

RESORT AND RECREATION MAGAZINE – 2008 EDITORIAL SCHEDULE & CONTENTS

ISSUE	JAN/FEB	MAR/APRIL	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC
THEMES	VACATION OWNERSHIP	FINANCE	CONSTRUCTION + DESIGN	TECHNOLOGY	SALES & MARKETING The FUN Issue	ARCHITECTURE + DESIGN
SPECIALS	WHY WI-FI? Trends in Resort Internet Connectivity	PGA GOLF SHOW ARDA Conference IHRSA Trade Show	HITEC Technology Preview HOSPITALITY DESIGN & FFE Purchasing Guide	TECHNOLOGY PAVILION: How Hospitality is Using Advances in Technology To Improve Products & Services and Drive Revenues	HOLIDAY SPA RETAIL Club Industry, ISPA + Waterpark Shows	BUYER'S GUIDE DESIGN SHOWCASE Waterpark Industry Report
FEATURES	Cross-Marketing Nightly & Timeshare Rentals: 1+1 = More	Financing: Conventional vs. Venture Capital	Economics of Multi-Use Resorts	Housekeeping Secrets	The P.R. Game: Getting Your Attention	Property Management: Systems & Operations
DESIGNER'S NOTEBOOK	VO Design Trends	Kitchens + Baths	Aquatics/ Pools	Spa	Golf	Renovations
FRONTLINE TACTICS	HR Essentials: Reducing Workers Comp Costs	Measuring GDS Advertising Results	Internet Marketing	Sales Incentives That Work	Maximizing Travel Agency Business	Group Business: Overcoming Occupancy Attrition
RESORT LIFE – Sustainable Hospitality	Energy	Spa + Salon	Profiting from Sustainability	Food + Beverage	Water Conservation	Low Impact Living / Waste Reduction
DEPARTMENTS						
Aquatics + Water Play	Waterparks + Poolside Revenues	Safety: Insurance, AED's, Lifeguards, Surfaces, Risk Mgmt	Adding Fun by Adding Water Slides	Adding Fun by Adding Spray Play	Adding Fun by Adding River Rides	Facilities / Design
Product Listings	Cabanas/Umbrellas, Food/Beverage, Swim Diapers, Sunscreens, Toys	Chemicals + Sanitizers	Rafts + Flotation	Filters, Controls, Motors, Heaters	Fountains + Sprays	Accessibility, Coatings, HVAC, Lighting, Lockers, Shade Structures + Signage
Fitness	Interactive/Entertainment	Purchasing: Equipping for resort fitness demographics	Trends in Exercise Science + Programming	Retail + Energy Foods & Beverages	Fitness Destination Marketing	Facilities / Design: HVAC, Flooring, Lighting, Signage
	Product Listings: Treadmills	Product Listings: Climbers	Product Listings: Cycles	Product Listings: Rowers	Product Listings: Ellipticals	Product Listings: Strength Training
Golf + Club Operations	Pro Shop + Retail Operations	Course Management: Golf Cars & Caddies	Course Design + Playability Issues	Food & Beverage: Banquets, Tabletops, Tents + Structures	Group Outings + Events Management	Clubhouse Design
Recreation	Snow/Ski Recreation + Adventure Travel	Marina Operations + Beach/Waterfront Recreation	Playgrounds, Play Structures, Climbing Walls + Fitness Play	Tours: ATV's, Bikes, Bus/Shuttle, Segway, Snow/Ski, Personal Watercraft	Rail Travel + The Best in Resort Recreation Activities	Site Furnishings + Bridges, Cabanas, Structures, Shelters, Gazebos
Spa + Salon Management	Spa + Salon Treatments: Body, Face and Skincare	Medical Spas	Property Mgmt Systems + Software Technology	Sales + Marketing Trends – Best Practices	Spa Fitness Programs Nutrition, Pilates, Tanning, Yoga	Designing the SPA EXPERIENCE
Column: Speaking of Spa	Resort/Spa Retail	Skincare	Aromatherapy	Spa Equipment	Essential Oils	Spa Education
	Supplier Listings	Supplier Listings	Supplier Listings	Supplier Listings	Supplier Listings	Supplier Listings
Technology	Work At Play: V.O. Wi-Fi / Broadband Connectivity	Revenue Management	Energy Management	Business Center Tools + Tech for Guests & Meeting Planners	POS / GDS / CRM + Online Booking	In-Room Entertainment + Programming
	Locks + Security	Locks + Security	Locks + Security	Locks + Security	Locks + Security	Locks + Security
Vacation Ownership / Condo / Fractional	Trends in Vacation Ownership Structures	Finance, Real Estate and Doing the Deal	VO Toolkit: Insurance and Risk Mgmt + Legislation	Sales Center Operations + Technology	Amenities and Recreation for Increased Sales	Developer's Showcase: Winning Floor Plans
WHAT'S NEW:	Laundry/Housekeeping	Golf	Water Sports	Amusements/Games	Food + Beverages	Spa
Ad Space Reservations	1/11/08	2/28/08	4/10/08	6/01/08	8/20/08	10/20/08
Ad Materials Due	1/18/08	3/05/08	4/15/08	6/05/08	8/25/08	10/25/08
Mails	2/01/08	3/15/08	4/25/08	6/15/08	9/15/08	11/15/08