CampWorks

RESERVATION SOFTWARE
RV PARKS • RESORTS • MARINAS

www.CampWorks.us

2020 Spring Update / COVID-19 Support

Dear CampWorks Partners,

COVID-19 has certainly upended lives and businesses. We know many of you are dealing with significant uncertainty and difficulty caused by the pandemic. To support you during this difficult time, we have been busy crafting a new CampWorks update, developing our mobile app (CampWorks Connect), and reshaping our business terms. Over the winter, my wife and I continued working from the road, visiting our customers throughout the country to collect feedback and suggestions. We have now compiled those improvements into our latest update and after months of development and testing, CampWorks 3.11 and our CampWorks Connect Mobile App are ready for release. Several customers are Beta testing now and we it will become officially available after Memorial Day. CampWorks 3.11 has many new or enhanced features to help you with the "New Normal". Below is a list of some of the more significant new features / enhancements. Items in blue are features that specifically can help you deal with COVID to increase revenue, reduce cost, or support social distancing.

CampWorks major new features / enhancements

- Rentals management: (ie kayaks, cable boxes, fire pits, games, etc)
- Account Credits Management: Issue/Apply credit to guest profiles, use on future reservations
- Segmented stays: Single reservation on multiple sites/dates
- Auto Res Fee: Automatically charge a custom defined fee on each new reservation
- CampWorks Connect Integration
- Automatic nightly PC & cloud backup – eliminated requirements to have CW running
- Dynamic Pricing: Automatic price increases as occupancy increases for specified site types.
- HouseKeeping Status & reports: Track which cabins / rooms are clean/dirty
- Resizeable, easier to read reservation grid with additional info (ie amps, access)
- Improvements to rate recalculation, custom rates, rate adjustments
- Rename Rooms, Storage, Slips to your own name (ie Golf Carts)
- Per reservation monthly rent override option for custom monthly rent agreements.
- 3rd party billing: Bill reservations to a single account (ie travel agent)
- Reporting enhancements: New accounting summary, all payments, Account credit report, etc
- Enhanced credit card surcharge system
- Support for Canada QuickBooks & Canada CardConnect processing
- Various online reservation enhancements including optional map

CampWorks Connect Mobile App (Integrated with CampWorks):

- Digitally market your business
- Support & promote your local community
- Provide digital recommendations to guests
- Get direct feedback from customers / integrate with social media
- Digital welcome package (wifi codes, security codes, map, rules, etc)
- Online Checkin / Out
- Book online reservations
- Guests can view reservations, pay bills, get receipts directly from the app
- Send push notifications to guests

CampWorks Business Terms of Service Change

To further support our partners we are instituting several significant changes to help spread out software and support costs for our customers. As of 3.11 CampWorks will move to a per/reservation fee software as a service (SaaS) solution. This method eliminates annual software/support fees, gives

you free access to all future software updates including completely new major versions of CampWorks, and enables us to continue with excellent support without charging additional support fees. Best of all, we have built in a feature that allows you to automatically pass on this reservation fee to your customers with each new reservation, making our software/service completely free for you. Customers are conditioned to paying small add on fees when booking a reservation at a hotel, airline, or even using a credit card and this has become an industry norm. Below are the details of what will be implemented with the update to 3.11 which includes agreement to the new terms of service.

- Eliminate annual service contracts ($299 or $499 savings depending on business size). We will not be charging the 2020 Annual Support Fee. If you purchased CampWorks this year and paid for the service contract with your purchase, we will credit your account.
- Cloud backup of your data is now included. ($120/year savings)
- Free access to all new updates (Including major new versions). Per our previous policy, existing customers could purchase new versions at 50% of the new purchase price. CampWorks 3 will need to be phased out over the next 12-18 months to be replaced by CampWorks 4. By spreading costs on a per reservation basis, significant upgrade costs are avoided.
- Each month we will calculate the number of new reservations (maintenance, cancelled, online reservations excluded) and will invoice your account $1 times the calculated number of new reservations. CW 3.11 has the built in ability to add a custom fee automatically on each new reservation so you can easily pass this fee on to your customer. You have the flexibility to name the fee and set the amount, so you can even use it as an additional revenue source by charging more than $1 if you so choose. This fee is added onto the reservation and collected directly by you from your customer.
- Online reservations will continue to be processed at $2/reservation.

CampWorks ·))) Connect

We are please to announce the availability of our new CampWorks Connect mobile app. Connect is a marketing tool that empowers and connects you, staff, guests, and even the local community like never before. With CampWorks Connect you can


Give guests convenient access to key information:
- About your business
- Rates/Open dates/Hours/Directions
- Policies / Rules
- Park map

Allow guests real-time reservation & services access from their mobile device:
- Book new reservations
- View reservations & balance
- Make payments / request receipts
- Check In / Out
- View Important Info (ie wifi password, gatekey code, bathroom codes, TV channels, etc)

Connect with your guests in new ways:
- Local recommendations (dining, activities, etc)
- Owner/manager's blog to share your thoughts
- Push notifications (events, fire/weather warnings)
- Get feedback
- Social media sharing
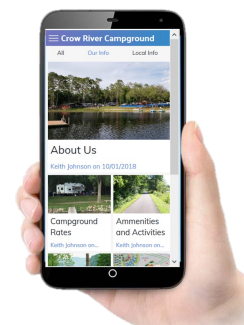
Best of all, the Connect app can be completely **FREE** with our advertising partnership program. Features can be turned on/off so even if you only want to use the basic part of the app and do not want the integrated CampWorks features (online res, payments, checkin/out, etc) at this time, you can still use CW Connect. For full details and to see a complete demonstration, click the icon below to watch the video demo. Contact us for details on how to get your app setup.
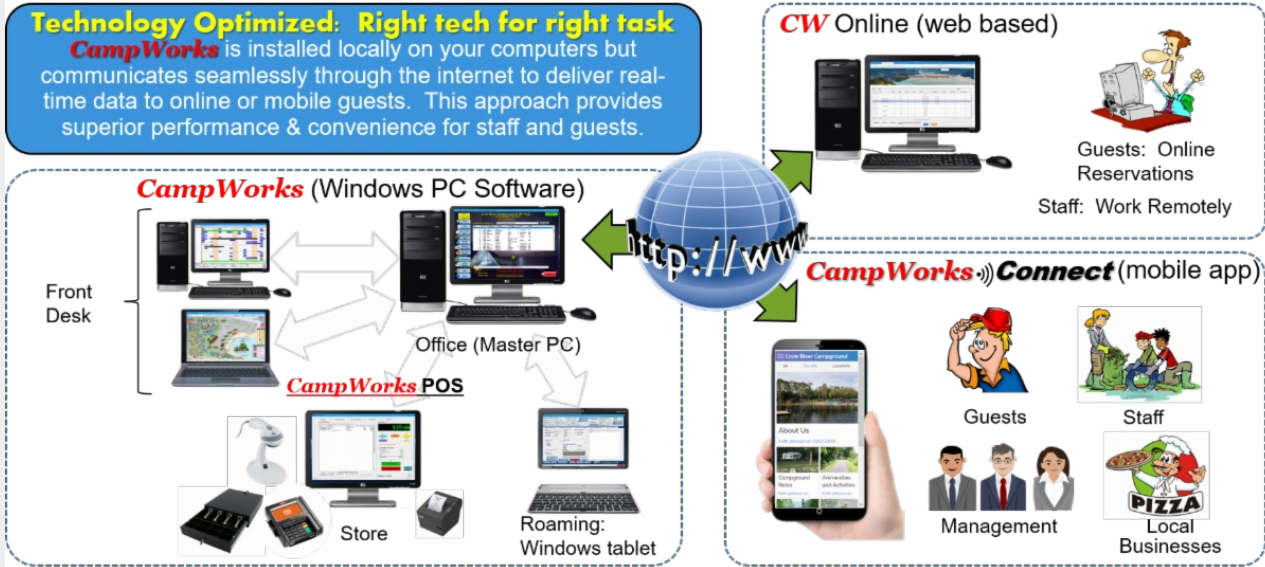
Action! Watch the Connect Demo Video

Click the icon to the left to see a video demonstration of CampWorks Connect. If you have more questions or want to get started, give us a call.

Did you know? You can remotely access CampWorks from any computer. Stay tuned to the end of the video to see an example.

CAMPWORKS – A COMPLETE MANAGEMENT SOLUTION

Technology Optimized: **Right tech for right task**
CampWorks is installed locally on your computers but communicates seamlessly through the internet to deliver real-time data to online or mobile guests. This approach provides superior performance & convenience for staff and guests.

CampWorks (Windows PC Software)

Front Desk
Office (Master PC)
CampWorks POS
Store
Roaming: Windows tablet

CW Online (web based)
Guests: Online Reservations
Staff: Work Remotely

CampWorks ⋅)) Connect (mobile app)
Guests
Staff
Management
Local Businesses

On Deck

Our focus over the next couple weeks will be creating new training videos for CW 3.11, supporting customer updates to 3.11, and assisting customers with deployment of the CampWorks Connect mobile app. CW 3.11 represents our last major update to CampWorks 3. The technology platform that was used to build CW 3 is quite dated and it is essential that we upgrade the platform to ensure future security, functionality, and efficient operation. We will continue to support version 3, but updates will mainly be bug fixes moving forward. Our major focus will be completing development of CampWorks 4 for release early next year, which will mark a significant leap forward in technology with enhanced capability, reporting, management access and insight, more flexibility, and ease of use. While we will not be making any more major improvements to CW 3, we will continue to make improvements over the course of the year to online reservations and CampWorks Connect.

Complete details on CW 3.11 including the list of all changes and fixes will be available next week along with more info on CampWorks Connect. To get you started we have put together a Basic Training video on 3.11 Click here to watch the video.

If you have any questions or concerns, please contact us. We would be happy to discuss the changes with you.

Keith Johnson
CEO
VisualWorks Inc.