



# ONLINE CAMPING RESERVATION SERVICE

## 2005 COMPUTERWORLD HONORS CASE STUDY

### MEDIA, ARTS & ENTERTAINMENT

BEGINNING IN 2003, THE NATION'S LEADING CAMPING RESERVATIONS PROVIDER SUCCESSFULLY UPGRADED ITS ENTIRE NETWORK, INCREASING RELIABILITY AND SECURITY, AND ENABLING A VARIETY OF NEW SERVICES, WITHOUT INTERRUPTING ITS ONGOING OPERATIONS, SERVING MORE THAN 5 MILLION CUSTOMERS, [20055308]

*A Search for New Services*



### SUMMARY

The leading camping reservations provider serving more than 5 million customers in 2003, ReserveAmerica, needed to upgrade its network to increase reliability and security while enabling new services.

### APPLICATION

ReserveAmerica was founded in 1984 as a software development company specializing in innovative solutions for the local recreation industry. In 1992, the Company broadened its focus to pursue opportunities in the camping industry and developed its Campground Management Solution (CMS) product for state and federal park systems.

ReserveAmerica led the camping industry to the Internet by processing the industry's first online reservation in September 1997. Since that time, ReserveAmerica has become the leader in online reservations, completing over 1.3 million online reservations in 2003. This milestone was the result of the Company's growing focus on e-commerce and e-business solutions for park agency partners as well as the demands for information from the broader travel and tourism consumer.

ReserveAmerica is an operating business of InterActiveCorp (NASDAQ: IACI) after being acquired in February 2001. ReserveAmerica's alignment with the leading travel (Expedia, Hotels.com), ticketing (Ticketmaster), and online city guide (Citysearch.com) has created the opportunity to significantly expand and enhance our current business.

Considering that the majority of all campers now make reservations over the Internet, ReserveAmerica must meet their need for fast, reliable, and secure recreation one-stop trip planning and reservations. Demand is also on the rise for new network applications and amenities such as wireless connectivity and localized tourist content services at campgrounds.

According to Roy Stearns, deputy director of California's state park system, online camping reservations are increasingly popular. For example, in a single day in January, California experienced 13,589 reservations with 60 percent of reservations processed online. ReserveAmerica has also seen a dramatic increase in the past year in online trip planning and camping reservations, as much as 73 percent in some regions.

### BENEFITS

For ReserveAmerica, meeting these demands requires a strong, secure, and highly reliable network. Because ReserveAmerica is a 24-hour operation, network downtime is not an option, and the company constantly needs to improve the level of security on its network, because they are processing and protecting customers' personal and financial information.

ReserveAmerica upgraded its network to deploy a complete solution that met all of its needs, yet was easy to manage and scale. The new network architecture provides routing redundancy and failover to backup Frame Relay or virtual private network links. ReserveAmerica can also replicate data between its two data centers, helping ensure that campers' database content is consistent if a failover event occurs. The network supports remote offices and site connectivity to ReserveAmerica's data centers and advanced encryption and authentication guarantees security.

ReserveAmerica completed upgrades to its New York data center in 2002 and to its California center in 2003. Network reliability has improved, which is a crucial factor for a company that does most of its business over the network. On the few occasions where ReserveAmerica required failover protection, users did not notice any service interruption.

Best of all, the flexible network architecture has enabled ReserveAmerica to easily roll out new technologies for its nationwide park customers, including new Internet access services and specialized content delivery for campground visitors, including wireless connectivity at campsites and delivering

Robert Carrigan,  
Chairman of the Chairmen's Committee

Ron Milton,  
Vice-Chairman of the Chairmen's  
Committee

Dan Morrow,  
Chief Historian

localized Web content.

## **IMPORTANCE**

The ability to use technology to instantly secure camping reservations has enabled a stress-free and efficient camping experience for millions of Americans and worldwide travelers. Users can quickly determine which campgrounds are available for their use, and browse through new campground options. Instead of planning months in advance, users can take advantage of ReserveAmerica's "always-on" technology to book a last-minute trip, or change camping plans.

## **ORIGINALITY**

ReserveAmerica is the only national camping reservation service available in the U.S.

## **SUCCESS**

For sports and recreation enthusiasts, the ability to quickly plan trips and explore new camping venues greatly improves the camping experience, while enabling wildlife and recreational opportunities. With greater park use, our nations' collective understanding of our natural resources and need for park preservation is increased, resulting in a better quality of life for all.

## **DIFFICULTY**

Common to the deployment of all large-scale online services solutions, ReserveAmerica has invested hundreds of man-years in developing the Campground Management Solution and in procuring leading-edge network services to ensure the greatest customer satisfaction. When customer volume increased dramatically in 2002, due to an interest in vacationing locally and easily following the 9-11 attacks on the United States, it became clear that a network upgrade was necessary to service the quantity of online users needing campground reservations. ReserveAmerica also recognized the need for greater security and encryption. The overhauled network accomplished both these objectives, and was deployed in a multi-phased plan.