

Questions and Answers



Who is RVC Outdoor Destinations?

RVC is based in Memphis, Tennessee and was founded in 2006 to provide guests better outdoor vacations. RVC's Outdoor Destinations are located within beautiful natural environments and/or within close proximity to major attractions. Each property is thoughtfully designed incorporating various amenities such as attractive lobbies, saline swimming pools, modern fitness equipment, and boat rentals (property specific) – all within our service culture.

Each member of the team, including our most critical leaders (the property General Manager), is committed to our collective vision and excited about the challenge of changing the industry. The company has no bank debt and is fully capitalized for growth. RVC is currently focused on the southeastern United States and Texas, but is expanding its target area.

You can learn more about RVC and our team by visiting our web site at www.rvcoutdoors.com.

What is an Outdoor Destination?

Outdoor Destinations are physically beautiful outdoor hospitality properties on water and/or near great existing tourist areas. Each property is unique and offers various levels of amenities and lodging options. Most are on water and offer direct boat and fishing access from the property.

Outdoor Destinations provide the highest quality lodging options in the industry – modern RV sites (full hook-up, 50 Amp, concrete, pull-through RV sites), RVC Resort Cottages, cabins, furnished and climate controlled yurts, and well-groomed campsites. Each property has a unique blend of each lodging type, depending on the market and individual property.

Isn't this just another term for "RV Park"?

Although Outdoor Destinations are typically more RV site oriented, they incorporate other products such as the RVC Resort Cottage (by Athens Park Homes), furnished and climate controlled yurts, hand crafted cabins, and superior campground areas.

Although there are plenty of good "RV Parks", there are many more that are really "Trailer Parks" or "Mobile Home Parks". RVC created the Outdoor Destination concept to appropriately differentiate our properties.

We have developed a unique form of outdoor hospitality real estate that incorporates RV sites but isn't similar to most existing "RV Parks", many of which are properties that a large segment of RV'rs and outdoor enthusiasts don't wish to visit. This is especially important as we help grow the industry and attract new outdoor and RV enthusiasts.





Does RVC focus on one type of recreational vehicle and/or product?

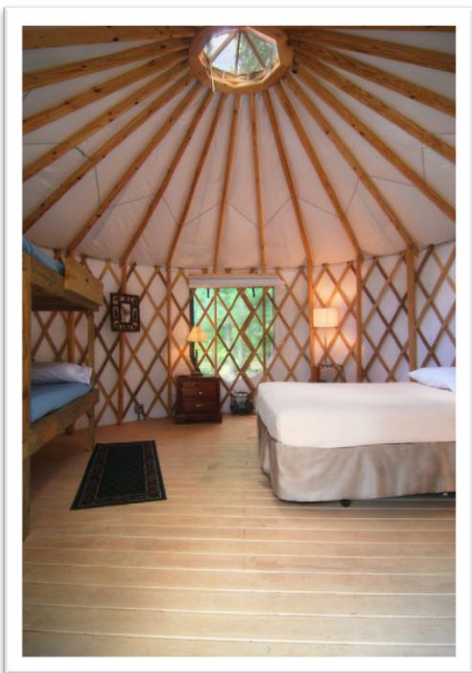
RVC offers a wide variety of lodging and RV site options. We don't do "motor coach only" properties, although we offer amenities and services that are consistent with certain properties that are considered exclusive.

Is RVC a Franchisor?

RVC is not a Franchisor. We are an owner/operator. Under specific conditions, we will actively partner with existing strong properties that we believe fit our Outdoor Destination model.

How is RVC capitalized?

RVC is fully funded with equity (not debt) and our capital is patient and committed to our mission. We don't rely on banks.



What is RVC's long-term goal?

RVC is in the process of becoming the preeminent outdoor hospitality, destination-oriented brand in the United States.

The world, and the travel industry, has changed dramatically over the last two decades. Just as the hotel industry evolved to offer various products and segments (various types of hotels among multiple hotel brands), the outdoor hospitality industry is beginning to see a clearer definition of each type of property.

We want to accelerate the inevitable evolution of outdoor hospitality - and RVC will be the "Hilton" or "Marriott" of the industry.

Where does RVC think the industry is going?

The largest brand names and RV park owners are generally set in their ways. The fastest growing RV oriented property owners are focused on lower quality properties that have predictable cash flow (which usually leads to properties looking more like trailer parks). These properties typically have a disproportionate number of annual residents and often sell very inexpensive, low quality park models.

The second most active market, which is currently distressed, is the "For Sale", "motor coach" only property market. We believe this model is overly exclusive. Owners, both large-scale developers and individual lot owners, are seeking ways to address the currently troubled sales market.

KOA, whom we respect, is the largest existing outdoor hospitality brand. We believe they will continue to prosper and grow, but that they are limited to a specific quality and product level within their franchising business model.

RVC is addressing an existing market gap while also leading the charge in accelerating the inevitable evolution of the broader industry.

Aren't other companies trying to do what RVC is doing?

RVC is the only outdoor hospitality, destination oriented company in the United States that is fully capitalized and actively growing through development and acquisition.

There are a few companies that are focused on expanding the "For Sale" RV slip concept (typically Motorcoach only), and KOA and Jellystone continue to offer franchising opportunities. All of these existing companies and properties vary with regard to their level of quality. There are some other groups that have attempted to franchise in other ways, but their capitalization and business plans are uncertain.



Is RVC a better operator than Mom & Pop and/or the single property operator?

Not necessarily. “Mom & Pop’s,” or individual property owners, are often outstanding operators that know their guest’s needs and run great properties. But, RVC can often add value to existing operations by helping improve efficiencies and adding support (including succession and employee backup).



What are your Mission Statement & Core Values?

RVC will be the leading provider of outdoor hospitality in the United States through superior service, continuous innovation, teamwork, research, operational excellence, and an entrepreneurial spirit. We will serve our customers, communities, and team members with respect, accountability, and a passion to succeed.



We WILL be –

- **Hospitable** - Welcoming, friendly, and helpful.
- **Honest** – Acting with integrity and being straightforward.
- **Proactive** - Anticipating our guests’ needs.
- **Focused on the details** – Attention to the details makes the difference to the customer experience, always knowing the devil is in the details.
- **Diligent** – Giving every effort, even when no one is watching.
- **Respectful** – Being thoughtful of everyone with whom we interact.
- **Accountable** – Taking responsibility for our performance and actions.
- **Competitive** – Striving to be better than the competition.
- **Value oriented** – Providing great value to the customer.
- **Prudent** – Aggressively keeping costs low.
- **Efficient** – Balancing hard work and effort while minimizing time wasted.
- **Informed** – Researching and learning, always seeking good information.
- **Humble** – Realizing we don’t know it all.
- **Upbeat** – Exhibiting a positive attitude.

RVC OUTDOOR DESTINATIONS

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