

CAMP AMERICA

About the program

First designated by the U.S. Department of State in 1969, Camp America conducts a J-1 cultural exchange program for summer camps in the United States and international participants. The counselor program provides camp counselors and specialists in various activity areas. Campower is a travel/work program that provides support staff in kitchen, maintenance and office positions. Activities include recruitment and screening of applicants, marketing to camps, matching staff positions with suitable applicants, operations and logistics and program support.

The London office of Camp America oversees the recruitment process, while the Stamford office is responsible for placement and implementation of the program in the United States. Camp America's market in the United States includes independent agencies, special needs, Christian, Jewish and Girl Scout camps. Camp America currently places more than 7,500 international participants in 900 camps nationwide.



Camp America overall measurement

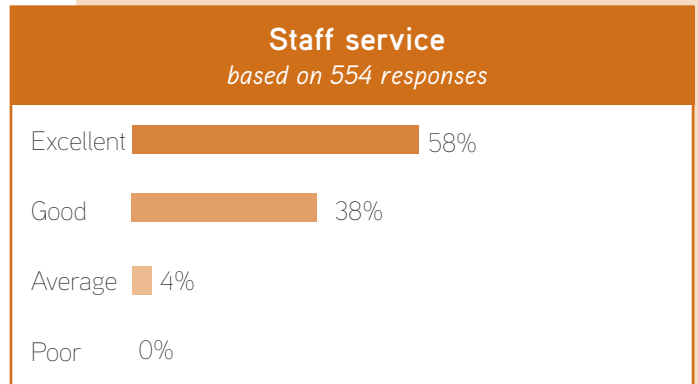
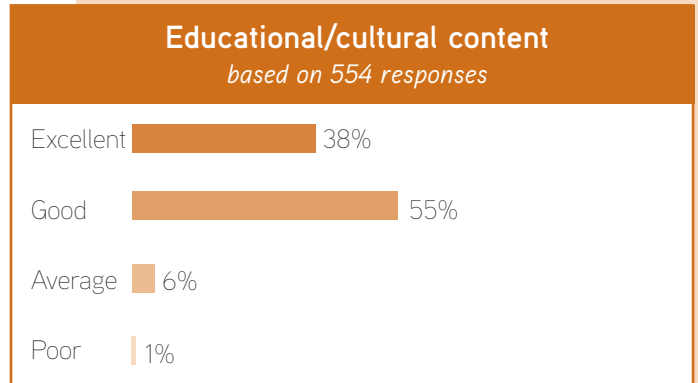
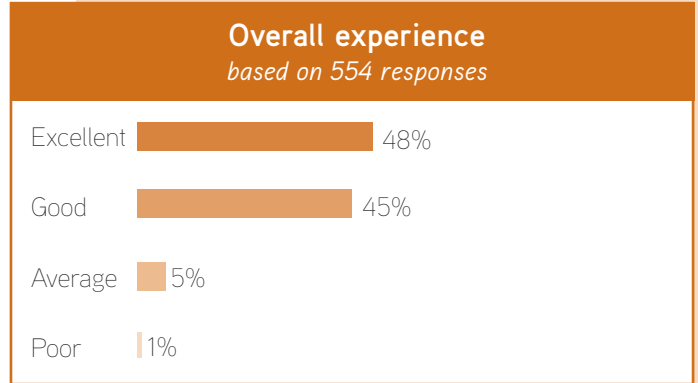
Camp Director evaluations

Camp Directors are asked to prepare an evaluation of the services received from Camp America. Evaluated areas include account representative activities, logistics, emergency support and competitive factors. Each participant is rated and commented on. Separate evaluations of Camp Directors' Fairs are also requested and compiled.

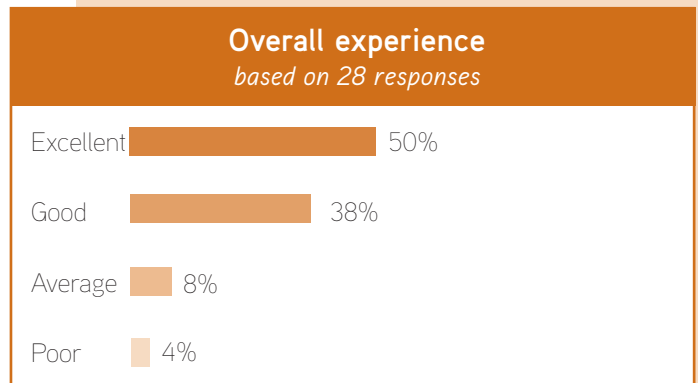
Camp visits

Each season, more than 300 camps are visited by full-time staff, interviewers and area organizers. A comprehensive report is filed providing insight into the camp environment. That report covers aspects such as atmosphere, relationship with American staff, suitability of placement, getting out of camp during time off, food and satisfaction with Camp America.

Responses from camp directors

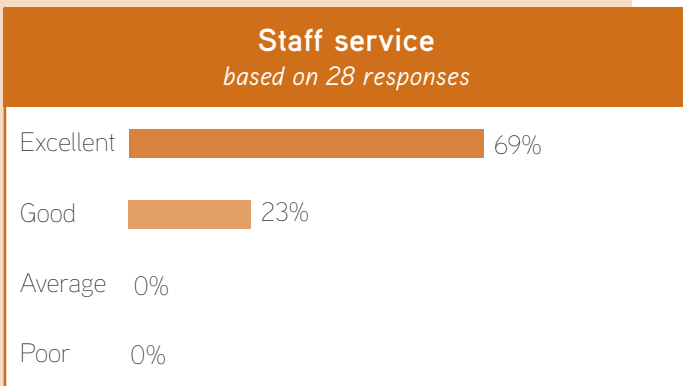
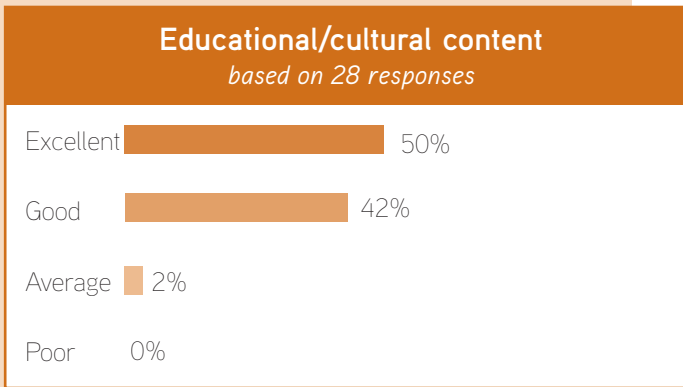


Responses from resort directors

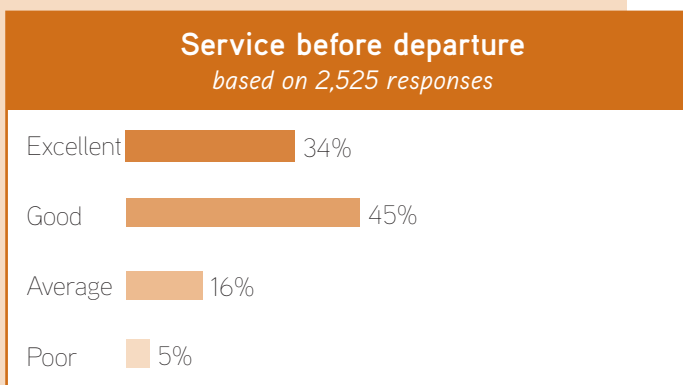
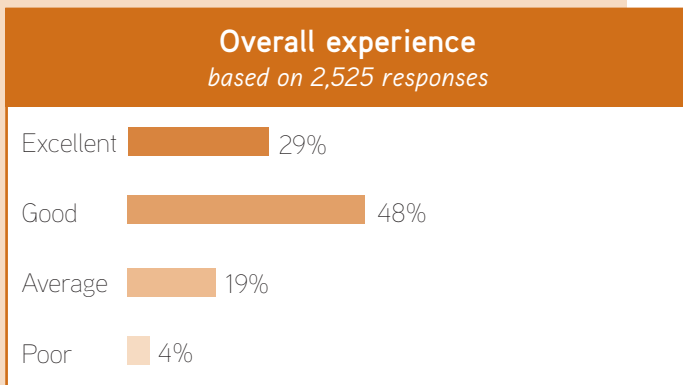


(When less than 100%, some questions were not answered)

Responses from resort directors



Responses from camp participants



Participant evaluations

Program participants evaluate their experience on two levels:

- 1) with respect to the service provided by Camp America as far as application, interview, placement, visa, travel, orientation, information and support, and
- 2) in terms of their overall camp experience. Responses are compiled and necessary components addressed in periodic business reviews. Camps that generate consistently negative responses undergo a thorough review procedure.

Contact drive

Each autumn, account representatives contact each of their camp accounts for a review of the prior season. Items include discussion of the camp's evaluation of the program and their international staff, evaluations received from participants about their camp experience and camp visit reports. Areas for improvement are identified and appropriate action is planned. Major complaints and problem accounts are referred to Camp America management upon completion.

Board of Advisors

Both Camp America in the United States and the United Kingdom retain active Boards of Advisors. The role of members is to keep the program advised of trends in camping and recruitment and to give advice as to program materials, procedures and strategies.



(When less than 100%, some questions were not answered)

Resort America

Started in 1997 as an offshoot of the Camp America program, Resort America provides international staff to resorts, hotels and other vacation properties nationwide. Participants are European students on the J-1 Work/Travel visa who are placed in hospitality positions over their summer break.

Would you recommend the Resort America program?

based on 28 responses from 28 managers



Would you recommend the Resort America program?

based on 190 responses from 190 participants



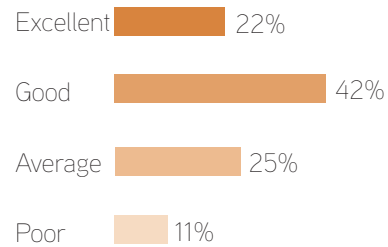
Other key indicators

Ninety-seven percent of placements were from repeat camps; 11% of applicants were not placed. Twenty-nine participants returned early due to medical reasons; 265 participants returned early due to non-medical reasons. The total number of participants who returned early was 294 (or 4%).

Responses from camp participants

Service while abroad

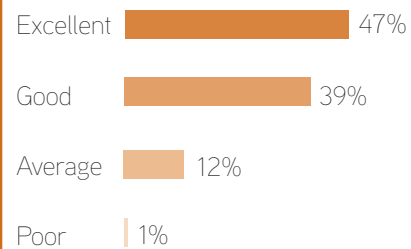
based on 2,525 responses



Responses from resort participants

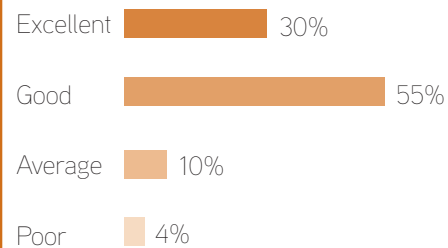
Overall experience

based on 190 responses



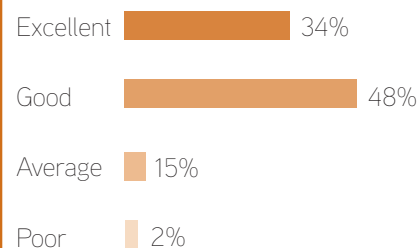
Service before departure

based on 190 responses



Service while abroad

based on 190 responses



(When less than 100%, some questions were not answered)