



Just two years ago, BookARetreat.com went online and completely changed the way that our Presbyterian camps and conference centers were presented to potential retreat groups. It created a new “front door” to our directory that gave visitors complete access to our centers without clicking through various tabs on the PCCCA website. BookARetreat.com also allowed retreat leaders to search for the ideal location for their next event, based on location and lodging needs.

This website took our site directory to the next level...and now we want to do that again.

PCCCA has entered into a new relationship with Retreat Central, a retreat placement company based in Texas. Working with BookARetreat.com and directly with our sites, Retreat Central wants to help bring even more retreat groups to our Presbyterian camps and conference centers. This relationship will augment the marketing of our Presbyterian camps and conference centers by providing free listings in other online directories. It will also expand the use of the BookARetreat.com by offering a “human component” to our retreat search engine. The PCCCA Board of Directors is excited about this new relationship with Retreat Central and we hope that you will continue reading as to how this can benefit the ministry of your camp or conference center.

BookARetreat.com and Retreat Central

Current visitors to BookARetreat.com can search for a retreat site based on location and lodging needs. While we have a great website, these individuals may not find exactly what they are looking for and might consider going to another website for their retreat needs. Starting later this year, our website visitors will see a new feature at BookARetreat.com. When they search for retreat locations in a particular region, there will be a button on the results page that they can click for live assistance in booking their event. This puts them in direct contact with our partners, Retreat Central.

Retreat Central will make contact with the group and will compile the needs for their retreat (dates, lodging, location, number of people, etc.). As they search for the ideal location for this event, Retreat Central will first run the group’s information through their BookARetreat.com filter to determine if there are any Presbyterian camps and conference centers that would fill this group’s needs. The search is then extended to other sites in the Retreat Central system. Once they find sites that meet this retreat group’s criteria, they will contact these centers concerning price and availability for the requested dates. Retreat Central takes these proposals back to the group and a selection is made. If the retreat group selects your site, then you have the option of booking that event. You only pay a 10% commission (on the total price of the retreat) to Retreat Central. Due to their new relationship with PCCCA, Retreat Central is waiving half of this fee for your first retreat placement.

You are free to contact this group about booking future retreats at your site, but Retreat Central will continue to cultivate this group on your behalf. Retreat Central is a national company and there may be ways they can help this group beyond the one event held at your site.

Your Site and Retreat Central

In order to be a part of the retreat placement system, your site will need to become a Retreat Central Connector. This is a simple online survey you complete in order to provide information on your camp or conference center. You will also be asked to provide a logo and pictures for your listing on the Retreat Central website.

Retreat Central will use this same information on the listing they will provide for your site in the Find the Divine online directory. All of the inquiries made by possible retreat groups who find you on these websites will be processed by the Retreat Central staff.

Do you ever get calls from groups that you are unable to accommodate? If you turn these contacts over to Retreat Central, they will help them find the ideal retreat location that meets their needs. Retreat Central calls this “contact recycling.” If Retreat Central is able to place this group at a property (whether it is a Presbyterian site or not), your site earns 3% of Retreat Central’s commission for sharing that contact.

PCCCA and Retreat Central

This formal relationship makes Retreat Central the exclusive search company for PCCCA. This company will encourage bookings at our Presbyterian camps and conference centers by becoming the “live assistants” for retreat groups that need help on the BookARetreat.com website. Retreat Central will also be working to promote BookARetreat.com when they are advocating on behalf of their connectors at trade shows and conventions.

PCCCA also receives 10% of the commission for all bookings that Retreat Central makes through the BookARetreat.com website. This is yet another revenue stream that funds the ministry of our association.

We are looking forward to a great relationship with Retreat Central. If you think it will benefit the ministry of your camp or conference center, we hope that you will take their online survey at <http://retreatcentral.com/survey> and start benefiting from this new marketing tool.