

Laguna Surf

Surf Season Reservations

Surf season is the 11 weeks from late June to early September

Good News, Bad News, and Best Bets

The **Good News** is that you own an interval at one of the most desirable resorts in Southern California: Laguna Surf has an incredible location, a great staff, and Surf Season is fully sold out. Owners like the resort so much that they stay here rather than exchanging out. And as an owner, you enjoy the privilege of reserving the specific unit you want – something you can't do at most other resorts, timeshares, or hotels.

But that's also the **Bad News**: *because* Laguna Surf is one of the most desirable resorts in Southern California, *because* so many owners want to stay here, and *because* you can reserve the unit of your choice, it can be very challenging to get the unit you want at the time you want.

So what are your **Best Bets** for getting that great reservation? Years of owner experience tell us that your chances are best when you put your request in writing and are flexible in your dates.

When and How to Make a Reservation for Surf Season

When to Make a Reservation

Reservations for all 25 units and all 11 weeks of Surf Season (275 reservations in total) are almost all made on a single day at the end of June, known as Surf Day, which is exactly one year before the first day of the next Surf Season. (*Surf Day is usually the last Thursday in June, but on the year before a leap year it's on a Wednesday. So Surf Day 2012 is on Wednesday, June 29, 2011, since 2012 is a leap year.*)

How to Make a Reservation

- Write In: Send a written request no later than 7 days ahead of Surf Day.
- Phone In: Call the special Surf Day reservation number at 7:00 am PDT on Surf Day.
- Walk In: Make a reservation in person at The Plaza Resort in Palm Springs on Surf Day.

TIPS FOR GETTING THE RESERVATION YOU WANT

1. **Put your request in writing.** Always send in a complete written request. Send it in as soon as possible after you receive the Surf Day packet, and *at least 7 days prior to Surf Day*, to have the best chance of getting the reservation you want. Do this even if you have a "bad" lottery number – it may not be as "bad" as you think. See below for some advice on the lottery and what that lottery number really means.
 - You can use email, fax, or US mail to send in your written reservation request(s) for Surf Season. The matrix is available on our web site for those who want to use e-mail. Send in a separate written request for each interval you own, including requests for Freedom Plus (carried over) weeks: duplicate requests for the same interval are treated as one.
 - Last year, more reservations were made on Surf Day through written requests (45%) than by phone requests (33%) or walk-in requests (22%). In all, a total of 217 reservations were made on Surf Day last year, out of a possible 275.
 - You are not locked in with the written request. If you send a written request, and then walk in or are on the phone with the agent, and your written request has already been used to make a reservation for you, you can change it if desired.
 - Improve your chances by sending in AND telephoning.

2. **Be Flexible in your selection of units.** On your written request, list in order of priority *all* the units you'd be willing to take. Do NOT restrict your choices to specific rooms or floors. If you want an ocean view unit, maximize your chances by listing all ocean view (even numbered) units on your request.
3. **Be Flexible in your dates.** Further improve your chances by listing as many different weeks as possible. The more weeks you list, the better your chances are of getting a reservation you like.
4. **Consider using the walk-in option.** This year, as in earlier years, walk-in reservations will be taken at The Plaza Resort in Palm Springs. The Plaza offers special rates for a 2-night stay prior to Surf Day. You'll find some details on the Surf Day Overview page in this Surf Day package, and additional details in the *Guidelines for Walk-In Reservations – Surf Day 2012*. You'll also find information about the resort and the surrounding Palm Springs area in the Surf Season section of the web site. But even if you walk in (and phone in), remember also to put your request in writing.

The Lottery

And what is the Lottery? The "lottery" is just a term we've used for many years to describe the order in which written requests will be processed on Surf Day. Each year at the June meeting of the Board, a computer-generated random number (called the lottery number) is assigned to ALL 275 Surf Season intervals. Then, all *written* requests received (fax, mail, email) are arranged in "lottery number" order: first, all requests received at least *7 days prior to Surf Day* are listed; then, day by day, late requests are added to the *end* of that list, using the same lottery number order each day.

You don't need to know your lottery number to send in a written request. However, if you want to learn your lottery number, you can phone the Front Desk (949-497-6299 Ext. 0) or Wyndham Reservations (800-647-8001), or you can check the Owners section of the website after June 8 (log on to <http://www.lagunasurf.org/for-owners-only.php>, using *username: LagunaSurf; password: owner*).

"But I got a bad lottery number..."

Your lottery number is not nearly as bad as you think—this is important to understand. The lottery number is used only to determine the *order* in which write-in requests are processed. The lottery number is NOT your *position* in the write-in queue.

- For every person with a lower lottery number than yours who fails to send in a written request, you advance one position in the queue.
- Every time a person with a lower lottery number than yours makes a phone-in or walk-in reservation, you advance one position in the queue.

So even if you get a high lottery number, your position in the queue may be quite good, and it gets better as the other queues are processed. So always send in a complete list of *all* your choices: you'll have a really good chance of getting one of them.

We strongly recommend that you send in your written request as soon as possible after you receive the Surf Day package.

Calendar for Surf Season 2012	
Now	Send in your written request(s).
Around June 10th	Check your write-in lottery number.
June 21	Last day to receive on-time written requests.
Before June 29	The walk-in queue starts to form at The Plaza a day or so before Surf Day.
June 29	Surf Day 2012: reservations begin at 7:00 am PDT.
June 29, 2012	Surf Season 2012 begins.