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United States Department of the Interior

NATIONAL PARK SERVICE

NORTHEAST REGION

143 SOUTH THIRD STREET
PHILADELPHIA, PA. 19106

MAY 31 1973

Memorandum

To: General Superintendent, Isle Royale-Pictured Rocks;
Superintendents, Acadia, Assateague, Cape Cod, Colonial,
Delaware Water Gap, Fire Island, Gettysburg, Grand Portage,
Indiana Dunes, Shenandoah, St. Croix Riverway, Sleeping Bear,
Voyageurs

From: Assistant Director, Operations, Northeast Region

Subject: Campground Reservation System Information Booklet

Enclosed is a copy of the "National Park Service Computerized Campsite Reservation System" proposal booklet. The system was inaugurated on May 20.

All visitor contact people should be thoroughly informed on the system and should be able to factually relate this system to visitors.

Please note pricing changes made in the booklet.

We regret that due to a limited supply, we can provide only one booklet for each area.

Nathan B. Golub (per P.B.)
Nathan B. Golub

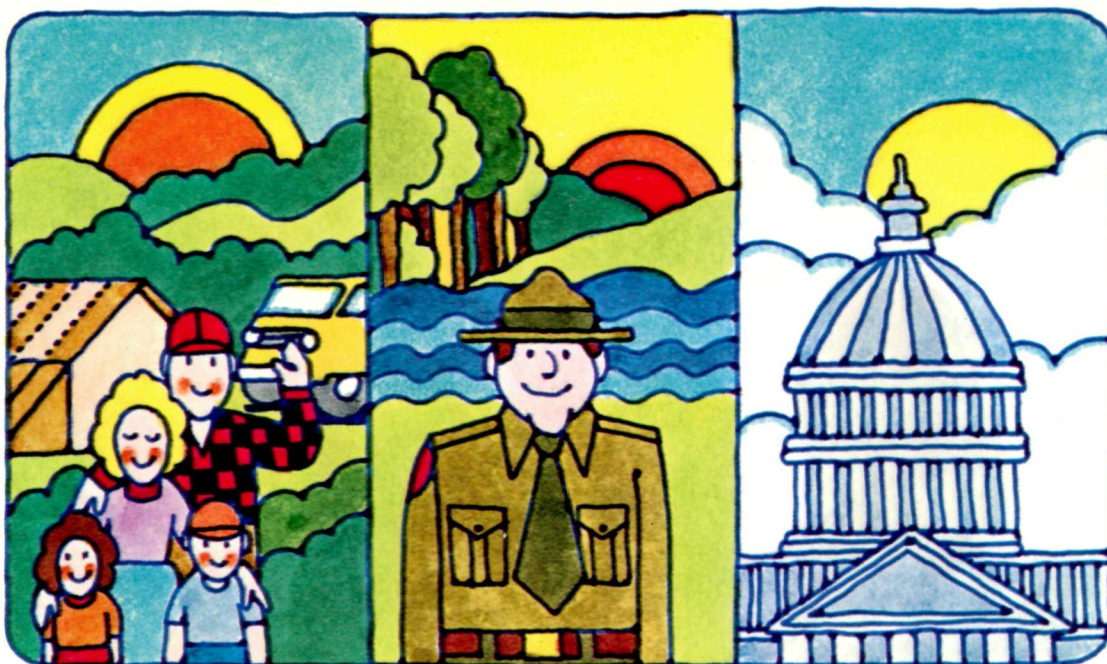
Enclosure

cc:
Director, NYD, w/encl.
Director, VSO, w/encl.
Chief, CFO, w/encl.
Chief, NEFO, w/encl.



NPS

A proposal for a computerized campground reservation service



AMERICAN EXPRESS

American Express Reservations, Inc.

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On the following pages American Express Reservations, Inc. ("Space Bank"), a wholly owned subsidiary of American Express Company, demonstrates its ability to meet the criteria set forth in The National Park Service's "Request for Proposal" (RFP) for the operation and maintenance of a "pilot" computerized campground reservations system for campsites in Yosemite, Yellowstone, Grand Canyon, Grand Teton, Acadia and Everglades National Parks.

Space Bank, through a massive computer system, has instant reservations access to over 700,000 hotel and motel rooms and 4900 rent-a-car outlets around the world. While we could limit discussion to the experience that Space Bank has had since its inception in 1968, we feel a clearer picture, especially in terms of experience and expertise, can be given through a discussion of the activities of American Express Company and its subsidiaries over the years.

For nearly a century, American Express has been recognized as the foremost name in travel.

The history of the Parent Company goes back to the days of Wells & Co. and Wells Fargo in the middle of the last century.

After extensive research and investigation, in 1882 American Express Company created a Money Order which brought to travelers a new financial freedom around the world.

Nine years later, the Parent Company developed an entirely new concept for yesteryear's "jet set," the first Travelers Cheque. (In 1891 only \$9200 worth of them were sold. Today American Express Travelers Cheque volume runs in the billions.)

In the 1890's the European Offices of American Express Company and its subsidiaries first became the familiar "homes away from home" for Americans abroad. Finally in 1915, a special "Travel Department" was established. Today, formal travel operations are maintained around the world.

1958 saw the introduction of the American Express Card. 15 years later, over 5,000,000 travelers, vacationers and business people carry the Card and use it to ease their way to the tune of over 2 billion dollars a year.

Not long ago, American Express Publishing Corp. launched "Travel & Leisure" Magazine—which is regularly sent to American Express Cardmembers.

As might be expected, the total Travel Market has been constantly reviewed, researched, and re-evaluated. And in the past 2 years, one thing has become increasingly clear.

Camping has become one of the highest growth areas in the Travel Industry. That annual growth rate is 11.9%. (Which means that 1970's 31 million campers will be a stampede of 54 million in 1975.)

But more. Mobile homes are increasing 39% annually. Campers and trailers, 14%. Camping fees too (both public and private) are increasing 13.8% a year. More and more people appreciate the explosive new market that camping represents.

Space Bank is well aware that available natural land for camping is becoming harder and harder to find.

Thus, the operators of campgrounds, Federal, State, City and private, have a tremendous responsibility to handle what is available in the most efficient and effective way.

Space Bank, with all its facilities, with the cooperation it can expect from American Express Company and its other subsidiaries, and, with the operational program you will see on the following pages, is confident that it can be a most effective force in servicing the needs of the National Park Service.

Capabilities and timing

Set-up and Training

Space Bank reservation experts are ready to set up the actual facilities in each Park and fully train the Park staff in procedures and terminal use.



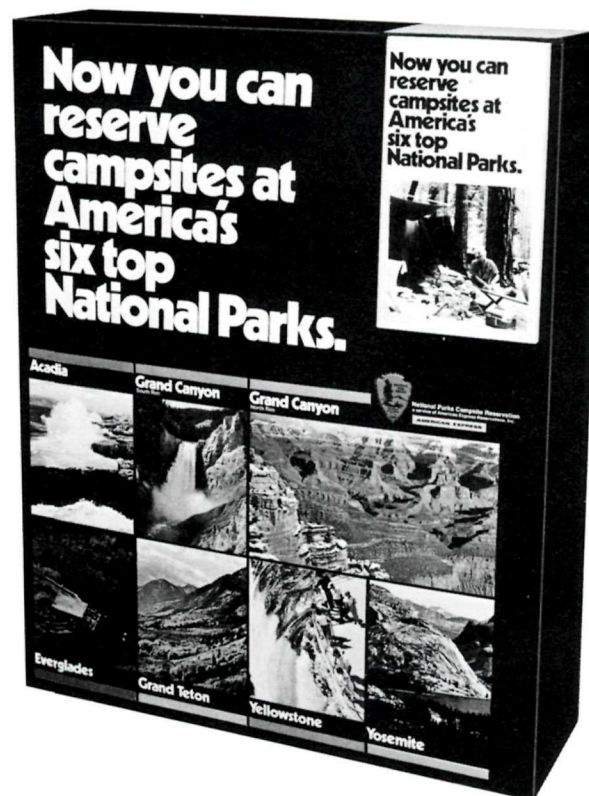
Materials Preparation

Space Bank has already designed and tested a number of elements it feels necessary to the swift and successful launching of the National Park Service Reservation Program.

Forms: A unique "self-mailing and self-returning" Reservation Order Form is designed as a tear-out feature in the National Parks "Camping" information booklet.

Among other necessary forms we have designed, is the "hard copy" confirmation that our computer system produces within seconds of receiving a reservation order. ("Forms" are illustrated in Appendix "A".)

Displays: Space Bank has designed a striking display to be set up within all Ramada Inns, American Express Company Travel Offices and other appropriate locations. This display (20" x 17" x 7") serves a dual purpose. First, in an attractive manner it "sells" campers and potential campers on the ease and efficiency of the new Reservation System and second, it acts as the distributor of NPS promotional pamphlets and the Reservation Order Form booklet.



Instruction Manual: The essence of any new undertaking is making sure every member of the team knows his job. Space Bank already has an Instruction Manual in production which is designed to aid Rangers, Ramada Inn clerks, and other people working with NPS on reservations.

Advertising and Promotion

A complete program of advertising, sales promotion and public relations aimed to convince campers that "making reservations this way is the only way."

Accounting and Inventory Control

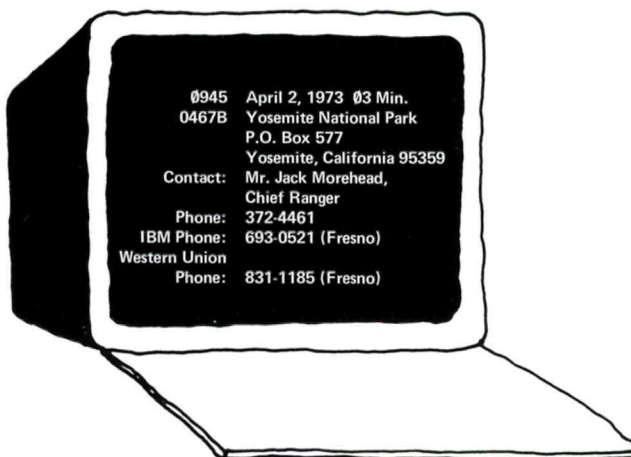
This area is controlled, monitored and handled by our master computer in Phoenix, Arizona. The methods are proven in hundreds of millions of dollars worth of transactions every year.

Park Search Capability

When a prospective camper requests a campsite that isn't available, our computer swings into action. Just as it electronically searches for hotel rooms during conventions, its incredible memory banks will find that 4-tent campsite that Mr. Smith wants, or the 30' site Mr. Jones needs for his new mobile home. They may not be in the exact locations requested, but the computer will find something so close that it will hardly matter.

Monitoring System

One of the most important conditions in any sophisticated electronic system is the "back up" or safety features that prevent the occasional error from being compounded at almost the speed of light. (Which is about the speed at which our computers work.) Space Bank already has in operation a dual, self-monitoring (correcting) on-line realtime system. Further mention of the system specifications and capabilities are within the "Business and Technical report."



**Convenience
and service
to the public**

Chances are, there's a Ramada Inn within easy reach of nearly everyone. From Moab, Utah to New York City. There are approximately 500 of them coast-to-coast.

And American Express Company has a nationwide network of Travel Offices which can take reservations too.

For campers reserving by mail, we have fast handling directly through our main Computer Center in Phoenix, Arizona, where all the answers are.

Naturally, with all reservations, confirmation is immediate by Park, Campground and site type, or our computer begins a "search" for equivalent or similar campsite accommodations.

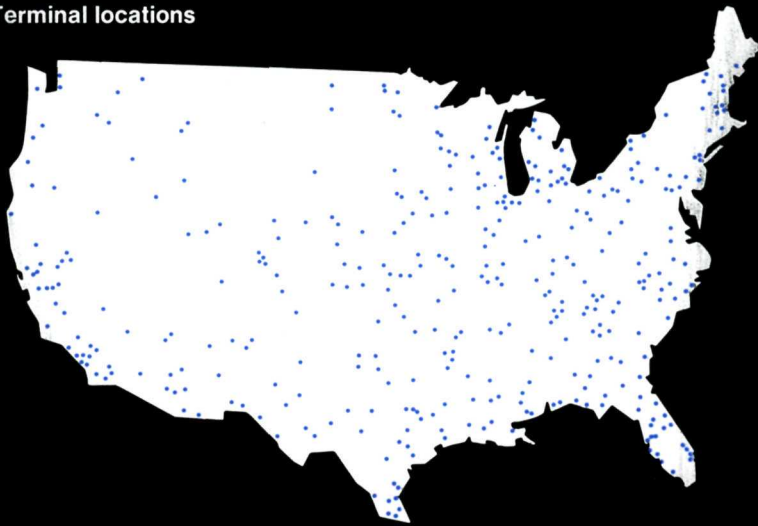
For telephone customers, there are seven convenient "Phone Centers" across the country.

A particular advantage this Phone System offers is 24 hour availability, 7 days a week. As convenient as the permanently manned Reservation Terminals at the Ramada Inns.

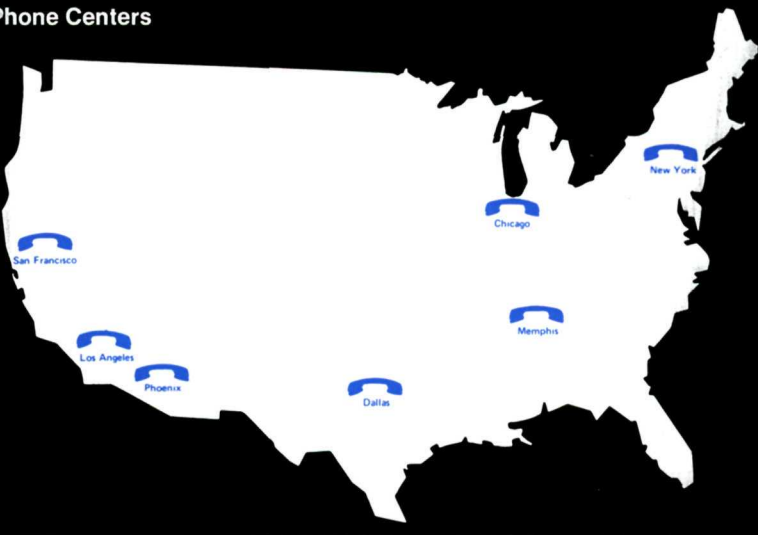
At present, we are planning to program our Campsite Reservation System as NPS specified in its Request for Proposal. This called for a maximum 90-day advance reservation. If, in the future, NPS decides to increase its advance date, our equipment is capable of processing reservation information up to 366 days.

An additional convenience for the public is the specially designed Reservation Order Form. (See Appendix A.) Easy to read, easy to understand, easy to fill out and easy to use. It is truly designed with John Q. Public in mind. This Order Form comes as a pleasant surprise in these days of small print, complicated language and complex instructions.

Terminal locations



Phone Centers



Mail



Simultaneous realtime system

This is the computer system that Space Bank offers to put to work for the National Park Service. It is important to know that "Real-time" is defined as "demand oriented" as opposed to "time oriented." Plainly speaking, it means that the very moment a terminal asks for information or demands information, the central memory banks and computer programs are activated, and the answers begin to flow.

This is quite different from a "time oriented" system that stores up "workload or demands" until there are sufficient demands to warrant an hour (or so) of operation. These are "shared time" systems, where a number of companies may share the cost and time because no single company can justify the expense of full time operation of a computer.

Because of the tremendous volume, in both transactions and dollars, that is generated by our regular Space Bank Reservation System, we can offer a truly customer-oriented "realtime" operation.

Advantage of Space Bank Realtime Computer Operation

24 hour, 7 day a week access to and from the Space Bank Reservation System.

Simultaneous reservation request and confirmation to:

- Camper
- Individual Park or Campground
- Terminal installation requesting reservation

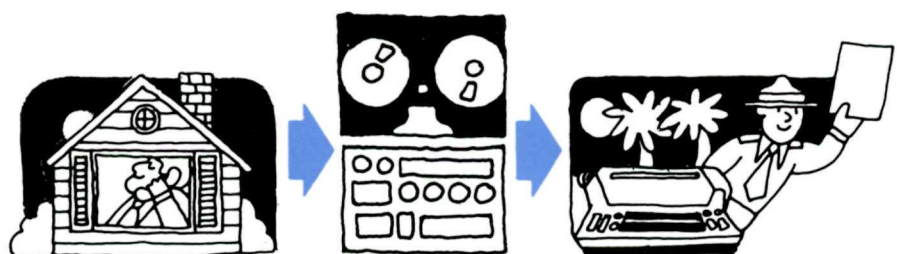
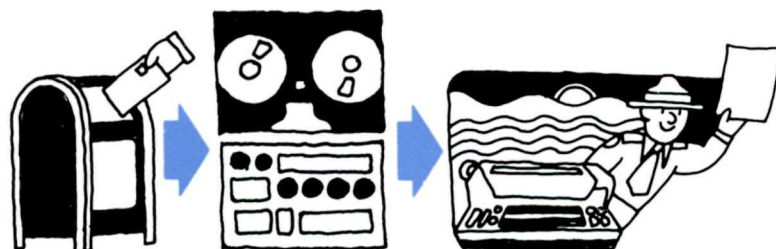
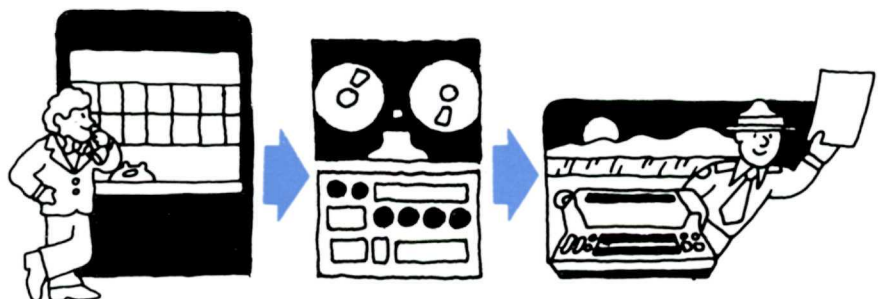
also to:

- Central Inventory
- Accounting/Management Control

Ability to cut off or accept reservations at any time (in relation to requested use / availability). System is presently set up to accept reservations only to midnight of day before intended use as specified by NPS.

Immediate activation of Park and Campground "searches" for campsites.

Park Managers can "STOP" new reservations by touching a button when demand or potential demand exceeds facilities availability or natural causes (flood, rock falls, fire, etc.) make all or part of a Campground uninhabitable.



Reservation systems experience

As mentioned in the "Business Report," plans for the creation of American Express Reservations, Inc., Space Bank, were completed in 1968. In the first quarter of 1969, Space Bank signed its first hotel/motel contract with Ramada Inns, and one of the key stipulations in that contract was that the System had to be up and running, with terminals installed in all 225 Ramada Inns by June 1, 1969, in time for the busy '69 summer season.

The time frame, therefore (all the programming, testing and all the complexities), was limited to under six months. This was, and still is, a fantastically short time to put together a sophisticated on-line computerized reservation system. Despite all the problems posed by this requirement, Space Bank met it — and with a few days to spare.

This achievement is significant because it, and subsequent similar achievements — both technical and in marketing — are indicative of the kind of talent, energies and purpose of mind that have been put to work in Space Bank. Today there are 500 Ramada Inns that will be our primary source for campground reservations. Ramada Inns, Inc. already owns and operates private camping grounds from North Carolina to Colorado.

Since its entry into computerized travel reservations, Space Bank has established a growing data bank of travel services and an ever expanding following of travelers and travel planners.

In a few short years, American Express Reservations, Inc. has grown from an idea to a worldwide reservations network with computer access to over 700,000 hotel and motel rooms and 4900 rent-a-car outlets.

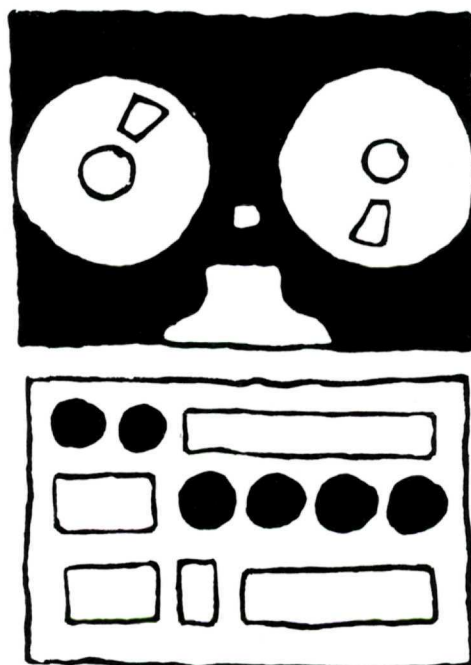
Last year, Space Bank processed 3,300,000 room reservations for gross sales of \$156,000,000.

The world of computers and software is constantly changing and a requirement continually exists to evaluate the "state of the art" in regard to the capabilities of one's system. Since early 1970, Space Bank recognized the need to upgrade the flexibility and capability of its own operating software. SBS I, written in 1968, was patterned after a system originally designed to handle both room and campsite reservations. It became the base system for the creation of

a new travel related product — obtaining and controlling hotel reservations in different hotel chains plus independent properties via computers and terminals. Prior to SBS I, it was possible to obtain accommodations by cable, letter, telephone, or in some cases, through a reservation computer system managed by a single hotel chain. The requirements for multiple hotel chains have introduced both a new complexity and a flexibility in total system servicing, whereby all participants gain from the collective system-knowledge. The combined system is, therefore, stronger than any of its component parts. Accordingly, the National Park Service will benefit from accumulated industry experience and knowledge.

Based on the use of sophisticated computer, memory banks and terminals, our reservation system is flexible to the degree that virtually any kind of reservation program can be accommodated.

For this reason, we have developed a complete system compatible with your maximum expected needs and our own facilities.



Travel and leisure related activities

Space Bank's current operations are closely related to the leisure time, recreation and travel activities of the general public. These are the very lifeblood of American Express Company, Space Bank's Parent.

Travel & Leisure,[®] published by a subsidiary of the Parent, is crammed with bright, witty and informative articles and photo stories. Travel & Leisure is mailed regularly to American Express Cardmembers, and sold on newsstands throughout the country.

The American Express Card is probably the best known "entertainer" in the world. The sole function of

the Travel Division of the Parent is to help the general traveling, vacationing public on its way to smoother, easier "sailing."

American Express Money Orders and Travelers Cheques run into the billions of dollars every year. And no wonder. How many travelers have found the protection built into Travelers Cheques in places as diverse as Athens, Greece and Athens, Georgia?

In another section, we described the unique Reservation System upon which we have built our program for NPS.

American Express Company and Subsidiaries

... A Profile

Travel and Related Services

American Express Company Travel Offices
American Express Travelers Cheques
American Express Card
American Express Reservations, Inc.
American Express Travelers Letters of Credit
American Express Foreign Remittances
Travel & Leisure[®] Magazine
American Express Credit Corporation

Financial Services

Fireman's Fund American Insurance Companies
Fireman's Fund American Life Insurance Companies
American Express International Banking Corporation
American Express Investment Management Company
American Express Asset Management Company
W. H. Morton & Co., Incorporated
W. H. Morton & Company Division
American Express Money Orders

Federal, state, city and private campgrounds

First it should be understood that our Computer Facility has virtually no systems limitations in areas which involve even the most complex reservation system.

Our marketing plan is designed to handle Campgrounds of every size, and any number of them . . . flexibility as far as quantity of Parks and Campgrounds to be handled in our System merely means the activating, programming and link-in of another one, two or ten memory banks.

Actually, the more Parks and Campgrounds in our program, the easier (and more effective) the computer's "searches" will be when we have to come up with "equivalent accommodations."



Management and service responsibility

The People who will work with the National Park Service are professionals, every one.

We present brief biographies of the principals of American Express Reservations, Inc., who will be responsible for the Campsite Reservation System and the operation of the project. Their own credentials say more than anything else could.

Maurice Segall

President

American Express Reservations, Inc.
Senior Vice President, General Manager
American Express Company
Card Division

In 1971, Mr. Segall was elected Senior Vice President of American Express Company and General Manager of the American Express Card Division. In January of this year, he was chosen to head up American Express Reservations, Inc., in addition to his continuing responsibilities as General Manager of the Parent Company's Card Division. His experience with the Card Division, which is primarily concerned with recreation, travel and travel related activities, uniquely qualifies him for his new responsibilities.

Mr. Segall began his career as an economist with the Canadian Government Department of Trade and Commerce.

He later joined Steinberg's Ltd., a leading Canadian Supermarket/Department Store chain, on their management team. For nine years Mr. Segall was with the J. C. Penney Company heading their Treasury Stores Division.

Theodore W. Helweg

Vice President

American Express Reservations, Inc.
Vice President-Marketing
American Express Company
Card Division

After receiving degrees from the University of Minnesota and American University and serving 5 years in the Air Force, Mr. Helweg held a number of positions in electronics and cybernetics firms including RCA, Univac, Honeywell, Cybercom, Control Data Corp. and Ticketron Inc., of which he was President from 1970 to 1972.

In December, 1972, Mr. Helweg joined the American Express Card Division as Vice President-Marketing. In January, 1973, Mr. Helweg was elected a Vice President of Space Bank and was given the additional responsibility for Space Bank's marketing and sales programs.

Mr. Helweg will report to Mr. Segall.

Russell E. Hogg

Vice President

American Express Reservations, Inc.
Vice President-Finance
American Express Company
Card Division

Mr. Hogg, a graduate of the University of Rhode Island, has been employed by the Joseph E. Seagram Co., served as a Special Agent of the FBI and was Assistant Controller of American Airlines.

He joined the American Express Card Division in 1970 with responsibilities for all financial affairs, including supervision of cashiers, accounting, billing and balancing operations. In January, 1973 Mr. Hogg joined Space Bank and, in addition to his Card Division duties, will supervise these same areas for the NPS Campground Reservation Service.

Mr. Hogg will report to Mr. Segall.

Martin J. Held

Vice President-Sales

American Express Reservations, Inc.
Project Director
National Park Service Reservation System

After graduating from the University of Dayton, Mr. Held joined Western International Hotels where he held a number of positions.

Mr. Held's last position there was Assistant Vice President and Project Director of the chain's Computer Reservation Program in their Seattle Headquarters.

Mr. Held joined American Express Reservations, Inc. as Western Regional Vice President for Sales in 1970 responsible for Ramada Inns; Best Western Motels; Hyatt Hotels; Western International Hotels and others.

Two years later he was named to his present position.

Mr. Held will coordinate and manage all aspects of the National Park Service Reservation project.

Mr. Held will report to Mr. Helweg.

David C. Sullivan

Vice President

Reservation Sales and Services
American Express Reservations, Inc.

Mr. Sullivan, a graduate of Memphis State University, has previously been with IBM Data Processing and served as General Sales Manager for General Data Corp. before joining Space Bank.

Mr. Sullivan is responsible for personnel management, training and operations at Space Bank's regional Reservation Sales Center in Memphis, and for coordination with all other regional and local Reservation Sales Centers.

He will report to Mr. Held.

Service charges to the public

In addition to the charges established by NPS for use of campsites ("Use Charges"), American Express Reservations, Inc. will collect from campers, Service Charges for the making and handling of campsite reservations.

In-Person Reservations

In the case of reservations made in person at Ramada Inns, NPS Parks or American Express Company Travel Offices, the Service Charge to the camper for reservation processing, terminal time, computer time, memory bank input and retrieval time, hard copy confirmation, "searches" where necessary, and all records and reports is just . . . \$1.50 per campsite.

A camper requesting two or three campsites would pay \$1.50 per campsite, since the computer must treat each site as a separate entity and even issue separate confirmations for each, ~~although more than one campsite may be ordered on a single Reservation Order Form.~~ (This is a logical method because each campsite must be inventoried as a separate unit day by day to provide an accurate reflection of campsite availability.)

Mail Reservations

Reservations by mail, with check or money order enclosed, are treated like in-person reservations. The Service Charge for mail reservations is also just \$1.50 and the confirmation is returned to the camper by mail.

Telephone Reservations

The Service Charge for telephone reservations is \$3.00, which includes the additional operational expenses of maintaining around-the-clock Telephone Reservation Centers and other special functions such as retaining separate campsite reservation inventories in "limbo" until appropriate Use and Service Charges are received. If such Charges are not received within the time specified, the automatic cancellation feature takes effect.

Cancellations

1.00

A Service Charge of ~~\$1.50~~ will be collected from the person who cancels a reservation to cover paperwork, refunding procedures and restoration of the campsite to inventory.



Advertising, sales promotion and public relations

Objectives

All elements of the proposed marketing support program will be designed to fulfill one or more of the following objectives.

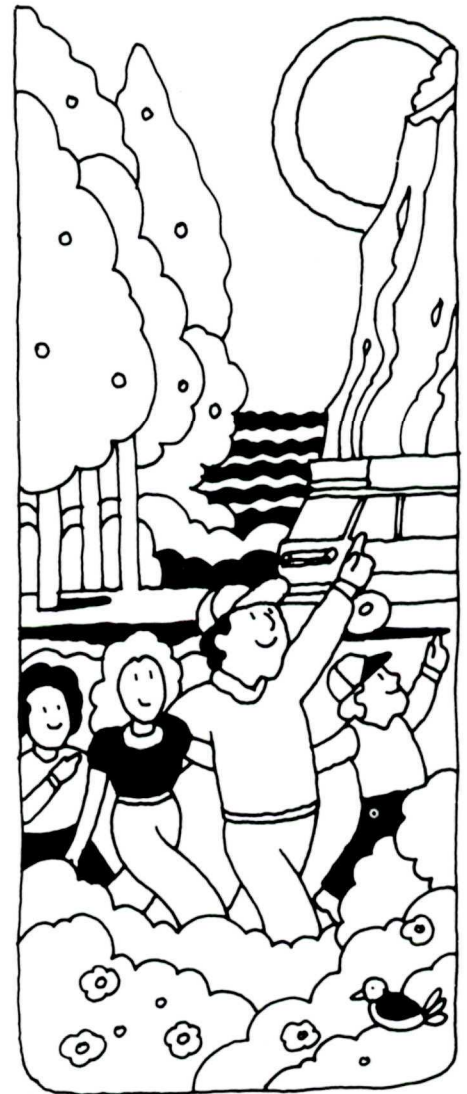
1. To create broad awareness among campers or potential campers of this new service.
2. To educate campers in the use of this service and how much it will cost.
3. To provide a means for actually executing the reservation.

Strategy

Announce to camping families or potential camping families through advertising, public relations and point of sale material that American Express Reservations, Inc. and the National Park Service have created a new program which affords campers the opportunity to make reservations in six national parks—Yellowstone, Yosemite, Grand Canyon, Grand Teton, Acadia and Everglades.

Tone of Voice

Advertising should be presented in a quasi-public service tone of voice. It should be straightforward and newsworthy.



Positioning

This program will be positioned as a public service provided by the National Park Service through American Express Reservations, Inc. and Ramada Inns, which allows families planning a camping trip a convenient way to assure, in advance, that campsites fitting their requirements will be available on arrival at any of six major national parks participating in the program. Simply by using this new reservation system, a person may confirm space at any available campsite in the six listed parks.

Promise

Now you can reserve campsites at six of America's top national parks.

Support

This basic promise will be supported with a complete explanation of how to use the service . . .

- by mail
- at Ramada Inns and Travel Offices of American Express Company
- by telephone
- at the six listed parks

In addition, the following facets of the program will be explained in full:

1. Charges and how a camper can calculate total cost.
2. How long it will take to get a confirmation via each reservation means.
3. That the service is available now for just six national parks.

All print advertising will provide an actual reservation form which can be mailed to a Mail Processing Center or taken to Ramada Inns, American Express Company Travel Offices, or any of the six parks. Broadcast advertising will direct consumers to write to National Park Campsite Reservation, P. O. Box 13802, Phoenix, Arizona 85002.

Now you can reserve America's top

This year for the first time you can reserve a campsite at Yellowstone, the Grand Teton, Yosemite, the Grand Canyon, Acadia or the Everglades.

Here are three simple ways to make these reservations:

1. Fill in the form.

Be sure to give us a first, second and third choice of dates. Then just mail in the form with a check or money order covering the campsite fee and \$1.50 service charge.

Here's how to figure your costs. For example, let's say you're planning a 5-day stay at Yellowstone National Park.

No. of Days	Rate per Day	Campsite Fee	Service Charge	Total
5	× \$4	= \$20.00	+ \$1.50	= \$21.50

When you send in your form and check please include a self-addressed stamped envelope. This helps us get back to you even faster.



Within a week of receiving your letter we'll tell you if space is available and confirm your reservation. (If your first date isn't available, we'll try to give you your second or third choice.) Just write to National Park Campsite Reservation, P.O. Box 13802, Phoenix, Ariz. 85002.

2. Stop in at any one of 500 Ramada Inns.

Each of the Ramada Inns has a computer terminal to make reservations. You'll also find facilities at every travel office of American Express Company, throughout the United States.

Tell them which National Park you want to visit. Within minutes, you'll know whether or not campsite space is available.

And you can confirm your reservation right on the spot. Just pay the

campsites at six of National Parks.

campsite fee plus \$1.50 service charge.

Save more time by walking in with a completed form. That means you won't have to waste time writing it out on a counter.

And you'll be able to select free National Park booklets. They're invaluable. They'll give you pointers on what to pack, where to shower, where to buy food, where to go, what to do, whether or not to bring a pet — everything you need to know to make your stay happy.

While you're there, why not pick up a few extra forms for your friends?

3. Pick up a phone for instant reservations.

Here's another option. You phone

for a reservation. ^{1.50}

The cost of the reservation is a little bit more expensive — ~~\$3.00~~. And you must pay for the call yourself.

But it's fast and easy. Just make a reservation, then be sure we get the total amount within 14 days. If you live in New York dial 212-757-6220. In Chicago, 312-236-7181. In Memphis, 901-362-9700. In Houston, 713-229-8751. In Phoenix, 602-248-0505. In Dallas, 214-661-5105. In Fort Worth, 817-263-1261. In San Francisco, 415-771-5556.

AMERICAN EXPRESS
American Express Reservations, Inc.

National Park Campsite Reservation
P.O. BOX 13802 • PHOENIX, ARIZONA 85002

DATE OF ARRIVAL: Month _____ Day _____
Alternate dates: 2nd _____ 3rd _____

NUMBER OF CAMPING SITES: Circle one 1 2 3 4 5 6 7
Separate Service Charge for each Campsite reserved

NUMBER OF NIGHTS: Circle one 1 2 3 4 5 6 7

ACCOMMODATION TYPE: CHECK ONLY ONE
TENT OR PICKUP ☐ TRAILER OR MOTOR HOME
UNDER 20' ☐ 20-25' ☐ 26-30' ☐ OVER 30'

PARTY NAME _____ HOW MANY IN PARTY? _____
ADDRESS _____
CITY, STATE & ZIP _____

☐ PETS ☐ GOLDEN AGE PASSPORT ☐

☐ ACADIA—\$3.00 ☐ GRAND TETON—\$3.00
☐ EVERGLADES—\$2.00 ☐ YELLOWSTONE—\$3.00
☒ GRAND CANYON ☐ YOSEMITE
☐ South Rim Campgrounds—\$2.00 ☐ Valley Campgrounds—\$4.00
☐ Desert View—\$1.00 ☐ Outside the Valley—\$3.00
☐ North Rim Campgrounds—\$2.00

ALTERNATE PARKS: 2nd _____ 3rd _____

HOW TO COMPUTE SITE USE FEES:
RATE PER NIGHT* _____ × NUMBER OF NIGHTS _____
= CAMP USE FEES _____ + \$1.50 SERVICE FEE
TOTAL REMITTANCE (To be enclosed) _____

*If Golden Age Passport Member use applicable rate per night.
☐ Yes, you may use your judgment in substituting other nearby parks.

Please read reverse side for "Cancellation and Refund Policies."

AMERICAN EXPRESS
American Express Reservations, Inc.



COUNTRY-STYLE GUITAR
MUSIC THROUGHOUT
This is Burl Ives.
You planning to spend
your next vacation. . .



camping in one of these
6 beautiful National
Parks? Yosemite, Acadia,
Everglades,



Yellowstone, Grand Teton
or Grand Canyon?



For the first time, you
can reserve your own
campsite.



Just like you would a
hotel room.



For a reservation form
and instruction booklet
write

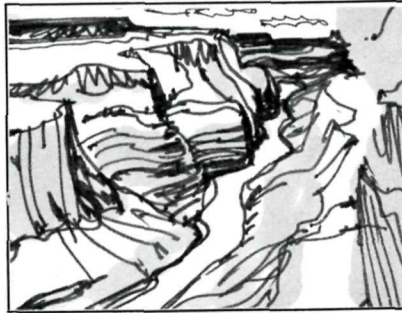
**National Parks
Campsite Reservation
P.O. Box 13802
Phoenix, Arizona 85002**

National Parks
Campsite Reservation
P. O. Box 13802
Phoenix, Arizona 85002

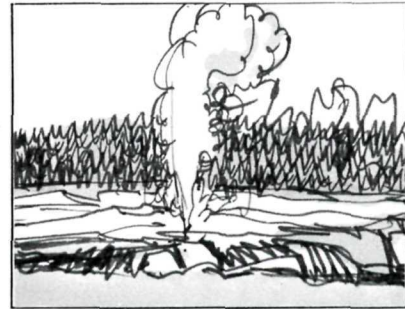
See ya in the parks!



If you love camping,
here's some good news.



Now you can reserve
campsites at six top
national parks--



Yellowstone the Grand
Canyon, Yosemite, the
Grand Teton,



Acadia, and the Ever-
glades.



You can get a campsite
for anything from a
tent to trailer.



For a simple overnight
stay to a week-long
vacation.

**National Parks
Campsite Reservation
P.O. Box 13802
Phoenix, Arizona 85002**

For more information
and a reservation form,
just write

Print

As can be noted in the print advertising execution shown, we recommend a two-page spread to announce this new American Express Reservations, Inc. National Park Service program. The prime reasons for use of large space are . . .

Visibility and importance.

Space enough to explain all the facets of the service and how to use it.

Accommodation of the reservation coupon, thus getting it directly into the hands of a camper or potential camper.

Television

We have provided two possible television executions, one of which would be prepared and produced by Space Bank for use during "public service time" by the U. S. Government. Neither execution mentions Space Bank or Ramada Inns' participation in this program because such mention would preclude the availability of free television time.

The execution employing Burl Ives as the voice-over spokesman would be preferred pending Mr. Ives' availability for commercial production. We have an indication from his agent that he would be

available and agreeable to donating his time to this program, but final arrangements have not been completed.

In the event that Mr. Ives is not available, we would propose the second television execution employing a standard voice-over announcer.

It is understood that the visual aspects of these commercials would be made available for editing free of charge from the National Park Service film library.

Advertising Media Strategy

Objectives

The proposed media plan for this program will serve the following objectives.

Broad reach of both frequent campers and those planning camping vacations.

Coverage of this target audience as early as possible preceding the peak vacation season.

Provision of vehicles whenever possible for distribution of reservation coupons.

Strategy

The basic strategy of the proposed program is to utilize media which best create immediate, broad awareness among the target audience (campers and potential campers).

1. Magazines are specifically recommended as a vehicle for our message as they . . .
 - have the ability to deliver an audience which efficiently matches the demographic characteristics of camper and potential camper
 - provide an editorial environment which reaches the camper within the realm of his interests

- provide broad national coverage as well as selectivity of emphasis in high potential geographic regions.
2. Public service television is also recommended due to its ability to provide thorough coverage and create immediate awareness of the program. Were this medium not available through U.S. Government access to free public service time, it would obviously be unaffordable.

1973 Recommendation

Publication	Circulation	No. of Insertions
Sports Illustrated	2,150,000	1
Field & Stream	1,740,000	1
Outdoor Life	1,786,000	1
Outdoor Life (South East & Central Region)	645,000	1
Sports Afield	1,400,000	1
Sunset	985,000	1
Trailer Life	200,000	1
Woodall's Trailer Travel	152,000	1
Camping Journal	275,000	1
Camping & Travel Guide	82,000	1
Total	9,415,000	

Note: Each insertion is a spread B&W

Discussion Of The Media Plan

An examination of the camping market and a complete media recommendation has been provided as an addendum to this proposal. It gives specific data on the camping market in terms of age, sex, income, education, and locality.

As is shown in this addendum, the print media selected aim as specifically as possible at that demographic segment of the population most inclined to participate or have an interest in camping. Emphasis is given to men, 18 to 49 years old, who are high school graduates or more, having a household income of \$10,000 or more per year. The media recommended provide additional emphasis in geographic areas, particularly the central and western states where the greatest number of campers reside.

Although women are not selected as the primary target, the media employed do reach women with a high interest in camping or related subjects.

Scheduling

As is shown on the flow chart, we recommend that all print insertions be scheduled as quickly as possible so as to capitalize on the vacation planning season. Assuming acceptance of this proposal by April 16, this schedule is feasible. Obviously, as closing dates for publications on this schedule are passed, it would have to be revised accordingly.

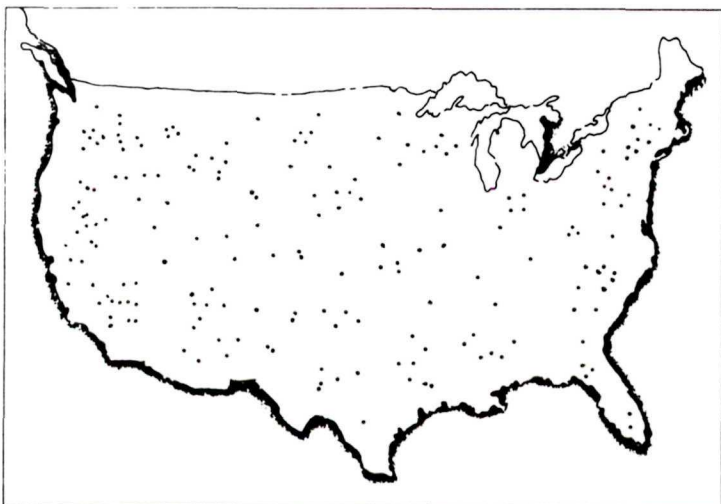
Now you can make campsite reservations at every single National Park.

space is available and confirm your
Month 812-303-1301 in San Francisco
0202 in Dallas 314-001-2102 in Fort
113-338-8221 in Phoenix 005-348-
in Memphis 801-305-8300 in Houston
315-333-0220 in Chicago 315-330-318
If you live in New York dial
total amount within 3 days.
a reservation, then be sure we get the
yourself. But it's fast and easy. Just make
— \$3.00. And you must pay for the call
reservation is a little bit more expensive
for a reservation. The cost of the

Here's another option. You phone
reservations.

3. Pick up a phone for instant
up some forms for your friends.

While you're there, why not pick
need to know to make your stay happy.
rooms are available — everything you
to shower, where to buy food, what



stamped envelope. Within a week of
you pointers on what to back, where
National Park booklets. They'll give
Rooms June

3. Stop in at any one of 2,000

And you'll be able to select the
waste time waiting it out on a computer
a completed form. You won't have to
save more time by walking in with
change.

pay the campsite fee plus \$1.20 service
from your reservation on the spot. Just
have computer terminals. You can call
its subsidiaries and representatives
offices of American Express Company
available. Rooms June and travel
whether or not campsite space is

Within minutes you'll know
second choice.)

available, we'll try to give you your
reservation. (If your first date isn't
available and confirm your
your letter we'll tell you if
envelope. Within a week of
we include a self-addressed
you send in your form and
reserve a campsite at Yellowstone.
This year for the first time
at Yellowstone National
is. Let's say you're planning
how to figure your costs.
the
the campsite fee and \$1.20
check or money order
are. Then just mail in the

National Park Campsite Reservation

P.O. BOX 13802 • PHOENIX, ARIZONA 85002



CONFIRMATION NUMBER

DATE OF ARRIVAL Month _____ Day _____ Alternate dates: 2nd _____ 3rd _____	NUMBER OF CAMPING SITES Circle one: 1 2 3 4 5 6 7 Separate Service Charge for each Campsite reserved.
--	---

NUMBER OF NIGHTS Circle one: 1 2 3 4 5 6 7

ACCOMMODATION TYPE: CHECK ONLY ONE

TENT OR PICKUP <input type="checkbox"/>	TRAILER OR MOTOR HOME <input type="checkbox"/> UNDER 20' <input type="checkbox"/> 20-25' <input type="checkbox"/> 26-30' <input type="checkbox"/> OVER 30'
--	---

HOW TO COMPUTE SITE USE FEES:
RATE PER NIGHT* _____ X NUMBER OF NIGHTS _____
= CAMP USE FEES _____ + \$1.50 SERVICE FEE _____
TOTAL REMITTANCE (To be enclosed) _____

*If Golden Age Passport Member use applicable rate per night.

☐ Yes, you may use your judgment in substituting other nearby parks.

Please read reverse side for "Cancellation and Refund Policies."
AMERICAN EXPRESS
American Express Reservations, Inc.

Get things started by filling out this form.

Can you? Acadia or the Everglades?
Grand Teton, Yosemite, the Grand
reserve a campsite at Yellowstone, the
This year for the first time you can
315-333-0220 in Chicago 315-330-318

If you live in New York dial
total amount within 3 days.
a reservation, then be sure we get the
yourself. But it's fast and easy. Just make
— \$3.00. And you must pay for the call
reservation is a little bit more expensive
for a reservation. The cost of the

Here's another option. You phone
reservations.

3. Pick up a phone for instant
up some forms for your friends.

While you're there, why not pick
need to know to make your stay happy.

rooms are available — everything you
to shower, where to buy food, what
you pointers on what to back, where
National Park booklets. They'll give

And you'll be able to select the
waste time waiting it out on a computer
a completed form. You won't have to
save more time by walking in with
change.

pay the campsite fee plus \$1.20 service
from your reservation on the spot. Just
have computer terminals. You can call
its subsidiaries and representatives
offices of American Express Company
available. Rooms June and travel
whether or not campsite space is

AMERICAN EXPRESS
American Express Reservations, Inc.

1974 Program

Due to the fact that only six parks will offer this program in 1973 and that timing precludes the execution of optimum scheduling to announce this service, Space Bank feels that it would be worthwhile to provide an indication of the future advertising possibilities assuming continuance of the program in 1974.

The preceding two pages show advertising indicating the availability of this service at all national parks, and below, a media schedule which more completely coincides with the pre-vacation planning period. Note that while a 1974 Television Commercial has not been included, one could be developed based on 1973 experience.

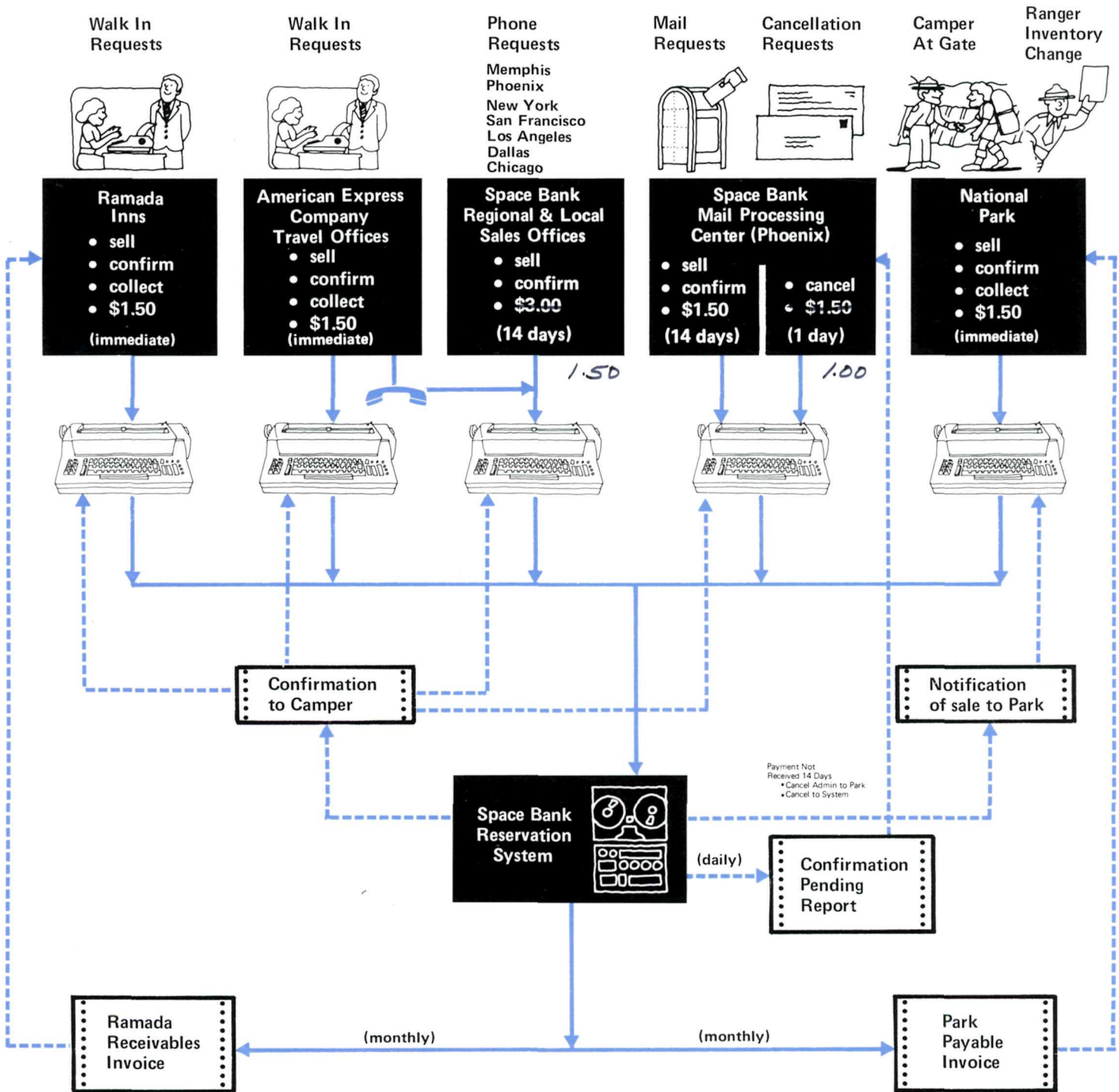
1974 Recommendation

Publication	Circulation	No. of Insertions
Outdoor Life	1,786,000	2
Outdoor Life (South East & Central Region)	645,000	1
Sports Afield	1,400,000	2
Sunset	985,000	2
Trailer Life	200,000	2
Camping Journal	275,000	2
Total	5,291,000	

Note: Each insertion is a spread B&W

NPS operating and processing procedures

National Park Campsite Reservation – System Procedure



In-Person Reservation Requests at Terminal Locations

1. Space Bank will provide an outlet network of terminal locations throughout the United States at 500 Ramada Inns (open 24 hours a day), selected American Express Company Travel Offices, and the six National Parks covered by this proposal ("Terminal Locations") to service walk-in campsite reservation requests.

2. Space Bank shall install, maintain, and repair free of charge one unit of send and receive keyboard terminal equipment at a suitable location in each of the six National Parks, which shall be able to access the system for the purposes of:

- Making reservations for campsites;
- Receiving reservation confirmations;
- Receiving notice of reservation cancellations; and
- Making adjustments and changes to campsite inventory.

Space Bank will install, maintain, and repair such additional terminals as may be reasonably required by NPS to meet additional operating needs at a rental rate of \$250 per unit per month.

3. A counter display unit and booklets including a customer oriented Reservation Order Form will be made available by Space Bank at Terminal Locations to assist the public in making campsite reservations.

4. The Reservation Order Form will be prepared by the camper outlining his campsite preference and requirements. The filled out Reservation Order Form is given to the terminal operator for processing. If requested space is unavailable, the system goes on "search," automatically suggesting alternate campground or site types within the same park. If requested space is available, the terminal prints a confirmation including the calculation and printing of total dollar amount for the length of stay requested ("Use Charge"), plus the reservation handling fee ("Service Charge").

5. The camper pays the correct dollar amount including the \$1.50 Service Charge per campsite unit reserved. A confirmation form, including a confirmation number unique to the transaction, is stapled to the original copy of the Reservation Order Form and given to the camper to present at the Park entrance as proof of reservation and payment. A second copy of the reservation confirmation form may be retained by the Terminal Location for audit purposes.

6. Simultaneously, the notification of the reservation sale is printed out at the appropriate Park terminal.

7. A camper who arrives at the Park without a reservation may complete a Reservation Order Form and in turn is booked through the system in the same way.

In-Person Reservation Requests at Non-Terminal Locations

1. Members of the general public may make campsite reservations through the system in person at Non-Terminal Locations, such as selected American Express Company Travel Offices, by completing Reservation Order Forms.

2. Upon determination through the system that a campsite reservation is available, and upon payment of the Use Charge and Service Charge by the person requesting the reservation, a Reservation Confirmation will be issued.

Telephone Reservation Requests

1. As an additional service, the camper can call, at his expense, a local or regional Telephone Reservation Center. On a telephoned reservation, the Center performs the transaction, and confirms the reservation to the camper, pending receipt of full payment. The Center advises the caller he must remit by mail to National Parks Campsite Reservation, Post Office Box 13802, Phoenix, Arizona 85002, the proper Use Charge (rate per day times the number of days) plus a ~~\$2.00~~ ^{1.50} Service Charge, within 14 days, or the reservation will be cancelled. The camper is given a unique confirmation number, which must be noted on his check

or money order. He will be asked to include a self-addressed return envelope with his payment, for the return of his validated confirmation notice.

2. Upon receipt of the camper's check or money order, the Mail Center pulls the paid confirmation from the file, validates it, and mails it back to the camper in the self-addressed stamped envelope provided by the camper with his payment. This validated confirmation is presented to the Park as proof of reservation payment.

3. If a reservation is sought within 14 days of the intended arrival date, the camper is advised that such a reservation is not possible and that he must go to a Terminal Location for an in-person reservation transaction.

Mail Reservation Requests

As a further service, the camper may make a campsite reservation through the system by mail at the Mail Reservation Center. Upon determination through the system that a campsite is available, and upon payment of the Use Charge and Service Charge by the person requesting the reservation, a validated confirmation will be returned to the camper. If prepayment is not enclosed with the original reservation request, the Mail Reservation Center will return to the camper a Reservation Order Form with instructions to complete the Form and return it with payment enclosed. When payment is received, the proper reservation can be made.

No such mail reservation request shall be accepted by the Mail Reservation Center unless received at least 10 days prior to the first day of intended use of the reservation and unless the request is accompanied by payment of the Use Charge and Service Charge.

Reservation Request Inventory

Requests by members of the general public for a campsite reservation shall not be processed by the system if the first day of intended use of the reservation is more than ninety (90) days from the date of the making of the reservation.

Cancellations and Refunds

1. Members of the general public may cancel campsite reservations by mailing a Reservation Confirmation in a letter requesting a refund of the Use Charge for the reservation to the Mail Reservation Center. This letter must be received by the Mail Reservation Center one day prior to the first day of intended use.

2. Upon cancellation of a campsite reservation, the Mail Reservation Center shall refund the Use Charge collected for that reservation less a cancellation Service Charge of ~~\$4.50~~ to the person requesting the cancellation.

1.00

Remittances to NPS

Within ten business days after the end of each month, Space Bank will remit to NPS all Use Charges and Service Charges collected from members of the general public for campsite reservations made for use during the month, less an amount equal to the total amount refunded to members of the general public during that month for cancellations of reservations.

Reports

Space Bank shall provide the following reports to NPS:

- Documentation of individual reservations confirmed will be reported at the appropriate NPS terminal at the time the reservation is sold.
- Documentation of individual cancellations will be reported at the appropriate NPS terminal at the time the cancellation is made.
- A detailed monthly reservations sales report by campsite type, within campground, with totals by campground.
- A monthly summary report of all reservations sold, through terminal transactions, mail transactions and telephone transactions.

A more detailed statement of the form and content of these reports is set forth in Appendix A to this proposal.

Appendix

NPS Campsite Reservation Order Form

National Park Campsite Reservation	
1. PARTY NAME _____ ADDRESS _____ CITY _____ STATE _____ ZIP _____ <input type="checkbox"/> PETS <input type="checkbox"/> GOLDEN AGE PASSPORT	<div style="display: flex; justify-content: space-between;"> <div> CONFIRMATION NUMBER <div style="border: 1px solid black; width: 100px; height: 20px; display: flex; align-items: center; justify-content: center;"> R </div> </div> <div> <small>American Express Reservations, Inc.</small> </div> </div>
2. PARK SELECTION. CHECK ONLY ONE. THIS CAMPSITE RESERVATION REQUEST IS FOR ONE CAMPSITE WITH A MAXIMUM OF TEN PEOPLE. <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <input type="checkbox"/> ACADIA—\$3.00* <input type="checkbox"/> GRAND TETON—\$3.00* <input type="checkbox"/> EVERGLADES—\$2.00* <input type="checkbox"/> YELLOWSTONE—\$3.00* GRAND CANYON (CHECK ONE) YOSEMITE (CHECK ONE) <input type="checkbox"/> SOUTH RIM—\$2.00* <input type="checkbox"/> VALLEY FLOOR—\$4.00* <input type="checkbox"/> DESERT VIEW—\$1.00* <input type="checkbox"/> OUTSIDE THE VALLEY—\$3.00* <input type="checkbox"/> NORTH RIM—\$2.00* </div> <div style="width: 50%; font-size: small;"> *Use charge per day. Subject to change. </div> </div>	
3. DATE OF ARRIVAL _____ NUMBER OF SITES <u>1</u> NUMBER OF DAYS* _____ ALTERNATE DATES _____ <small>*Subject to park restrictions.</small>	
4. ACCOMMODATION (EQUIPMENT) TYPE: CHECK ONE ONLY TRAILER OR MOTOR HOME <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;"> <input type="checkbox"/> TENT </div> <div style="text-align: center;"> <input type="checkbox"/> TENT TRAILER </div> <div style="text-align: center;"> <input type="checkbox"/> PICK UP UNDER 20' </div> <div style="text-align: center;"> <input type="checkbox"/> 20'-25' </div> <div style="text-align: center;"> <input type="checkbox"/> 26'-30' </div> <div style="text-align: center;"> <input type="checkbox"/> OVER 30' </div> </div>	
5. HOW TO COMPUTE SITE USE CHARGES: 1. USE CHARGE PER DAY \$ _____ 2. NUMBER OF DAYS _____ 3. MULTIPLY 1. BY 2. \$ _____ 4. ADD SERVICE CHARGE (NON-REFUNDABLE) \$1.50 TOTAL REMITTANCE \$ 	
MAILING INSTRUCTIONS: Make check or money order payable to American Express Reservations, Inc. and mail with self-addressed, stamped envelope to: National Parks Campsite Reservation Center, P.O. Box 13802, Phoenix, Arizona 85002. SIGN HERE _____ <small>Cancellation charge of \$1. Refund details furnished with confirmation. See reverse side for important information.</small>	

NPS Location Search Card

Yosemite National Park			
National Park Campsite Reservation <small>P.O. BOX 13802 • PHOENIX, ARIZONA 85002</small>			
Location	Location Code	Campground	Location
Valley Floor	6932#	Sunnyside	Yosemite Valley—Camp #4
	4851#	Lower River	Yosemite Valley—Camp #7
	8954#	Upper Pines	Yosemite Valley—Camp #11
	5439#	North Pines	Yosemite Valley—Camp #12
	7211#	Lower Pines	Yosemite Valley—Camp #14
	3921#	Upper River	Yosemite Valley—Camp #15
Outside Valley	2924#	Wawona	6 Mi. N. of South Entrance
	7368#	Hodgdon Meadow	1/2 Mi. S. of Big Oak Flat
	5961#	Crane Flat	9 Mi. S. of Big Oak Flat

LOCATION CODE

0

1

2

3

4

5

6

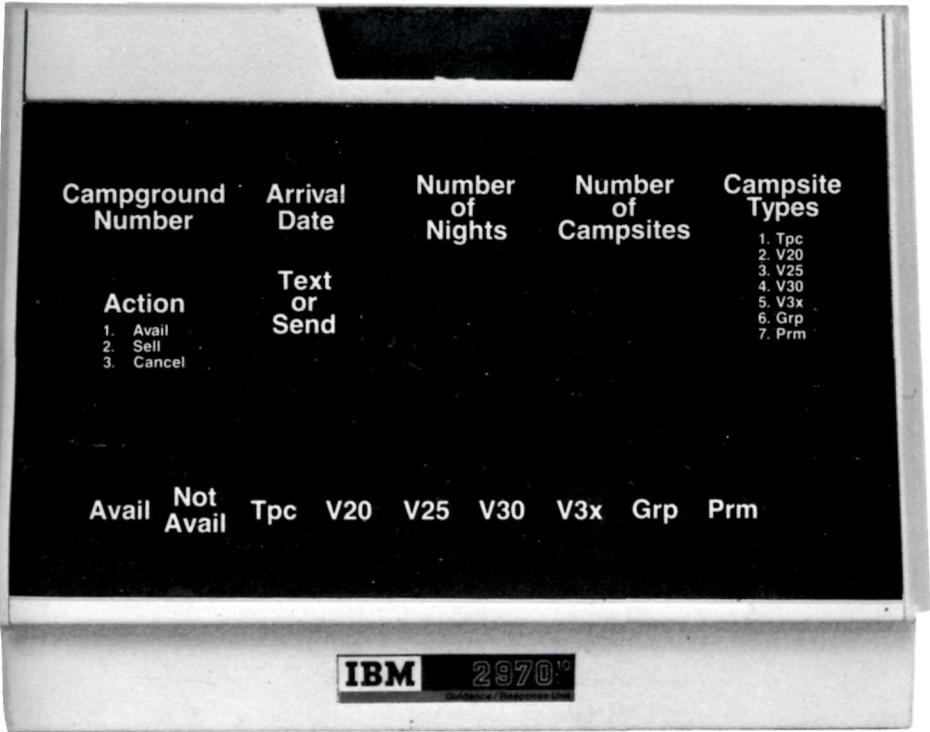
7

8

9

B

IBM Model 2970-10 (NPS Format Director)



Key

- | | | |
|---|-----|-------------------------------|
| 1 | Tpc | Tent or pick-up |
| | | Trailer or motor home |
| 2 | V20 | Under 20' |
| 3 | V25 | 20' to 25' |
| 4 | V30 | 26' to 30' |
| 5 | V3x | Over 30' |
| 6 | Grp | Special group |
| 7 | Prm | Primitive (backpackers, etc.) |

IBM Model 2970-10 (NPS Send and Receive Terminal)



Daily Status Report (first message each morning)

0001
5678 #-JUL05-0100 YELLOWSTONE RANGER TERMINAL, FOR JULY 5 AT 1:00AM
LAST MESSAGE SENT YESTERDAY SEQUENCE No.0412

0002/0001
1234 #-JUL05-0100 MADISON
05 06 07 08 09 10 11
TPC 0 0 0 X 0 0 X
V20 0 X 0 0 0 X 0
V25 X 0 0 0 X X X
V30 0 0 X X 0 0 0
V3X X X X 0 X X 0

0003/0001
1235 #-JUL05-0100 BRIDGE BAY
05 06 07 08 09 10 11
TPC X X X 0 0 0 X
V20 0 0 X X X X X
V30 0 X X X 0 0 X

Random Status Report (on request)

1234 #-JUL04 0900-
STATUS: SEP/30-MADISON
TPC: 150 V20: 44 V30: 125 V3X: 120

Sales Report

AMERICAN EXPRESS RESERVATIONS, INC.

MONTHLY CAMPGROUND ACTIVITY
MADISON CAMPGROUND FOR THE MONTH OF JULY 8/5/73
YELLOWSTONE NATIONAL PARK
YELLOWSTONE WYO 82190

CAMPSITE TYPE	-----THIS MONTH-----		----YEAR-TO-DATE----	
	SOLD	DENIED	SOLD	DENIED
TPC	72	12	181	78
V20	5	5	15	25
V25	3	---	13	---
V30	80	17	189	43
V3X	30	10	320	85
TOTAL	190	44	718	231

AMERICAN EXPRESS RESERVATIONS, INC.

2423 E. Lincoln Drive, P. O. Box 13794, Phoenix, Arizona 85002

A subsidiary of American Express Company

2368AB-0 YELLOWSTONE NATIONAL PARK
ATTN: STEWART R. ORGILL
YELLOWSTONE NATIONAL PARK, WYOMING 82190

MADISON CAMPGROUND

AMERICAN EXPRESS
SPACE BANK RESERVATIONS

DATE MAR 3, 1973
INVOICE NO. 111,604
PAGE 1

ACTION SEQ

***** RESERVATION DATA *****

DATE	NO.	DESCRIPTION	GUEST NAME	DATE	TYP	ST	NT	\$ FEES	\$ SERVICE	\$
01-01		***** BALANCE FORWARD *****							91.72	
01-24		CASH PAYMENTS	REMITTANCE						91.72CR	

-- SOLD TO YOU BY-----

01-02 0001	SOLD BY SPACE BANK011	DILL ROBERT PTY OF 02 ADU	02 -07 V20	1	2	3.00GA	1.50
01-03 0001	SOLD BY SPACE BANK011	MERMIS, MR. RICHARD PTY OF	02 -16 V25	1	1	3.00	1.50
01-03 0002	SOLD BY SPACE BANK011	STERN DON PTY OF 02 ADULT	02 -21 TPC	1	4	12.00	1.50
01-03 0003	SOLD BY SPACE BANK011	JINKS RALPH PTY OF 02 AD	02 -21 V30	1	2	6.00	1.50
01-03 0004	SOLD BY SPACE BANK011	HERMAN DALE PTY OF 02 ADU	02 -23 V20	1	2	6.00	1.50
01-04 0001	SOLD BY SPACE BANK011	EMMERI, D	02 -04 TPC	1	1	3.00	1.50
01-04 0002	SOLD BY SPACE BANK011	STECHMAN, M	02 -25 V3X	1	4	12.00	1.50
01-05 0002	SOLD BY SPACE BANK011	MILLER, MR. JOHN PTY OF 01	02 -07 TPC	1	3	9.00	1.50
01-08 0001	SOLD BY SPACE BANK017	TRAVERS MR. R. PTY OF 1 AD	02 -23 TPC	1	2	6.00	1.50
01-09 0001	SOLD BY SPACE BANK011	CADDELL, JERRY	02 -22 V25	1	3	9.00	1.50
01-09 0002	SOLD BY SPACE BANK011	JEFCOAT, DAVID	02 -22 V20	1	1	3.00	1.50
01-09 0003	SOLD BY SPACE BANK011	WELLONS, MELVIN	02 -22 TPC	1	1	3.00	1.50
01-11 0001	SOLD BY SPACE BANK087	WOLCOTT MA A PTY OF 1 AD	02 -24 TPC	1	2	6.00	1.50
01-11 0002	SOLD BY SPACE BANK011	BRANDENBURG, MR BOB PTY 0	02 -15 V20	1	2	6.00	1.50
01-12 0001	SOLD BY SPACE BANK013	EISENBERG R PTY OF 1 A	02 -18 V30	1	4	12.00	3.00
01-13 0001	SOLD BY SPACE BANK011	LUKES/MARK PTY OF 02 ADUL	02 -22 TPC	1	2	6.00	1.50
01-14 0001	SOLD BY SPACE BANK011	SMITH/ JACK PTY OF 02 ADU	02 -25 V3X	1	5	15.00	1.50
01-14 0002	SOLD BY SPACE BANK011	BERRIE S PTY OF 01 ADULTS	02 -15 V20	1	2	6.00	1.50
01-15 0002	SOLD BY SPACE BANK011	PANNELL ROBERT PTY OF 02	02 -15 V3X	1	5	15.00	1.50
01-15 0003	SOLD BY SPACE BANK011	STRICKER, MR PAUL PTY OF 0	02 -15 V30	1	6	9.00GA	1.50
01-15 0004	SOLD BY SPACE BANK011	PARKER, WILLIAM PTY OF 01	02 -16 V25	1	2	3.00GA	1.50
01-16 0001	SOLD BY SPACE BANK013	CALOGERO R PTY OF 1 AD	02 -16 TPC	1	2	6.00	3.00
01-16 0002	SOLD BY SPACE BANK011	STEELE, RICHARD PTY OF 01	02 -18 TPC	1	3	9.00	1.50
01-16 0004	SOLD BY SPACE BANK011	PATTERSON GEORGE	02 -24 TPC	1	2	6.00	1.50
01-17 0001	SOLD BY SPACE BANK011	UNVERSAGT, MR JAMES PTY 0	02 -22 TPC	1	4	12.00	1.50
01-17 0002	SOLD BY SPACE BANK011	WALLER T PTY OF 01 ADULTS	02 -21 V20	1	4	6.00GA	1.50
01-19 0003	SOLD BY SPACE BANK013	GARDINER D MCILWAIN J P	02 -25 V25	1	1	3.00	3.00
12-31 0003	SOLD BY SPACE BANK011	KEIPER O J PTY OF 02 ADUL	02 -02 V30	1	2	6.00	1.50

TOTAL PAYABLE NPS

201.00

46.50CR

REMITTANCE ENCLOSED

247.50

02-01 *** NEW BALANCE FORWARD *** PLEASE PAY THIS AMOUNT
* AGED * ACCOUNT CURRENT MONTH OVER 30 DAYS OVER 60 DAYS
ACCOUNTS BALANCE FORWARD BALANCE PAST DUE PAST DUE

RECEIVABLE

00.00

46.50

THIS IS AN INVOICE - PAYABLE ON RECEIPT

PRINTED IN U.S.A.

Invoice

Confirmation Forms

Confirmation to Camper

Diagram illustrating the fields and data in a Confirmation to Camper form:

Fields and Data:

- Selling source:** RAMADA SCOTTSDALE/JOY
- Date sold:** 1234 #--JUL04--0800
- Number in party:** PARTY OF 4 ADULTS, 2 CHILDREN
- NPS park name:** YELLOWSTONE--MADISON,WY
- Campground name:** YELLOWSTONE--MADISON,WY
- Amount of sale:** \$11.50
- Day of arrival:** FRI AUG/31
- Camp unit type:** V20
- Unique confirmation number:** 07041234001
- Number of nights reserved:** 5 NIGHTS

Form Content:

SMITH, J.J. PARTY OF 4 ADULTS, 2 CHILDREN
3518 E. DESERT COVE ROAD
PHOENIX, ARIZONA 85028
GOLDEN AGE, TWO DOGS, ONE CAT
RAMADA SCOTTSDALE/JOY

1234 #--JUL04--0800--YELLOWSTONE--MADISON,WY
CONF 1 V20, 5 NIGHTS, FRI AUG/31, \$11.50, GOLDEN AGE
CONF # 07041234001

Confirmation to Park

Diagram illustrating the fields and data in a Confirmation to Park form:

Fields and Data:

- Message ID:** 0021/0005
- Park Name:** YELLOWSTONE PARK, WY
- Confirmation Number:** 1234#--JUL04--0801--4321#
- Amount of sale:** \$11.50
- Day of arrival:** FRI AUG/31
- Number of nights reserved:** 5 NIGHTS
- Camp unit type:** V20
- Unique confirmation number:** 07041234001
- Selling source:** RAMADA SCOTTSDALE/JOY

Form Content:

0021/0005
YELLOWSTONE--MADISON
1234#--JUL04--0801--4321#
SOLD 1 V20, 5 NIGHTS, FRI AUG/31, \$11.50, GOLDEN AGE
SMITH, J.J. PARTY OF 4 ADULTS, 2 CHILDREN
3518 E. DESERT COVE ROAD
PHOENIX, ARIZONA 85028
GOLDEN AGE, TWO DOGS, ONE CAT
RAMADA SCOTTSDALE/JOY
CONF # 07041234001

0021/0005 is the 21st message received today at Yellowstone and the 5th message received for Madison Campground. Received for Madison (1234) on July 4 at 8:01 am from Ramada Scottsdale (4321)

Training Manual



National Parks Campsite Reservation
a service of American Express Reservations, Inc.

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San Juan	725-7871
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Canada

Toronto	493-7111
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Mexico

Mexico City	533-20-20
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Europe

Austria (Vienna)	57-16-84
Belgium (Brussels)	19-32-53
Denmark (Copenhagen)	11-22-15
England (London)	01-493-4020
(Manchester)	832-7441
France (Lyons)	52-67-52
(Nice)	88-52-51
(Paris)	504-25-25
Germany (Frankfurt)	61-07-17
Greece (Athens)	54-17-56
Holland (Amsterdam)	62-922
Ireland (Dublin)	77-08-01
Italy (Milan)	878-434
(Rome)	314-541
Sweden (Stockholm)	24-93-15
Switzerland (Zurich)	48-54-35
(Geneva)	36-99-77

Far East

Japan (Tokyo)	03-504-0671
Hong Kong	5-249141
Taiwan (Taipei)	571-261
Singapore	94-066
Philippines (Manila)	874-941
Thailand (Bangkok)	865-231
Australia (Sydney)	27-7852
New Zealand (Auckland)	71-326

Appendix C—American Express Company Travel Offices by State

Alabama

Birmingham*
Huntsville*
Mobile*
Montgomery*
Tuscaloosa*

Alaska

Anchorage*

Arizona

Phoenix
Tucson

Arkansas

Little Rock*
Fayetteville*

California

Bakersfield*
Barstow*
Beverly Hills
Carmel*
Chico*
Eureka*
Fresno*
La Jolla
Los Angeles
Oakland
Orange
Palm Springs*
Palo Alto
Pasadena
Riverside*
Sacramento
San Francisco
San Jose
San Luis Obispo*
San Rafael
Santa Barbara
Santa Cruz*
Sherman Oaks
Stockton*
Torrance
Ventura*

Colorado

Aspen*
Colorado Springs*
Denver
Englewood
Fort Collins*
Pueblo*

Connecticut

Greenwich
Hartford
New Haven*
New London*

Delaware

Wilmington

District of Columbia

Washington

Florida

Bradenton*
Coral Gables
Ft. Lauderdale
Fort Meyers*
Fort Pierce*
Gainesville*
Lakeland*
Miami
Miami Beach
Orlando*
Ormond Beach*
Palm Beach*
Panama City*
Pensacola*
St. Petersburg*
Tampa*

Georgia

Atlanta
Augusta*
Columbus*
Macon*

Hawaii

Honolulu

Idaho

Boise*

Illinois

Aurora*
Bloomington*
Champaign*
Chicago
Joliet*
Lombard
Moline*
Peoria*
Quincy*
Rockford*
Wilmette

Indiana

Evansville*
Fort Wayne*
Gary*
Muncie*
South Bend*
Terre Haute*

Iowa

Cedar Rapids*
Sioux City*
Waterloo*

Kansas

Manhattan*
Wichita*

Kentucky

Louisville

Louisiana

Baton Rouge*
Lafayette*
Monroe*
New Orleans
Shreveport*

Maine

Portland*

Maryland

Baltimore
Columbia
Hagerstown*
Landover
Salisbury*

Massachusetts

Boston
Cambridge
Springfield*
Wellesley
Worcester*

Michigan

Ann Arbor*
Battle Creek*
Birmingham
Detroit
Grand Rapids*
Holland*
Kalamazoo*
Lansing*
Midland*
Petoskey*
Port Huron*
Saginaw*

Minnesota

Duluth*
Minneapolis
Rochester*

Mississippi

Jackson*

Missouri

Clayton
Kansas City
St. Louis
Springfield*

Montana

Great Falls*

Nebraska

Lincoln*
Omaha*

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Nevada

Las Vegas*
Reno*

New Hampshire

Manchester*

New Jersey

Newark
Ocean City*
Princeton
Red Bank*
Ridgewood
Summit

New Mexico

Albuquerque*

New York

Binghamton*
Brooklyn
Buffalo
Corning
Garden City
Lake Grove
New York
Poughkeepsie*
Rochester*
Schenectady*
Syracuse*
White Plains

No. Carolina

Asheville*
Charlotte
Greensboro*
Greenville*
Pinehurst*
Raleigh*
Winston-Salem*

North Dakota

Bismark*
 Fargo*
Grand Forks*

Ohio

Akron
Cincinnati
Cleveland
Cleveland Heights
Columbus
Dayton*

Mansfield*

Toledo*
Youngstown*

Oklahoma

Oklahoma City*
Tulsa*

Oregon

Eugene*
Portland
Salem*

Pennsylvania

Altoona*
Easton*
Erie*
Harrisburg*
King of Prussia
Lancaster*
Philadelphia
Pittsburgh
Scranton*
State College*

South Carolina

Charleston*
Columbia*
Greenville*

South Dakota

Rapid City*
Sioux Falls*

Tennessee

Kingsport*
Knoxville*
Memphis*
Nashville

Texas

Abilene*
Amarillo*
Austin*
Corpus Christi*
Dallas
El Paso*
Fort Worth
Galveston*
Houston
Irving
Lubbock*
McAllen*
Midland*
San Antonio*

Utah

Salt Lake City

Vermont

Burlington*

Virginia

Charlottesville*
Lynchburg*
McLean
Norfolk*
Richmond
Roanoke*

Washington

Bellingham*
Seattle
Spokane*

West Virginia

Charleston*

Wisconsin

Appleton*
Eau Claire*
La Crosse*
Madison*
Milwaukee
Stevens Point*

Wyoming

Cheyenne*
Jackson*
Sheridan*

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Anniston
Birmingham (3)
Decatur
Dothan
Huntsville
Mobile (2)
Montgomery
Phenix City
Selma
Tuscaloosa (2)

Arizona

Flagstaff (2)
Goodyear
Kingman
Lake Havasu City
Phoenix (3)
Scottsdale (2)
Springerville
Tucson
Williams
Yuma

Arkansas

Blytheville
Conway
Fayetteville
Fort Smith
Harrison
Hot Springs
Jonesboro
Little Rock-
Jacksonville
North Little Rock
Russellville
West Memphis

California

Arcadia
Arcata-Eureka
Bakersfield
Beverly Hills
Blythe
Fresno
Hollywood
Los Angeles
Palm Springs
Monterey
Riverside
Sacramento
San Diego
San Francisco

San Jose
Santa Monica
South Lake Tahoe
Torrance

Colorado

Burlington
Colorado Springs
Cortez
Denver (5)
Fort Morgan
Grand Junction
Greeley
Pueblo
Steamboat Springs
Trinidad

Connecticut

Danbury
East Windsor
Mystic
New Haven-West Haven
Stamford
Windsor Locks

Delaware

Wilmington

District of Columbia

Washington

Florida

Clearwater
Cocoa Beach
Daytona Beach (3)
Deerfield
(Pompano Beach)
Ft. Lauderdale (2)
Fort Myers
Ft. Walton Beach
Gainesville
Jacksonville (2)
Key West
Lake City
Lakeland
Ocala
Orlando (8)
Palmetto
Panama City
Pensacola (2)
Port Charlotte
Miami
Sarasota (2)
St. Augustine
St. Petersburg (2)

Tallahassee
Tampa
West Palm Beach

Georgia

Atlanta (5)
Augusta
Brunswick
Calhoun
Cartersville
Columbus
Cordele
Dalton (2)
Folkston
Forsyth
Macon (2)
Richmond Hill
Rome
Savannah
Savannah Beach
Valdosta

Idaho

Boise
Burley
Idaho Falls

Illinois

Aurora
Bloomington
Carbondale
Champaign
Chicago (3)
Dixon
Effingham
Elgin
Highwood
Kankakee
Marion
Mt. Vernon
Ottawa
Peoria (2)
Quincy
St. Charles
Springfield

Indiana

East Gary
Fort Wayne
Indianapolis (2)
Nashville
Richmond
Smithville
South Bend

Iowa

Ames
Cedar Rapids
Des Moines
Fort Dodge
Iowa City
Newton
Sioux City
Waterloo

Kansas

Colby
Emporia
Hays
Hutchinson
Junction City
Kansas City (2)
Lawrence
Manhattan
Newton
Russell
Salina
Topeka (2)
Wellington
Wichita

Kentucky

Bowling Green
Cave City
Elizabethtown
Florence
Lexington (2)
Louisville
Madisonville
Paducah

Louisiana

Alexandria
Baton Rouge
Houma
Lafayette
Lake Charles
Minden
Monroe
New Orleans (4)
Shreveport
Slidell

Maryland

Bethesda
Hagerstown
Lanham
Rockville

Massachusetts

Boston (2)
Danvers
Springfield
Seekonk

Michigan

Ann Arbor (2)
Benton Harbor
Detroit (2)
Grand Rapids
Kalamazoo
Lansing
Marquette
Midland
Muskegon
Saginaw

Minnesota

Moorhead
St. Paul

Mississippi

Bay St. Louis
Biloxi
Columbus
Greenville
Gulfport
Hattiesburg
Jackson (2)
Meridian
Tupelo
Vicksburg

Missouri

Cape Girardeau
Columbia
Independence
Jefferson City
Joplin
Kansas City (3)
Moberly
St. Joseph
St. Louis (7)
Sedalia
Sikeston
Springfield
Waynesville

Montana

Butte

Nebraska

Bellevue
Grand Island

Lincoln
North Platte
Ogallala
Omaha
Scottsbluff
South Sioux City
York

New Hampshire

Dover

New Jersey

Atlantic City
Clifton
East Brunswick
Edison

New Mexico

Albuquerque (2)
Carlsbad
Deming
Gallup
Hobbs
Las Cruces
Roswell
Santa Fe
Tucumcari

New York

Binghamton
Newburgh
New York City
(JFK Airport)
New York City
(Midtown)
Niagara Falls
Rochester
Syracuse
Utica-New Hartford

North Carolina

Apex (Raleigh)
Asheville
Burlington
Charlotte (3)
Durham
Fayetteville
Greensboro
Hendersonville
Hickory
New Bern
Raleigh
Rocky Mount
Wilmington

North Dakota

Grand Forks
Minot

Ohio

Akron
Cincinnati
Cleveland (3)
Columbus (3)
Conneaut
Dayton (3)
Fremont
Mansfield
Portsmouth
Sandusky
Toledo-Perrysburg
Wooster
Youngstown

Oklahoma

Ardmore
Enid
Lawton
Miami
Norman
Oklahoma City (3)
Tulsa

Oregon

Portland
Tualatin (Portland)

Pennsylvania

Clearfield
Erie
Harrisburg
Indiana
Lancaster
Washington
Williamsport

Rhode Island

Portsmouth
Providence

South Carolina

Aiken
Anderson
Charleston
West Columbia
Florence
Greenville
Manning
Myrtle Beach

Spartanburg
Walterboro

South Dakota

Rapid City
Sioux Falls

Tennessee

Jackson
Kingsport
Knoxville
Memphis (3)
Murfreesboro
Nashville (4)
Newport
Pigeon Forge

Texas

Abilene
Amarillo
Arlington
Austin (2)
Baytown
Beaumont (2)
Big Spring
College Station
Corpus Christi
Dallas (6)
El Paso (2)
Ft. Stockton
Ft. Worth (2)
Ft. Worth Central
Grand Prairie
Greenville
Harlingen
Houston (7)
Huntsville
Kerrville
Laredo
Longview
Lubbock
McAllen
Midland
Odessa
Paris
Pecos
Portland
San Angelo
San Antonio (3)
Sherman
Texarkana
Tyler
Van Horn
Vernon

Victoria
Waco
Wichita Falls

Utah

Moab
Ogden
Salt Lake City

Vermont

South Burlington

Virginia

Arlington
Charlottesville
Emporia
Fredericksburg
Lynchburg
Newport News
Norfolk (2)
Quantico/Triangle
Richmond
Rosslyn
Roanoke
Triangle
Virginia Beach
Williamsburg (2)

Washington

Seattle
Spokane

West Virginia

Beckley
Wheeling

Wisconsin

Janesville
Madison
Milwaukee (2)
Neenah
Waukesha

Wyoming

Casper
Cheyenne
Evanston
Laramie

Ramada Camp Inns

Tucson, Arizona
Durango, Colorado
Salida, Colorado
Cocoa, Florida
Orlando, Florida
Tarpon Springs, Florida
Many, Louisiana
St. Louis, Missouri
Kitty Hawk, North Carolina
Jamestown, Virginia

Presented by:
American Express Reservations, Inc.
Mr. Martin J. Held
Sales Vice President
Director,
Campsite Reservations Project
April 4, 1973