Home Resort Group ▶▶ 11-10 months prior to check in
- **Standard Reservation 10 months ▶▶ Check-in**

*Reminder: You begin each year with points and must reserve your unit for your week. There is no fee for this, and you can turn it back for full point value up to 120 days before check-in. **Remember if you don't reserve your unit during your 13 -12 month home week priority period, it becomes available for others to reserve.** You can contact RCI to reserve your home week usage at 877-968-7476 or www.RCI.com. The resort will no longer be mailing out the yellow reminder cards. Please contact us with your current email address so we can continue to remind you to reserve your unit. To make sure that we have your most up to date contact information please email VO@EasternSlopeInn.com.

If you are not sure if you are going to use your week/unit, we advise you to reserve your week at your home resort during your home week reservation window for the next year. You can always turn it back to RCI for full point value up to 120 days prior to the start of your vacation week. **Questions on how RCI Points work? Call Terry Galligan at 603-356-7744.**

!!FREE!! YOU COULD BE ELIGIBLE TO VISIT ATTITASH MOUNTAIN VILLAGE RESORT !!FREE!!

We want to show you our fabulous sister resort, which you can exchange to, or upgrade your Ownership to, in Bartlett, NH. Any time between October 23rd and December 18th, spend a **FREE WEEKEND in a Studio Condominium at Attitash Mountain Village, just 10 minutes from North Conway.**

Enjoy a fun getaway at our Bartlett location right on the Saco River. This award winning property is adjacent to Attitash Recreation Area featuring the famous Alpine Slide and the brand new Mountain Coaster! We also have a beautiful pool complex, brand new outdoor spa, and promise to provide you with a relaxing weekend away.

From Oct 23rd through Dec.18th, we are offering a totally **FREE TWO NIGHT STAY** for Eastern Slope Inn owners to visit and learn more about Attitash Mountain Village, along with an informative update about your ownership.

There are a limited number of **STUDIO** units available for this **FREE** promotion, and historically they fill up quickly, so don't delay. To book, **call Gary at 1-800-303-0091**, and mention code

#NLF11. Upgrade to a One Bedroom unit for only \$35.00 per night or a Two Bedroom for only \$75.00 per night.

If you have not taken advantage of this promotion....NOW could be your last chance!

We will review exchange windows, RCI enhancements, even spend time on RCI.com with you. The only requirement is that, along with your spouse, or significant other, you attend a brief resort exchange orientation and property tour. The entire meeting should only take an hour or so.

Both resorts offer owners the ability to gain access to the RCI points program and many of you have already taken advantage of the flexibility of using weekend stays throughout the year. You also have the opportunity to move your ownership to either resort or upgrade to the **GOLD CROWN SUITES**.

Owner must be current on all fees and not own at both resorts already. Not eligible if you have participated in this specific promotion before. **Call Gary at 1-800-303-0091.