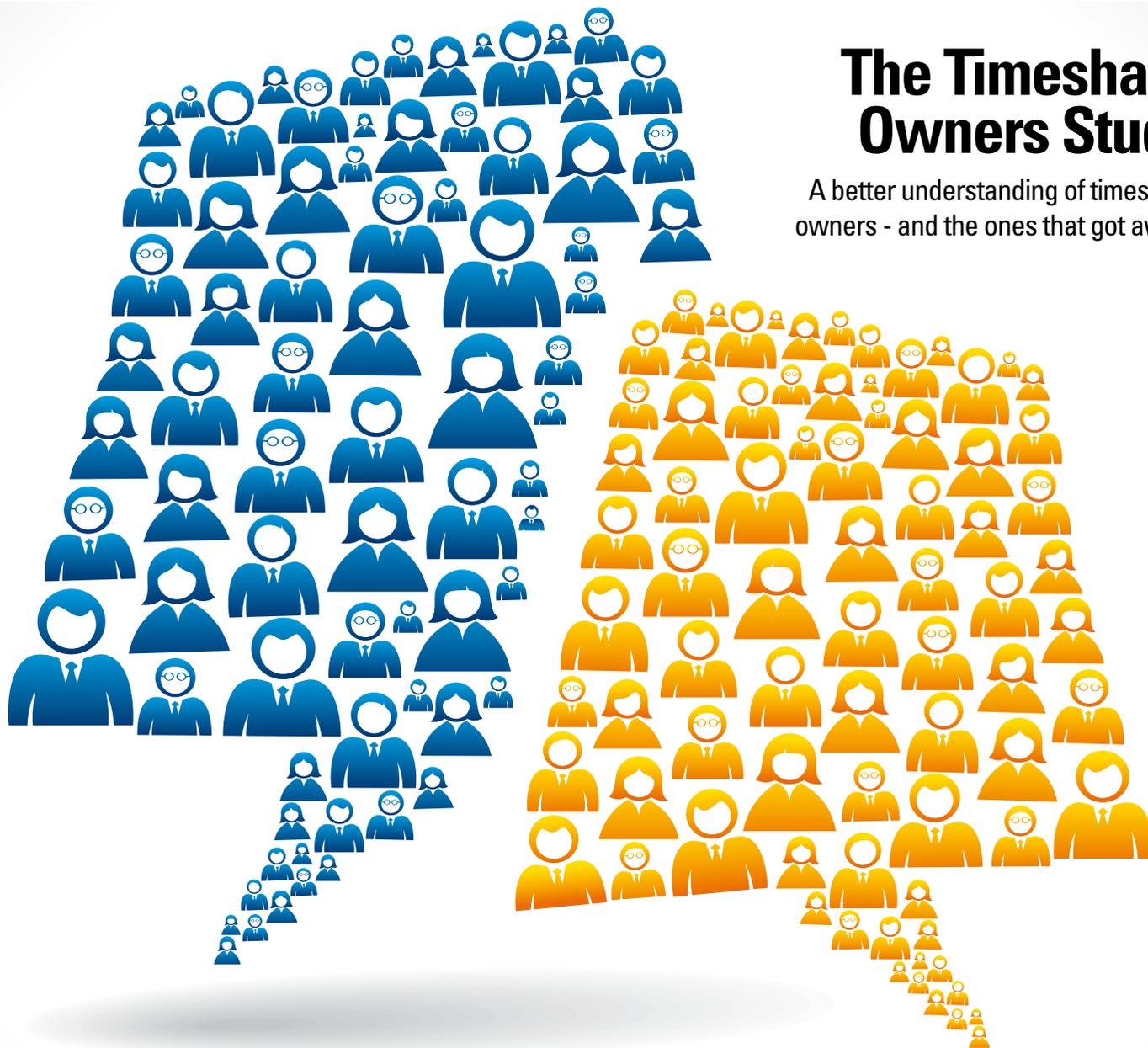


Perspective

THE WORLD WE SHARE



The Timeshare Owners Study

A better understanding of timeshare owners - and the ones that got away!

THE EDGE IN SOLID LEGAL DOCUMENTS

Well-prepared project documents can ensure that the consumer's expectations are based on knowledge of the vacation product.

HOTEL RESORTS: THE HEALTH REVOLUTION

Hotels Resorts have evolved to more than just a luxurious getaway and are now providing a complete package of offerings.

2015 DICK POPE LEGACY HALL OF FAME LUNCHEON

The Grand Tour Foundation brought tourism industry professionals together to celebrate tourism leadership and honor three award winners.

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January-March 2016



Welcome...

As we start off the new year we are excited to announce that Perspective Magazine will now be published quarterly, with more industry headlining news and articles in each issue. This new version of the magazine will continue to be distributed globally making it the only independent trade publication where a single advertisement or editorial can truly reach a worldwide industry audience.

The Timeshare Owners Study cover story gives a first-of-its-kind look at the online reputation of the timeshare industry from the consumer's perspective. The study is comprised of more than 500,000 publicly available conversations that have been collected and analyzed by the INTUITION Intelligence platform and manually verified by its team to provide an insight into what consumers are really saying about the timeshare industry.

The Edge in Solid Legal Documents is an article that focuses on the importance of well-prepared project documents and how they can be a vehicle to ensure that the consumer's expectations are based on adequate knowledge of the vacation product being acquired, including its limitations.

Hotel Resorts: The Health Revolution, reviews how hotel resorts have evolved from just a luxurious get-away to now providing a complete package of offerings that cover the range of what even the most discerning traveler may expect.

In the article Digital Transaction Management Is Far More than Adopting eSignature, Don Tarkenton discusses how digitalization can completely transform the entire business process for timeshare and vacation ownership companies.

The story 2015 Shared Ownership Investment Conference Featured a Latin Beat, gives readers a recap on the 17th annual SOIC conference held from September 30 to October 2 at the Fontainebleau Miami Beach.

In North American news, the 2015 Dick Pope Legacy Hall of Fame Luncheon article reveals three award winners who were honored at this special ceremony.

In the Report To The Friends Of Ron Haylock: Christel House South Africa Music Programme, the organization thanks its supporters and recognizes them for helping to bring the gift of music to the children of Christel House South Africa.

The latest AMDETUR Update announced the launch of its second Specialization Course in Timeshare, while in the same region RCI hosted the biggest event for the Tourism Industry in Latin America: LASOS - The Latin American Shared Ownership Summit 2015.

In the ATHOC Update, the council announced success for the Australian Timeshare industry regarding Consultation paper 212. Additionally, Australia's world-class tourism industry has experienced a record-breaking year with significant increases in international visitor arrivals and tourism expenditure.

Meanwhile TATOC reflects on its achievements by comparing their current results to the previous year.

Enjoy!

Paul Mattimoe
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WELCOME



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Cover Design

Brand Tango

Printed and distributed from the United States covering the world. Also available online at <http://perspectivemagazine.com>

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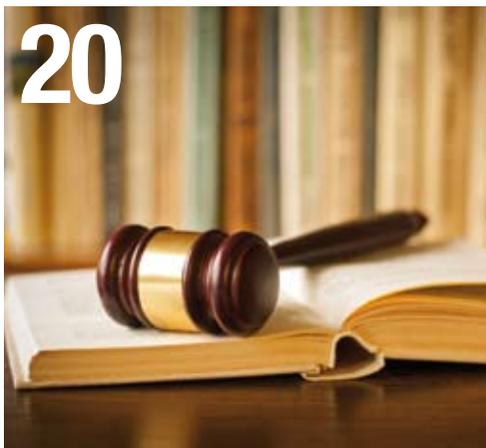
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GLOBAL FEATURES

- 10. The Timeshare Owners Study**
In early 2015, National Timeshare Owners Association (NTOA) commissioned INTUITION Brand Marketing to produce the first annual Timeshare Owners Study. Unlike anything previously undertaken in the industry, The Timeshare Owners Study was constructed from online conversations about the timeshare industry with an aim to better understand consumer perceptions and opinions.
- 20. The Edge in Solid Legal Documents**
Well-prepared project documents can be a vehicle to ensure that the consumer's expectations are based on knowledge of the vacation product being acquired, including its limitations.
- 26. Hotel Resorts: The Health Revolution**
Hotel resorts have evolved to more than just a luxurious getaway and are now providing a complete package of offerings that cover the range of what even the most discerning traveler may expect.
- 32. Digital Transaction Management is Far More than Adopting eSignature**
For timeshare and vacation ownership companies, Digital Transaction Management (DTM) can completely transform the entire business process – from helping businesses secure competitive advantage to ensuring that their financial assets are protected throughout the life of their contracts.
- 38. 2015 Shared Ownership Investment Conference Featured a Latin Beat**
The 17th annual Shared Ownership Investment Conference held from September 30 to October 2 at the Fontainebleau Miami Beach, opened with a new addition: a half-day session conducted in Spanish and Portuguese focusing on opportunities in Mexico, and Central and South America.



20



32



38



26



44

NORTH AMERICA

- 44. 2015 Dick Pope Legacy Hall of Fame Luncheon**
The Dick Pope Legacy Hall of Fame Luncheon was hosted by the Grand Tour Foundation on November 13th, 2015 at the Wyndham Resort International Drive in Orlando, FL. This luncheon brought tourism industry professionals together to celebrate tourism leadership and honor three award winners. The Dick Pope Legacy Awards were created to recognize leaders that have strengthened the sustainability of Florida's hospitality and tourism industries.
- 45. Report To The Friends Of Ron Haylock: Christel House South Africa Music Programme**
Christel House recognizes its supporters for helping to bring the gift of music to the children of Christel House South Africa. With the generous gifts from its supporters, the music programme is far ahead of other schools.

LATIN AMERICA

- 54. Successful Conclusion to the Second Specialized Course in Timeshare**
Training is essential to the development of the tourism industry, and with this in mind AMDETUR launched its second Specialization Course in Timeshare, which was available in both online and classroom settings in Mexico City. The course was once again a resounding success. Its basic goal was to describe and analyze the history, environment, structure and operation of the timeshare industry in order to help companies, developers, sellers and providers of related services to make the best decisions.
- 58 Occidental Grand Xcaret Opens New Arena Beach Lounge Areas**
Occidental Vacation Club (OVC) has completed its US\$280,000 upgrade to the Arena Beach Lounge areas of Occidental Grand Xcaret. The all-inclusive Riviera Maya resort is located adjacent to the spectacular, breathtaking natural wonder of the eco-archeological Xcaret Park, minutes from Cancun and renowned Playa del Carmen.



ASIA PACIFIC

61. **ATHOC Update**

Asia Pacific is making headlines with several achievements. ATHOC recently announced success for the Australian Timeshare industry regarding Consultation paper 212. Additionally, Australia's world-class tourism industry has experienced a record breaking year with significant increases in international visitor arrivals and tourism expenditure. Meanwhile, Classic Holidays has been recognized for its 35 year contribution to the Gold Coast tourism industry. In other related news, the Australian Competition and Consumer Commission has accepted court enforceable undertakings from Airbnb Ireland (Airbnb) and Vacaciones eDreams, SL (eDreams) following concerns that the companies made online price representations to consumers in Australia that were in breach of the Australian Consumer Law (ACL).

EUROPE, MIDDLE EAST & AFRICA

68. **TATOC: A year of supporting timeshare owners and member resorts**

The TATOC Consumer Helpline has been a registered charity now for over a year. This registered status acknowledges that it operates 'wholly and exclusively for the public benefit'. It is recognized by, and works with, Citizens Advice, Trading Standards, the Competition & Markets Authority, police forces and many other national and local government agencies and other bodies. The Helpline was set up to address the increasing activities of disreputable companies and fraudulent practices that were preying on timeshare owners and damaging the reputation of genuine timeshare businesses.

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The Timeshare Owners Study

A better understanding of timeshare owners
- and the ones that got away!

One in four mentions about buying a timeshare are actually questions.

Resort amenities are generating tremendous social media buzz. Guest expectations have never been higher.

Coinciding with the rise of experiential travel, recreational activities is the most talked-about resort topic. Positive mentions outnumbered negative ones by a ratio of nearly 7:1 in this area.

Negative mentions of timeshare scams or fraud account for 16% of all negative mentions collected in this study.

In early 2015, National Timeshare Owners Association (NTOA) commissioned INTUITION Brand Marketing to produce the first annual Timeshare Owners Study.

Unlike anything previously undertaken in the industry, The Timeshare Owners Study was constructed from online conversations about the timeshare industry with an aim to better understand consumer perceptions and opinions.

In contrast to studies based on customer surveys, INTUITION Brand Marketing used its Business Intelligence platform to collect more than 500,000 conversions that matched a simple criteria, and then segmented that data into meaningful topics and categories to create a 56-page document packed with insightful statistics and analysis.

The 2015 study was based on 2014 data collected between Jan 1 and Dec 31. The criteria were generically restricted to conversions that originated in the United States and referenced on or more of the follow keywords or phrases - "timeshare", "vacation ownership" and "travel club", plus all plurals and derivatives (such as timeshares, time-share, timesharing etc).

For this first study, to ascertain scale, all other common industry words, company

This meant that the 500,000+ mentions used for the study, barely scratched the surface of total online conversations about the industry, yet provided much more tangible data than a traditional survey could. Once collected, the INTUITION Brand Marketing team spent several months manually verifying each mention to ensure sentiment accuracy, and analyzing comment trends in order to determine categorization and

attributed in part to discussions about maintenance fees and planning vacations for later in the year. Another rise was seen during the peak travel months of June, July and August which was attributed mostly to conversations surrounding the vacation experience.

Peaks for negative mentions were seen during maintenance fee times, and either side of the peak travel months

"Negative comments were damaging to the industry's reputation and growth, but despite the rise of Social Media, there's no epidemic that is set to wipe out timeshare."

segmentation of the data into easy to interpret charts and graphs.

The results are very compelling and the study has already been downloaded by executives from more than 200 companies. Details on how to request a copy of the study can be found after the following breakdown:

The study offered four main areas of focus.

Top Level Overview

A brief look at the total volume figures of the study, that noted 53% of mentions were posted in the first half of the year

where mini-vacs (for the purpose of soliciting sales) were at their highest, with a notable drop in July and August when occupancy is mostly taken up with existing owners. In contrast positive mentions build throughout the year and peak after the main travel months as owners take to social media to share their vacation experiences.

Overall Reputation

This section provided a wealth of data, that plotted the timeshare industry's historical online reputation from January 2011 through December 2014. The data showed that the industry's reputation has improved dramatically year on year. A large influence on this has been the rise of social media and user generated content marketing strategies, which has helped positive comments grow much more rapidly than negative comments which have remained relatively constant since 2012.

Deeper analytics in this section focused on Non-Ownership Complaints and Scams & Fraud compared with Owner Complaints. It showed that negative comments were damaging to the industry's reputation and growth, but despite the rise of

"The data showed that the industry's reputation has improved dramatically year on year. A large influence on this has been the rise of social media and user generated content marketing strategies."

and resort names were omitted, and all news-type websites were excluded so that data was not skewed by news articles, press releases or marketing information generated by the media or industry companies.

compared to 47% in the second half which saw a steady decline as the end of the year drew closer.

The highest number of weekly mentions was found in the first quarter which was

Social Media, there's no epidemic that is set to wipe out timeshare.

The Timeshare Experience

The study utilized the powerful enterprise features of the INTUITION Business Intelligence system to drill deep into the conversations and achieve a unique insight into how the timeshare owner / guest uses the product, and what their thoughts and opinions are of each phase of the vacation experience.

The topics covered were:

Accommodation; segmented into mentions about Living Space, Bedroom, Kitchen, Electronics and Wi-Fi as the five most talked about topics.

Amenties; from spa treatments, to preferred types of dining and onsite / offsite recreation activities to nightlife, the data shows what guests rank as most important to them.

Service; showed positive and negative opinions about several topics, including Front Desk, Concierge, Maid Service, Maintenance, Wait Staff and more..

Food & Beverage; showed a shift in demand for more dining options, more creative menus. It highlighted the most talked about meal of the day, and the opinions of all-inclusive plans.

With an abundance of quotes from real conversations online embedded into this section, it makes compelling reading for resort developers.

Other Interesting Findings

The last section was created from other standout topics and trends, that included analysis of Modern Reservations, Rentals & Resales, Most Popular Destinations, Buying & Selling By Owner and the Timeshare Sales Presentation.



“The study utilized the powerful enterprise features of the INTUITION Business Intelligence system to drill deep into the conversations and achieve a unique insight into how the timeshare owner / guest uses the product, and what their thoughts and opinions are of each phase of the vacation experience.”

You can request your copy of The 2015 Timeshare Owners Study at <http://intuitionbrandmarketing.com/ntoa>

The 2016 study (based on 2015 data) is already underway. The INTUITION Brand Marketing team have indicated that the 2nd annual study has been expanded to include more keywords and phrases and

more categories and topics. It is estimated that the 2016 study will be based on more than 1,000,000 mentions.

INTUITION Brand Marketing has also been asked to create a Canadian version of the Timeshare Owners Study for the Canadian Resort Development Association, which will be released at the 2016 Canadian Resort Conference.

An Interview with Greg Crist, President and CEO of NTOA

1. Tell us about the work you have been doing with NTOA since you took over the association.

Well I think we have really focused on growing member value by learning how to support the evolving needs of thousands of timeshare owners throughout North America. Education is a significant part of what we do, because we want our member/owners to understand how to use and enjoy all of the benefits that timeshare has to offer. Last year, we constructed 10 interactive online modules that cover nearly every aspect of vacation ownership and for more specific or individual questions, the NTOA launched the ASK NTOA help desk, a toll free owner referral and assistance line dedicated



Owners have indicated a true preference to resort properties compared to hotels. Naturally, accommodations ranked highest in the area of owner satisfaction.

to serving timeshare owners. The program has been so successful that we now operate the official owner helpdesk of the Canadian Resort Development Association.

2. Why was the Timeshare Study so important for NTOA?

With so many consumer trends changing in the post-recession, our leadership team turned to INTUITION Brand Marketing to help us gain new insight into the mindset of timeshare owners. It's clear that conversations about vacation ownership are happening 24/7 on social media channels. Capturing the positive, the negative and everything in between has been invaluable to how we serve our membership and owners across North America.

3. What were the main key findings from the study?

Owners have indicated a true preference to resort properties compared to hotels.

Naturally, accommodations ranked highest in the area of owner satisfaction. Online reputation is steadily improving with the branded developers yet there is still plenty of room for continued improvement.

We noted a significantly higher complaint level about points programs compared to deeded intervals. We have validated through the study, that there remains a strong need for owner education. We think we can reduce owner frustration by showing these folks how they can effectively use their property and the internal/external exchange programs.

One other major take away was that fraudulent timeshare resale outfits continue to plague owners. This has deeply impacted owner trust with legitimate operators.



Perspective News

FEATURED INDUSTRY HEADLINES

Unlimited Vacation Club Honored With A Silver Adrian Award

Unlimited Vacation Club (UVC) by AMResorts® is proud to announce that they recently received a Silver Adrian Award from HSMAI for their Unlimited Appreciation campaign. This campaign, entered into the “Digital Marketing Campaign for a Loyalty Member Program” category, ran successfully in August 2015. This is the first Adrian Award for UVC, and they are thrilled to be recognized among the best that the hospitality industry has to offer.

The Unlimited Appreciation campaign originally launched in early 2014, and due to its success, the marketing team at UVC decided to run it again for an entire month this year. Campaign components included a week-long sale, a Facebook photo contest and Instagram sweepstakes.

Week-Long Sale

The Unlimited Appreciation sale was exclusive for UVC members and lasted for eight days in August, featuring special rates for resorts in Mexico, the Caribbean and Costa Rica. Overall, the goal was to push travel during the remaining summer and fall seasons. A series of English and Spanish email blasts, landing pages and social media posts supported the sale and helped to increase bookings at all participating properties.

Facebook Photo Contest

The Unlimited Appreciation photo contest was hosted on UVC’s English Facebook fan page throughout the entire month of August. During this period members were asked to share an image of someone they appreciate in their life and why they deserve a vacation. Thereafter, grand prizes were given out to three lucky



HSMAI ADRIAN AWARDS WINNER

members, and winners were announced on Facebook.

Instagram Sweepstakes

The Unlimited Appreciation Instagram sweepstakes were hosted on UVC’s bilingual Instagram account throughout the entire month of August. Members were asked to share an image of their favorite vacation memory and why they love being a UVC member. Four weekly winners were announced on Instagram and rewarded with special prizes.

Additionally, AMResorts and its brands received a total of eight Adrian Awards for various marketing initiatives and campaigns. These are big wins for both AMResorts and UVC, and it shows their commitment to continuing to excel in the competitive hospitality industry.

The Hospitality Sales and Marketing Association International (HSMAI) initiated the annual Adrian Awards in 1957 considering entries from every segment of the travel and hospitality marketing industry. This prestigious accolade honors standouts in hospitality advertising, public relations, and digital marketing.

Winners were selected from a field of more than 1,200 entries by senior industry and media experts. After being evaluated by a panel of judges who reviewed each entrant based on its own merit and success in achieving its objectives, UVC’s score earned the vacation club the winning title in this year’s competition.

For more information, visit www.unlimitedvacationclub.com.

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Unlimited Vacation Club is now seeking Sales & Marketing Executives, with high income expectations and desire to travel abroad. Please contact mosuna@unlimiteddvc.com.

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Playa Mujeres • Puerto Aventuras • Puerto Vallarta • Riviera Cancun • Riviera Maya • Tulum | Panama (Jan 2016)

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FEATURED INDUSTRY HEADLINES

RTX Confirmed as Sponsor for Awards Ceremony at C.A.R.E. 2016 Spring Conference

Resort Travel & Xchange (RTX), teamed up with CondoWarehouse to sponsor C.A.R.E.'s Sponsorship Awards Ceremony at the 62nd semi-annual C.A.R.E. conference May 21-24, 2016 at the Crowne Plaza Tennis & Golf Resort in Asheville, NC. This will be the international timeshare exchange company's fifth time in a row sponsoring the conference.

The C.A.R.E. Sponsorship Awards Ceremony will be held on Sunday May 22nd at a premier event venue in downtown Asheville to recognize and reward C.A.R.E. members for their sponsorship, participation and professionalism. The popular ceremony honors members by presenting each winner with an award at this memorable event. This fantastic evening of recognition will include premium cocktails, delicious hors d'oeuvres, and special entertainment for attendees to enjoy while supporting their peers.

"After sponsoring events at several previous C.A.R.E. conferences, we are thrilled that the conference is being held in our hometown so that attendees can enjoy all that Asheville has to offer while networking with industry peers. We look forward to hosting the awards ceremony which is sure to be fun and entertaining for everyone," said Corina Violette, director of resort partnerships.

Now celebrating its 31st year, C.A.R.E. provides a networking platform and tools for individual business enhancement, while also requiring its member companies to adhere to its code of standards and ethics. C.A.R.E. member companies currently offer 2,500 vacation properties and service approximately one million vacation owners and members. This international trade association has members throughout the United States, Canada, Mexico, Europe and Australia.



RTX has gained recognition among travelers and industry executives for its ethical practices, philanthropic initiatives, and exceptional services. It offers a risk-free exchange program that allows members to confirm a suitable exchange before giving up access to their own allocated accommodation. In addition, RTX members enjoy low exchange fees, a long deposit life, and special rates on cruise exchanges. The company also provides partners with high-value services, such as low-cost and personalized attention to owners, assistance with delinquent and unsold inventory, a rental platform, reservations services and more.

For more information about RTX visit www.rtx.travel.



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FEATURED INDUSTRY HEADLINES

staySky Vacation Clubs Reaches Membership Milestone

Orlando, Florida – December 29, 2015 – (INTUITION by Perspective Group) – staySky® Vacation Clubs today announced it has reached an impressive milestone. The award-winning vacation club has surpassed the 1000 member mark since opening for sales slightly over one year ago.

“This membership milestone is a testament to the dedication of the entire team,” says Jack Chevrier, president, staySky Vacation Clubs. “Their hard work has paid off handsomely with one of most innovative, customer-centric membership programs in Orlando’s competitive vacation industry. Consumers today want much more from vacation ownership. staySky offers a fresh approach that’s simple, affordable and fully customizable with a huge array of member benefits to fit every lifestyle.”

Having four premier resorts in Orlando, Fla., the Number One destination in the United States, has been instrumental in staySky Vacation Clubs’ success. Orlando set an all-time record, welcoming 62 million visitors in 2014. Located in the heart of the destination’s booming Tourism Corridor, staySky Vacation Clubs resorts are minutes from world-class theme parks as well as shopping, dining and nightlife on famous International Drive. These resorts serve 90,000 check-ins annually, providing a ready-made, in-house source of tours.

staySky takes vacation membership to the next level, offering

accommodations that range from one-bedroom condos to four-bedroom townhouses that can sleep up to ten guests. One of these properties, Lake Buena Vista Resort Village & Spa, ranks among TripAdvisor’s 2014 10 Best Hotels for Families in the United States. This Certified Florida Green Lodging Hotel pampers with onsite bar and restaurants; a spa; seasonal kids club; free transportation to theme parks; 25,000 square-foot, zero-entry, free-form swimming pool with giant pirate’s ship and water slide for young guests; and more.

Orlando is known for its fiercely competitive timeshare market, which has remained essentially unchanged through the decades. staySky Vacation Clubs distinguished itself right from the start, offering a bright new take on vacation membership that is attuned to the latest travel and leisure trends.

In a move to enrich its value proposition for members, staySky Vacation Clubs extends its benefits across a vast network of resorts through its partnership with Interval International, a leading provider of travel services worldwide. This association allows staySky members to vacation in more than 3,000 resorts in sought-after destinations across the globe.

The staySky® Escapes program broadens the reach still more. This program offers myriad options for vacation packages, dining certificates, hotel stays, cruises,



private yacht excursions and sailboat charters. Plus, members can spend staySky Escape Reward Credits on car rentals, attraction tickets, culinary experiences, tours, gift cards, resort upgrades and even a wine club membership.

Recognizing that not all travelers today feel they can take off from work for an extended vacation, staySky gives members the option to break up weeks for multiple shorter stays to better fit their busy lives.

“We’re delighted to offer experiences members can enjoy not only once or twice a year while on vacation, but also in their daily lives, whether at home or away,” Chevrier says. “Members find exceptional choices, whatever their style. Giving consumers tremendous options to get value from their membership where they want and how they want has proven to be a winning formula.”

For more information visit www.staysky.com or call 1-866-455-4062

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The Edge In Solid Legal Documents

By: Letvia M. Arza-Goderich, Partner, Preston Arza LLP



Lawyers who are fortunate to practice in the resilient vacation ownership industry frequently face the challenge of assisting clients with projects in varied locations, within and beyond the borders of the U.S.

Indeed, the vacation ownership industry has a significant presence which keeps many of us busy in the international arena. We have seen the industry develop various products and modalities, in response to market demand and trends, and as a consequence of its own growth. Thus, while the core industry principle remains that a timeshare

owner shall have the right to occupy a vacation lodging unit in a resort for a certain interval (usually a period of seven consecutive days), either annually or every other year, there are many variations on that theme. Vacation ownership plans have use calendars with fixed, floating and/or rotating weeks. Timeshare interests can be deeded or "right-to-use," points-based, single-site or multiple-site, vacation membership clubs, and so forth.

One common thread that applies across the board with respect to project documents for any product modality

and in any jurisdiction is the need to balance the interests of the developer and protection of the vacation ownership consumer. In jurisdictions where the vacation ownership industry is regulated, applicable law will drive and guide the form and contents of project documents. However, whether or not the project is located in a regulated jurisdiction, a solid set of project documents provides a favorable edge to the developer in the competitive realm of vacation ownership.

The Case for The Best Possible Project Documents

Reputable developers must counter the

adverse public perception generated by the high-pressure and deceptive sales practices of some unsavory players. Industry associations, particularly the American Resort Development Association (ARDA), provide an essential service in the all-important areas of consumer awareness and education, on the one hand, and sensitizing regulating agencies to the delicate balance between consumer protection and the healthy growth of the industry, on the other. ARDA's education program during its annual convention (ARDA World) provides a rich opportunity for developers to grasp the importance of a solid set of project documents, and to learn what such documents should include. At a minimum, project documents should include a timeshare instrument (as applicable or required), a purchase agreement, rules and regulations (including a reservation system and use rights, rules and restrictions), financing documents (including a promissory note), and related exchange program documents (generally provided by the exchange company).

Even if the resort is located in a jurisdiction outside the U.S., in our experience (in Mexico, the Caribbean and Central America), the commercial success of a vacation ownership project depends largely on its ability to attract purchasers from the U.S. This apparent reality should inform the process of securing a solid set of project documents that address the key issues affecting the various timeshare products. Such an observation is made from the perspective of a potential need to register the project in order to conduct sales/marketing activities in one or more U.S. jurisdictions, but also in the broader context of gaining the confidence of the purchaser.

The Timeshare Instrument

In many U.S. jurisdictions, especially those states with a proliferation of vacation industry projects, the industry must comply with applicable laws and regulations. Typically, such regulations

will contemplate a "timeshare instrument," generally defined as the document(s) that create the rights and govern the operation of a timeshare plan. A timeshare instrument often consists of a declaration dedicating vacation lodging accommodations or units to a timeshare plan, and establishing the duration of the timeshare plan, the respective rights and obligations of the timeshare owners, the developer, the managing entity, the owners' association (or other mechanism for representation of the timeshare owners), how assessments or maintenance fees are calculated and collected, whether such assessments include reserves, use rules and restrictions (including the reservation system), and terms and conditions of the exchange program. Many jurisdictions require that the timeshare instrument be recorded in the public records of the county where the timeshare property is located.

The timeshare industry has a significant presence in the international arena. In Mexico, where the vacation ownership industry has experienced considerable

vacation ownership interests. Other jurisdictions that have emulated the Mexican model include the Dominican Republic, which requires the dedication of the timeshare units by a unilateral declaration of dedication in order to obtain the blessing of the authorities for the project's sale and marketing activities. Thus, in these jurisdictions, the "timeshare instrument" comes in the form of a "unilateral declaration of dedication."

The Purchase Agreement and Related Rules

The form of purchase agreement should set forth all terms and conditions for the acquisition of the timeshare interest in language that the purchaser can understand. This document should provide the duration of the timeshare interest, whether the use rights are annual or biennial, a description of the unit type and size and season, the right of rescission and how long the purchaser has to exercise it, the nature of the timeshare interest (whether deeded or "right of use", vacation club and/or points-based), the

The form of purchase agreement should set forth all terms and conditions for the acquisition of the timeshare interest in language that the purchaser can understand.

growth, timeshare is considered a "vacation lodging service" and not a real estate interest. Furthermore, the applicable legal norm and regulations require that the developer establish its ownership or lease rights over the resort property, and the dedication of the units in which intervals will be sold to the provision of timeshare services. Such dedication can occur by means of a unilateral declaration formalized in a public instrument before a civil-law notario, or by contributing the vacation lodging units to a fideicomiso (trust), for the benefit of the purchasers of the

purchase price, the terms of payment, whether financing is provided by seller and the terms thereof, a description of the use rights and restrictions, including the reservation rules and system (incorporating by reference the rules and regulations), obligations for assessments or maintenance fees, obligations for ad valorem or real estate taxes (as applicable), arrangements for the management of the project and payment of the management fee, the warranty of developer that there are sufficient accommodations to support the use rights in the timeshare plan,



**Letvia M. Arza-Goderich,
Partner, Preston Arza LLP**

Letvia concentrates her practice in international hospitality, vacation ownership and real estate projects. Her recent experience includes vacation ownership, vacation clubs and fractional projects; hotel management and related agreements. Originally from Cuba, she is multilingual and experienced in common law and civil law, handling matters in the U.S., Latin America and the Caribbean. She is licensed to practice in California, the District of Columbia and Puerto Rico. Her firm maintains offices in West Hollywood, California and San Juan, Puerto Rico. She serves as a Chairman's League Member of the American Resort Development Association (ARDA) and in the programming committees of the CHRIS-HOLA conferences; is a past chairman of the U.S.-Mexico Chamber of Commerce, California Regional Chapter, and served in the Chamber's bi-national board. Letvia graduated from the University of Louisville (B.A. 1972), Georgetown University School of Foreign Service (M.A. 1976), and Georgetown University Law Center (J.D. 1980).

any restrictions on transfer rights (i.e., seller/developer's right of first refusal), affiliation with an exchange program and the terms and cost thereof, what constitutes default of the agreement and the remedies for such default. The rules and regulations should be easy to follow, include the reservation rules and system, and provide guidelines on the use of the unit and the project, what is and not permitted.

Project documents should be coherent and consistent. Furthermore, a

through the key terms and obtain an acknowledgement that the purchaser understands the timeshare interest.

Timeshare makes it possible for many to enjoy vacations at resorts that they might not otherwise have the means to afford. Well-prepared project documents can be a vehicle to ensure that the consumer's expectations are based on knowledge of the vacation product being acquired, including its limitations, particularly with respect to the resale market. Project documents should reflect that vacation

Well-prepared project documents can be a vehicle to ensure that the consumer's expectations are based on knowledge of the vacation product being acquired, including its limitations, particularly with respect to the resale market.

bullet-point summary of the key terms included in the documents is helpful to the purchaser, and also to the salesperson who must explain the plan before closing the sale. Such a summary can also serve as a checklist in order to walk the purchaser

ownership can provide great enjoyment if owners understand their rights and how to enhance their enjoyment, including the flexibility that exchange programs bring. Investing in a solid set of project documents can be a developer's vote of confidence in its own success.



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Joke of the Day

A man goes into the pharmacy and asks for some viagra.
'Have you got a prescription,' the pharmacist asks him.
And the man says, 'No, but will a picture of my wife do?'

-Unknown Author

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FEATURED INDUSTRY HEADLINES

Global Connections Inc. Gives Back To Local Kansas City Community Golf Tournament And Boxing Events Raise Funds To Fight Domestic Violence And To Support First Responders

Travel industry leader Global Connections, Inc. (GCI), a travel club fulfillment and service provider of Global Discovery Vacations, recently held two successful fundraising events.

The first, the 6th Annual Links of Hope was held in conjunction with Title Boxing Club and benefitted Hope House, Missouri's Largest Domestic Violence Shelter. Services offered by Hope House form a safety net of prevention, education and support for thousands of people in the Kansas City area traumatized by domestic violence every year. Its mission is to break the cycle of domestic violence by providing safe refuge and supportive services that educate and empower those impacted by domestic violence. Hope House advocates social change that protects and engenders a person's right to live a life free of abuse.

According to Tom Lyons, President and CEO of GCI and co-founder of Title Boxing Club, "six years ago Title Boxing Club, began sponsoring this golf tournament. Over the years we have raised substantial funds for Hope House. Last year Title Boxing Club combined forces with GCI and together we raised \$11,000. In addition, Title donated authentic championship boxing belts to each player in the winning foursome."

The other event sponsored by GCI, Guns N Hoses, is a boxing event held in the Grand Ballroom of the Kansas



City Convention Center. This benefits S.A.F.E., the Surviving Spouse and Family Endowment Fund, a not-for-profit organization of the Kansas City Crime Commission that supports the families of Law Enforcement Officers, Firefighters and Emergency Services Personnel in the Kansas City metropolitan area who have perished in the line of duty. In an effort to help ease the pain felt by these suffering families, S.A.F.E. provides emotional and financial support as well as college scholarships to children of first responders. Since GCI's involvement, memorial contributions and scholarships have increased dramatically. For instance, in the past three years Line of Duty Death Benefits have doubled, Holiday Memorial Contributions increased by 25% and Scholarships doubled in number.

Global Connections Inc. is based in Overland Park, KS. It opened in 1996 as a travel club fulfillment and service provider, and is considered a leader in the travel industry. It offers its members a wide variety of benefits and vacation options for more than 700 North American resorts. GCI is also the developer and owner of resorts in California, Florida, Tennessee, and Colorado, as well as owning and leasing multiple resort condominium units throughout the U.S., Canada, Mexico and Caribbean.

For more information on GCI, visit www.explorepci.com.

For more information regarding Global Discovery Vacations, visit www.globaldiscoveryvacations.com.

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Hotel Resorts: The Health Revolution



Fairmont Pacific Rim - Willow Stream Spa
Vancouver
CHIL Interior Design

Photograph provided by Westbank Projects

Hotels Resorts have evolved to more than just a luxurious get-away and are now providing a complete package of offerings that cover the range of what even the most discerning traveler may expect. As visitors are increasingly savvy and therefore demand more from their vacations than ever before, hotels and resorts are responding on mass with customizable experiences that not only present a local experience but also attempt to satisfy every whim the guest may have. The trend we are seeing standing out above all else in resort design is embracing and fostering wellness and healthy living.

According to Gallup-Healthways Well-Being Index, health focused travelers now represent 40% of the travel segment. This is manifesting itself into tourism and the hotel stay in many ways. A discerning and travelled clientele now seeks a holistic experience where they can be transported to another world and achieve both a physical and spiritual retreat. ‘Spas’ are going well beyond the standard facial and massage, and now providing complete and separate environments offering total wellness designed to promote health, well-being and transformation – during your stay and beyond.

Resorts understand that they need to deliver an elevated wellness experience. A traditional spa package is no longer enough, people are seeking a more authentic and unique experience. Hotels are listening too and we are seeing branded properties that cater to more specific needs. The popular Las Vegas hotel MGM GRAND is now offering guests “Stay Well” rooms that includes 17 health amenities including: revolutionary light therapy to help increase energy and reverse jet lag, Vitamin C infused showers, wellness videos from Deepak Chopra and The Cleveland Clinic. The operators attribute

their success to “... the large consumer demand and appetite for a healthier, wellness-oriented travel experience.”

Resorts are able to achieve so much more than traditional hotels in this new market segment. Popular resorts such as Sparkling Hill Resort in the Okanagan and the unique Hawaiian Island Retreat at Ahu Phaku Ho’omaluhia go above and beyond with signature stays focused on nutritional counseling, acupuncture, anti-aging therapy, hypnotherapy, couples counseling and more. These resorts are catering to a holistic experience that the guests are engaging in more and more and providing a complete wellness destination.

The packages now offered at Resorts are not just tied to the physical well-being of the guest as they are increasingly booking mindful vacations that offer mental restoration practices such as meditation, yoga, qigong, and journaling that can be incorporated at home and help to manage stress, improve cognitive capacity and maintain emotional equilibrium. About 1 in 5 spas now offer meditation or mindfulness training.

Traveler motivations may very well become increasingly fragmented, diverse and harder to segment into clearly definable customer groupings. On the one hand the challenge is for hotels and resorts to understand and act upon the preferences, demands and characteristics of the individual guest and meet their needs in the future, all while creating memorable experiences.

The other route is to imbue complete and well-conceived hotel resort design and service offerings with an overlay of healthful living. This goes well beyond a spa within a hotel and now impacts the choice of products and materials, health based food and beverage offerings, and physical and visual connections to the outside and natural



According to Gallup-Healthways WellBeing Index, health focused travelers now represent 40% of the travel segment.

world. The desire for holistic healthful hospitality has also spawned a growing emergence of clear preferences for a visibly healthy environment incorporating genuine materials and a strong connection to the natural world.

As Interior Designers we are always striving to create an environment that supports the operators brand and the guest’s expectations. With the emergence of wellness destinations our challenge is to create an interior that responds to the many requirements which may fluctuate from a Hammam Spa as in the Shangri-La Toronto to an indoor/outdoor main floor in Maui’s Honua Kai Resort. Once planning of the hotel is fine-tuned to accommodate the correct layout, the material selection and millwork design begins. We

are mindful to design to reflect the authentic experience of the region as well as selections that complement the concept of the hotel.

Intercontinental Hotels Group has launched its brand ‘EVEN’ in 2014 – the first of a projected 100 in the next 5 years. It is not a spa however – it is an “all-wellness” property designed around the 4 pillars of healthy living – eating well, exercising, rest and productivity. This hotel concept offers more options to stay healthier and happier away from home. They offer a wellness-savvy staff, a best-in-class fitness experience, healthier food choices and natural, relaxing spaces. The fitness centre is “not an afterthought, but the hallmark of the brand.”

CHIL Interior Design is the hospitality studio of B+H, a global leader in interior design, architecture and planning & landscape. What began as a boutique studio in Vancouver more than 40 years ago has grown into a global hospitality design group. Although our firm has changed over the years, our approach has not: our designs are guided by the client's vision and goals.



INTERIOR DESIGN

CHIL Interior Design, a Hospitality Studio of B+H

Our portfolio is made up of luxury hospitality spaces—from hotels and restaurants to conference facilities and spas—as well as residential, retail and commercial spaces. We work with leading owners and developers along with the world's great hospitality brands such as Fairmont, Shangri-La, Starwood, Marriott, Hilton, Hyatt, Delta and Radisson Carlson.

We work to translate each brand's story into a physical space, from the big picture down to the finest detail. The result is an unforgettable experience that guests will associate with your brand.

For more information visit CHILdesign.com



Shangri-La Hotel – Miraj Hammam Spa

Toronto

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Photograph by Brandon Barre ©

Spas are going well beyond the standard facial and massage, and now providing complete and separate environments offering total wellness designed to promote health, well-being and transformation – during your stay and beyond.

The One Hotel in South Beach Florida, developed by Barry Sternlicht, seeks to take these trends and address the desire for a healthful and natural hospitality experience in a clear synergistic way. The hotel boasts organic linens, hemp mattresses, in-room filtered water, yoga mats, in-room tablets and opening windows. The in-room tablets' apps give guests the ability to adjust room temperature, order in-room dining and research local sites. There is also a fleet of Tesla electric cars available for the guests' use. Sternlicht formerly of the Starwood Capital Group and creator of W Hotels refers to this as the "luxury of enough", and what others have coined as "eco-friendly cool". The hotel currently has 4 outdoor swimming pools and will be combined with an 18,000 square foot Spa and fitness area.

Hotel Resort design is developing and responding to the needs of an increasingly well-traveled and sophisticated clientele. This guest is looking for a full immersion in a healthful hospitality experience that may either be a unique and separate spa experience or an entire resort designed and operated to address these aspirations. Either approach drives the importance of health and wellness offerings, and impacts everything in the design from materials, products, building systems and offerings to food and beverage and spa services. It is an exciting time for travelers and a challenge that designers and operators/owners need to keep up with and ensure they are on the forefront of in order to stay competitive and in-demand.

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FEATURED INDUSTRY HEADLINES

CustomerCount's Lisa Kobek Elected To TherAplay Board Of Directors

CustomerCount online enterprise customer feedback management system announces that its Executive VP Lisa Kobek has been named to the Board of Directors of The Children's TherAplay Foundation, Inc. (TherAplay) effective 2016. Prior to joining CustomerCount, Lisa was Executive Director of TherAplay for nearly four years.

TherAplay is a not for profit outpatient pediatric rehabilitation clinic providing physical and occupational therapy for special needs children. The talented team of licensed therapists incorporate the

movement of horses, through an innovative therapy called Hippotherapy, into therapy sessions. Therapy sessions are one-on-one and include treatment time in the child-focused clinic as well as on horseback.

Lisa's career experience has spanned the for-profit and not-for-profit worlds, with a primary focus in the areas of leadership, client service/donor relations, strategic and tactical planning, process improvement and operations. Her role for CustomerCount is to manage the day to day operations related to the company's

online enterprise customer feedback management system. She also heads up customer service and client relations for the popular survey system.



As a board member of TherAplay, Lisa looks forward to continuing her involvement with the organization. She says "TherAplay and the families it serves have a very special place in my heart. I am honored to serve on its board and have the opportunity to help support its extraordinary mission."

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FEATURED INDUSTRY HEADLINES

Luxury Frontiers Announces First Luxury Tented Resort Project In The Americas Brand offers hotel owners and operators a strong asset value enhancement solution

Luxury Frontiers, a leader in conceiving, designing and developing luxury tented suites and creative tree-top experiences, has announced a partnership with award-winning Nayara Hotels to create Nayara Tented Resort comprised of 24 tents, each featuring a master suite with en-suite bathroom as well as an adjoining tent that can be arranged as a lounge or a second bedroom. Opening in the first quarter of 2017, each tent will be 945 sq. ft, and will sit on its own platform furnished with an outdoor living area and a plunge pool filled from nearby hot springs.

This first foray into The Americas for Luxury Frontiers underscores the company's expertise with these exclusive offerings for hotel owners and operators who want to capitalize on available land. The brand's holistic one-stop experiential design, development and operations expertise coupled with investment capital makes its business model especially unique.

"In addition to their already successful properties Arenal Nayara and Nayara Springs, the development of this new resort gives Nayara Hotels an alternative, 'light-on-earth' solution to using existing land to create an amazing, immersive experience for their guests," said Luca Franco, Founder and Managing Partner, Luxury Frontiers.

"We are excited to see this partnership come to fruition," said



Andrew Dickey, Senior Vice President for JLL Hotels & Hospitality Group, who facilitated the alliance between the two companies. "With the continued evolution of experiential travel coupled with the need for authentic leadership in social and environmental responsibility, working with Luxury Frontiers gives resort owners a unique value proposition."

Differentiating the brand even further, Luxury Frontiers accommodations are eco-friendly with sustainable design features, ranging from the use of locally and sustainably sourced building materials and aerobic sewerage treatment systems to rainwater

capture systems and renewable energy sources.

Luxury Frontiers has completed five projects including tented accommodations for Lemala Kuria Hills by Tourvest in Tanzania, Musangu Lodge in Zambia and the Shakawe River Lodge in Botswana as well as a resort add-on for the Gran Hotel Son Net in Mallorca, Spain and a full refurbishment of the Belmond Eagle Island Lodge in Botswana. Projects in the pipeline include major partnerships with globally renowned luxury hospitality brands including Four Seasons, Six Senses, Wilderness Safaris and more in locations across the U.S., Colombia, Tanzania and Botswana.

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FEATURED INDUSTRY HEADLINES

True Incentive Taps Reggie Nelson For ePerk Division National Account Executive to Introduce Online Distribution Platform

Reggie Nelson, True Incentive's National Account Executive, has been selected to introduce the company's new product, ePerk, to the marketplace. True Incentive, a Florida based company that provides direct marketing solutions with marketing and sales incentives will formally launch the product before the end of the year.

According to Drew Brittain, Vice President of Sales for True Incentive "Reggie's persuasive personality and strong background in the

vacation industry make him a great leader for this new endeavor. Since he joined us about six months ago he has lead the charge to get a green, easy to use and cost efficient platform ready to take to both consumers and our B2B clients."

"ePerk is an online distribution platform that distributes incentives to any electronic device. Not only does the platform work with any electronic device, it also has robust reporting capabilities, security parameters and nimble

flexibility," said Reggie. "The clients who have beta tested ePerk are super excited that it works as an OPC "stopper incentive" as well directly through a consumer's direct online click."

True Incentives offers a combination of tried and true options as well as new and innovative choices that are designed to impact a company's marketing and sales objectives. Land vacations, airfare and cruises are continually updated to reflect market demand.

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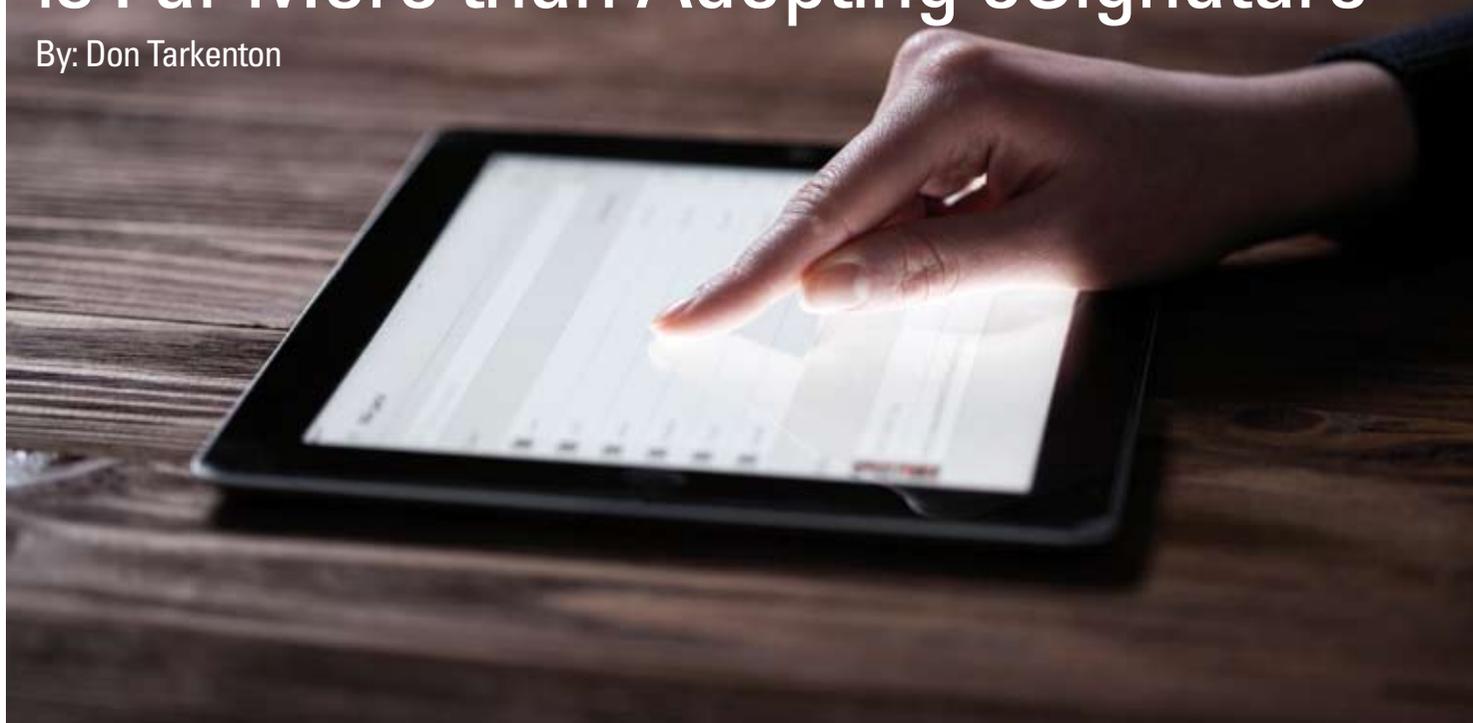
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Digital Transaction Management is Far More than Adopting eSignature

By: Don Tarkenton



Imagine sitting across from a prospect, enjoying a glass of wine and going over the amazing tour of the property. It seems like they are almost ready to buy. You hand them over a tablet and start reviewing more of the great features and their interest peaks even further, and it is time to close. However, rather than pulling out a pile of paperwork, you click an icon on the tablet and you are immediately transported to the contracting process.

The vacation ownership industry is famous for its immersive sales processes and customer courtship. The white-glove treatment seduces clients and allows them to leave their worries at the door.

Rather than interrupting the ambiance of the industry with time-consuming and burdensome paper contracts, modern, vacation ownership businesses

– such as Westgate, Wyndham and GCI, as examples – are increasingly adopting Digital Transaction Management practices to seamlessly combine the white glove treatment with state-of-the-art technology.

Moreover, the digital process does not end with the signing ceremony. It initiates a digital life that can move from the signature to notarization to the county records officers to the lenders and custodians, and even through securitization.

Why Digital Transaction Management?

For timeshare and vacation ownership companies, Digital Transaction Management (DTM) can completely transform the entire business process – from helping businesses secure competitive advantage to ensuring

that their financial assets are protected throughout the life of their contracts.

Benefits of the cohesive process include, but are not limited to:

- Providing a seamless buyer experience in a secure environment with access to all documents.
- Eliminating the cost, time and potential human error of hard-copy document management by eradicating the process of printing, scanning, faxing and mailing paper contracts.
- Allowing for use of mobile and tablet devices by both buyer and seller, with notarization capabilities.
- Managing risk with a secure path to manage original documents electronically throughout their lifecycle, ensuring the ability to pledge, sell, and securitize the assets.
- Eliminating third party transaction fees and providing continuous integration for county official records.

DTM at Westgate Resorts

Westgate Resorts, one of the nation's top vacation resort companies, has always focused on a smooth and pleasant experience for its members and sales team. It is also an industry leader in digital transformation.

Early last year, eOriginal, Inc., DocuSign, Inc. and Informa Software joined forces to deliver a seamless end-to-end DTM solution for Westgate Resorts. The all-digital Westgate Resorts Timeshare System allows Westgate Resorts to become 100 percent digitally integrated throughout their entire business processes—from sales presentations to customer contract execution while providing secure vaulted management of all documentation and signed contracts and loans.

The First Step: eSignature

When it comes to closing a deal on vacation property, basic contract digitization is a powerful opportunity to increase customer satisfaction, decrease sales costs, reduce contract errors, increase speed to funding and enable customers to sign in real-time.

With eSignature technology, contract signing is reduced from hours to minutes by eliminating the lag of snail mail and hard-copy document management. Customer service and efficiency is improved by having a signing experience that is optimized for mobile and tablet devices for both the buyer and seller.

Moreover, an electronic signature process eliminates errors and omissions commonly made on paper contracts that may cause needless delays and an endless back and forth. As a component of DTM though, eSignature technology is really just the tip of the iceberg.

Securing Your Assets

Timeshare contracts are the financial assets for vacation ownership companies. Therefore, securing ownership of contracts, and having certainty in the



process, is an essential benefit to a robust DTM system.

Most within the vacation ownership industry require certainty in the control and protection of the authoritative copy, the only original contract copy, of high-value contracts to ensure that their security interests in such contracts are perfected and maintained.

Vacation ownership businesses are increasingly adopting Digital Transaction Management practices to seamlessly combine the white glove treatment with state-of-the art technology.

The discipline of asset management within a DTM solution provides control to end users, while securely providing access to additional third-party participants, such as lenders, document custodians, investors, auditors and legal counsel.

Creating legally verifiable authentic copies is the surest way to give banks and funders peace of mind that their digital assets are rigorously protected and legally binding. To maintain uniqueness of the

authoritative copy, every reproduction of the contract necessary for working copies should be watermarked to indicate that it is indeed a copy of the original.

Mitigating Risk

It is essential to find a DTM solution that ensures that your contracts are legally-binding. Risks occur when funders or buyers won't accept a digital transaction

because they lack confidence in the process used to manage that asset.

In the paper world, ownership is secured with physical possession, but in the digital world, ownership is tracked through control. The best solutions provide a complete electronic audit trail of all interactions with the document throughout the life of the contract. For post-signature functions, such as sale, securitization, or collateralization, vital features include encryption, tamper seal

About eOriginal

Founded in 1996, eOriginal is the trusted expert in digital transaction management solutions, specializing in the post-execution management of financial asset documentation. As the standard for eAsset® Management services, the company provides the ability to verify secure, legally compliant and enforceable electronic asset documentation.

eOriginal SmartSign® and eAsset® Management Services enable an end-to-end solution for fully electronic transactions that must be managed with the highest levels of security and compliance throughout their lifecycle.

eOriginal provides the maintenance, control and use of critical documents that have an intrinsic value, such as negotiable instruments, in a fully electronic environment, storing and protecting these assets throughout their entire lifecycle, including post signature execution.

By maintaining the authenticity of original documents, the identity of the signatories, and the integrity of the content, eOriginal provides customers with the capability to realize the true benefits of fully electronic transactions and the resulting business process improvements.

For more information, please visit <http://www.eoriginal.com>.



and integrity checks within the secure storage eVaulting solution.

Post-Signature Management

As asset monetization evolves, so does the complexity of post-signature life of loan assets. Companies with digital contracts that represent financial value may be exposed to unnecessary and dangerous risk by not preparing for the post-signature life of these assets. These contracts often fall short when contracts need to be sold or used as loan collateral to provide cash for business operations.

The ability to move assets between parties with secure and controlled processes is also a vital part of business operations. With compliance and security demands on the rise, third

interfacing with county official records offices, you can conduct batch creation and management for submittal to the county. This eliminates third party transaction fees, while also maintaining the digital integrity of the document.

Solutions specific to the vacation ownership industry should also feature notarization integration capabilities, applying the notary seal to the digital contract in compliance with state notary requirements.

Final Thoughts

Richer DTM solutions that move beyond e-signature and include the entire signing and closing process are gaining traction in this industry. For those that have struggled, postponed or written off

With eSignature technology, contract signing is reduced from hours to minutes by eliminating the lag of snail mail and hard-copy document management.

parties such as banks, custodians and regulators need to be able to easily access and manage contracts.

Timeshare Transaction Necessities

The majority of the counties where resort development take place are accepting digital contracts for recording. By

their company's digital transformation, it is time to reconsider, because the resorts in this industry that are implementing digital tactics are seeing revenues skyrocket.

Don Tarkenton is a Major Account Manager of eOriginal who specializes on the Vacation and Timeshare Industry.

Perspective News

C.A.R.E. Members To Receive Complimentary Membership Into America's Largest Private Discount Network From Access Development®

C.A.R.E., the vacation industry's premier trade association, and Access Development®, America's largest private discount network are teaming to offer CARE member companies complimentary membership into the Access Discount Network so that CARE members can receive discounts at over 350,000 merchant locations nationwide.

Linda Mayhugh, President of C.A.R.E said, "This is a fantastic offering for CARE Members from the best provider in the Industry. We continue to work with companies such as Access Development to provide value-added benefits to our members."

CARE Members can download the My Deals Mobile® app that uses GPS to guide users to over 185,000 places nationwide where they can simply show the coupon on their mobile device to save. There are deals on hotels, car rentals and travel packages in My Deals Travel®, offering guaranteed savings up to 81% over travel sites like Expedia®, Orbitz® or Travelocity®.

It can be used as often as a member desires and the discounts are easy to find and redeem. Access users can legitimately save \$50.00-\$200.00 per month just by using the program regularly.

Dave Cook, Vice President of Corporate Sales at Access Development added, "This unique benefit is offered to the employees of C.A.R.E. member companies in good standing. The Access discount network features discounts at over 350,000 merchant locations nationwide, so no matter where you live, work or travel, you'll find savings of 25%, 35% even 50% off at popular restaurants, retailers, big box stores, and major theme parks. "

CARE Members in good standing can find more information on this offering and how to sign up at www.care-online.org.

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FEATURED INDUSTRY HEADLINES

Interval International Welcomes Danaide Resort In Southern Italy To Its Global Exchange Network



Interval International, a prominent worldwide provider of vacation services and an operating business of Interval Leisure Group (Nasdaq: IILG), announced the addition of Danaide Resort to its global vacation exchange network. Located in Scanzano Jonico, Matera in the Basilicata region on the Ionian coast of southern Italy, the purpose-built resort will feature 238 one- and two-bedroom units when completed.

“We are very pleased to expand our relationship with the family-owned Iniziative Turistiche Matarazzo, which began more than two decades ago with the affiliation of Alessidamo Club,” said Darren Ettridge, Interval’s senior vice president of resort sales and business development for Europe, Middle East, Africa, and Asia. “This is the third property in this unspoiled region of Italy to become part of Interval’s exchange network.”

Located close to the beach and sea, the Mediterranean-style complex will feature accommodations with contemporary

decor, fully equipped kitchen, and private balcony. On-site amenities and services will include multiple restaurants, outdoor free-form swimming pool, kids’ club, and an amphitheater that features live entertainment during the summer season. A range of other activities and organized sports will be available, such as tennis, windsurfing, bocce, and soccer. A marina, spa, and golf are nearby.

Danaide Resort is well situated as a home base for exploring the local countryside, as well as excursions to the Archaeological National Museum in Metaponto and sites dating back to Magna Graecia. The UNESCO World Heritage city of Matera, renowned for its centuries-old network of cave dwellings, was selected European Capital of Culture 2019.

“We have enjoyed a productive partnership with Interval, whose seasoned executives provide key support to our team,” said Dr. Giovanni Matarazzo, business development for Iniziative Turistiche Matarazzo. “We are excited to

introduce owners at Danaide Resort to the company’s valuable leisure benefits and services and to invite Interval members to discover this wonderful part of Italy.”

New purchasers at Danaide Resort will be enrolled as individual members of Interval International and will also become Interval Gold® members, entitling them to a number of flexible exchange opportunities and upgraded benefits and services. These may vary by country and include Interval Options®, the ability to exchange their resort week toward a cruise, tour, and guided holiday; ShortStay Exchange®; Hertz Gold Plus Rewards® membership; discounts on Getaways; and VIP ConciergeSM for personal assistance, 24/7. Members purchasing at a higher level will join at the prestigious Interval Platinum® and receive all the Interval Gold advantages, plus an array of best-in-class leisure and lifestyle benefits and services. These include priority Getaway viewing; free Guest Certificates; Platinum Escapes; and access to VIP lounges in more than 400 cities in over 120 countries.



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“Miami Heat”

2015 Shared Ownership Investment Conference Featured a Latin Beat

By Judy Kenninger, RRP



Part of the Interval resort network, Mussulo Resort by Mantra, which recently opened in Conde, Paraíba, Brazil

The 17th annual Shared Ownership Investment Conference held from September 30 to October 2 at the Fontainebleau Miami Beach, opened with a new addition: a half-day session conducted in Spanish and Portuguese focusing on opportunities in Mexico, and Central and South America. With more than 500 delegates from 36 countries, international topics received their due, while other sessions provided the latest industry research in North America along with insights from experts on topics ranging from data security to resort management.

“We were delighted to see so much enthusiasm about the new Latin America program. The energy at the sessions and the engagement of attendees clearly shows a great deal of interest in this region,” noted David Gilbert, president of Interval International, conference founder

and patron sponsor. “This is an exciting time to be in shared ownership; everyone is looking for ways to capitalize on the opportunities ahead.”

The Latin America programming featured guest speaker Álvaro Rattinger, author of *New Game, New Rules, Marketing Vanguard*, who outlined the latest trends in social media and online marketing. Leaders from Plaza Hotéis & Resorts shared their experience since entering the timeshare industry in 2014. “I really liked that one of the first presentations was about a new entrant to the industry from Brazil,” said Sergio Carmi, project director at Mantra Group, which recently opened Mussulo Resort by Mantra, on Brazil’s northeastern coast. “I have no doubt that timesharing in South America, and specifically Brazil, is poised for growth.”

Juan Luis Londoño, general manager of the tourism division of Constructora Bolivar S.A., agreed. “We have been in the industry for 20 years and will continue developing shared ownership properties to take advantage of the great opportunities in the market.” Londoño also noted, “In Latin America, we have always followed the U.S. timeshare industry’s development and used it as a reference. However, since there are many differences between these markets, it’s very valuable to learn about other developers’ experiences in different countries throughout the region.”

For new industry entrants, the Shared Ownership Boot Camp featured experts on the basics of the business, potential profit centers within a timeshare business model, and how mixed-use can complement a hotel operation and increase return on investment.

As always, attendees came away with a host of data on travel and timesharing. In addition to receiving copies of the latest industry research (valued at more than \$1,300), they also heard from Peter Yesawich, vice chairman of MMGY Global. He shared results from the proprietary *2015 Portrait of American Travelers*, one of the most closely watched barometers of emerging travel trends. Among the nuggets: Although timeshare developers tend to focus on families, couples actually drive more travel demand. Also, 33 percent of Millennials expect to take more vacation time this year, and seven out of 10 are more likely to try new things while on vacation. Perhaps most important, 1.7 million Americans say they are interested in purchasing a shared-ownership product in the next two years. The “State of the Industry” session included researchers from STR Analytics and Leger, along with Howard Nusbaum, president of the American Resort Development Association. International attendees found value here, too. “Nusbaum’s presentation on ARDA research was important because it provides a benchmark for our industry,” Carmi said. “It allows us to compare and set objectives for the future.”

Another conference session, “The Caribbean: A Global Destination,”

“From attitudes about loyalty and spending to staying on the cutting edge, each generation has unique traits.”

offered an overview of the region’s favorable conditions for developers and hoteliers looking to diversify their product offerings. Among the statistics shared by panelists: The Caribbean set a record with 26.3 million visitors in 2014, a 5.3 percent increase over the previous year, and tourists spent \$29.2 billion, also a record.



(Pictured left to right) Carlos Henrique Schmidt, president of the advisory board for Plaza Hotéis & Resorts; Marcos Agostini, Interval’s senior vice president of resort sales and business development for Latin America; and Roberto Rotter, chief executive officer of Plaza Hotéis & Resorts; during the inaugural session of SOIC’s Latin America program, Developer Insights: Plaza Hotéis & Resorts, Brazil.

Keynote speaker David Stillman, a renowned generational expert and a best-selling author of *The M-Factor: How the Millennial Generation is Rocking the Workplace*, revealed insights on generational attributes and how they might impact the timeshare industry. “From attitudes about loyalty and spending to staying on the cutting edge, each generation has unique traits,” the BridgeWorks co-founder explained. “It’s important to understand how to tailor communications more effectively to meet their needs.” This was a theme throughout the conference as speakers at multiple sessions provided insights,

may even research potential travel destinations.

“High-Tech Sales” also drew a huge crowd as the speakers highlighted strategies for turning the next generation of prospects into owners. One of the key takeaways was that 50 percent of Millennials say that the quality of a travel website affects their desire to purchase.

Even with an early time slot on the last day, “Share the Good News: Media Expert Roundtable” drew an enthusiastic response as attendees “tweeted” many of the facts and figures they heard. Among them: Media experts say trusted influencers effectively reach target audiences and get greater response than paid spokespeople. One of the panelists emphasized that “to win trust in today’s world, you have to put all the information out there.”

Always one of the conference’s most popular sessions, “Meet the Leaders,” moderated by Yesawich, offered insights from the industry’s top executives, on the evolution and future of shared ownership. Panelists included John Burlingame,



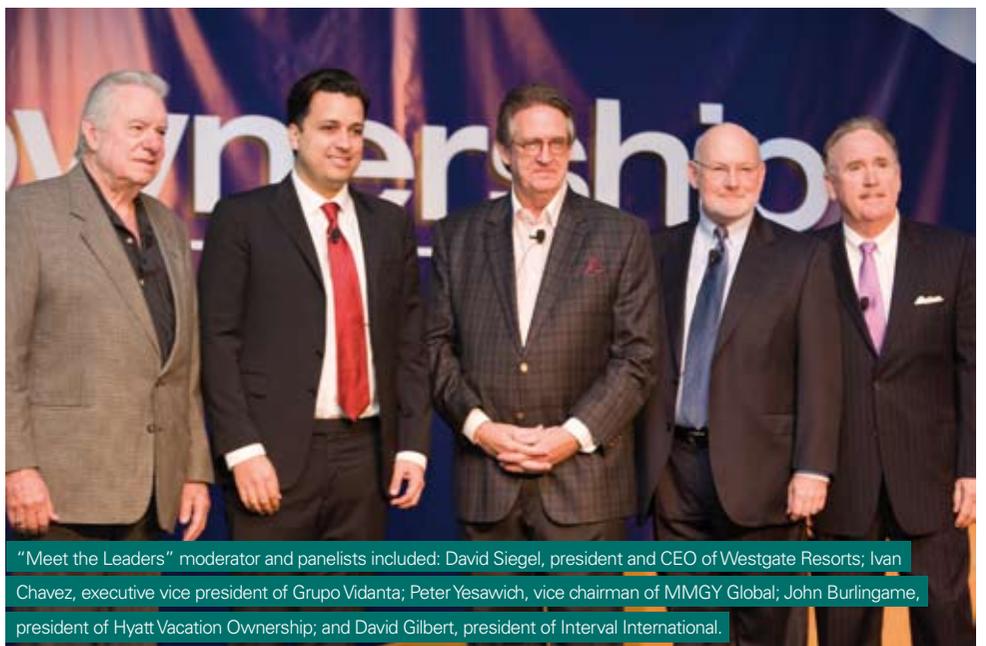
Zuana Beach Resort in Santa Marta, Magdalena, Colombia, a luxury shared ownership property owned and operated by Constructora Bolivar S.A. is also part of the Interval resort network.

president of Hyatt Vacation Ownership; Ivan Chavez, executive vice president of Grupo Vidanta; David Gilbert; and David Siegel, president and CEO of Westgate Resorts. “I appreciate hearing the viewpoints of industry colleagues. Sometimes their opinions confirm yours, sometimes they challenge, but the perspectives of others in our business are always interesting,” Burlingame said.

Produced and sponsored by Interval International, the conference provides a forum to educate attendees about trends and opportunities and explore various shared ownership business models. Since 1998, these events have been providing attendees in Africa, the Caribbean, Europe, Middle East, North and South America, and Asia with valuable industry knowledge on topics from financing, marketing and development to conversions, mixed-use resorts, and government regulations. This

year’s program again proved that the Shared Ownership Investment Conference is a “must attend” event for timeshare professionals, so add next year’s date, October 25 – 27, 2016, at the Eden Roc Resort Miami Beach, to your calendar now.

Judy Kenninger, RRP, heads Kenninger Communications, a provider of complete creative services to the shared-ownership industry. She has been covering vacation real estate for nearly two decades. Her email is judy@kenningercommunications.com.



“Meet the Leaders” moderator and panelists included: David Siegel, president and CEO of Westgate Resorts; Ivan Chavez, executive vice president of Grupo Vidanta; Peter Yesawich, vice chairman of MMYG Global; John Burlingame, president of Hyatt Vacation Ownership; and David Gilbert, president of Interval International.

Tiffany's Story of SURVIVAL



is the January-March sponsor for Send Me On Vacation

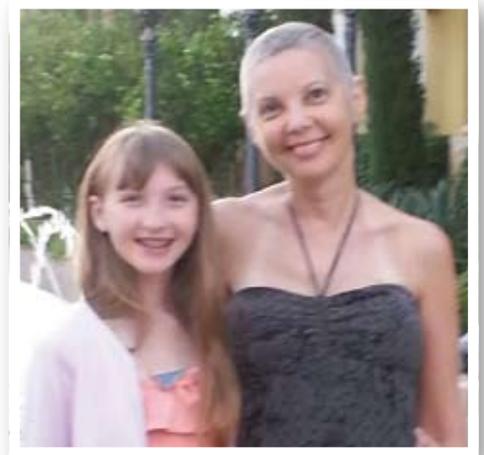
I started aggressive chemo for months, had my ovaries removed and then started on hormonal therapies.

I was given a breast cancer diagnosis in May 2004, several weeks before I found out I was pregnant (Stage 1 Invasive Ductal Carcenoma & DCIS).

I had a unilateral mastectomy when I was just 5 weeks pregnant. I refused chemotherapy after the surgery because I was pregnant. I breast fed for 3 months after my healthy daughter, Ezri was born in February 2005. I then took tamoxifen for 5 years after which time my oncologist at the time told me I was considered to be "cured" in October 2010. He had not run any blood work nor did he do a physical exam. I had been under a great deal of stress as my partner of over 10 years left me for another woman in December 2010. I pressed my PCP for a tumor marker test in January 2011 which was elevated. I was devastated over the break up and then found out less than

a month later that the PET/CT scan showed bone metastases all throughout the body. I was determined to beat the odds for my daughter.

I started aggressive chemo for months, had my ovaries removed and then started on hormonal therapies. I have had several medication changes, surgeries, and radiation since and continue with infusion chemo at this time. I have been unable to work since my chemo in 2011 which has been difficult financially, physically, and emotionally. My daughter is currently 10 years old and doing well. She is my little "helper" (which is the meaning of her name). I am thankful for disability, but it is more than half of my previous income level and I am saddled with medical bills from my naturopathic treatments which are not covered by insurance.



We do not have the resources to take a vacation on our own at this time and we can always use a break from the routine of doctor's visits and chemo! SMOV is an amazing concept! Thank you for reading my story.

Regards,

Tiffany Montgomery



Send Me On Vacation provides healing vacations to breast cancer survivors who have recently completed treatment. The organization believes that the vacation experience has the power to heal the body, mind and spirit and is a critical first step in recovering from the devastating effects of cancer. SMOV combines the resources of the vacation ownership industry with fundraising efforts to send survivors from the U.S., Mexico and Canada on vacations around the world. The organization affiliates with hospitals, cancer centers and other non-profit organizations to change the lives of survivors, one vacation at a time.

Every **3 minutes** a breast cancer diagnosis is made

2.8 million breast cancer survivors in the U.S.

Breast cancer **#1 cause** of cancer in women worldwide

20-30% of women with invasive breast cancer to have reoccurrence



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FEATURED INDUSTRY HEADLINES

Savings Are Sky-High On DAE Rocky Mountain Getaways

DAE offers vast savings on vacations to the Rocky Mountains. Late fall and early winter are great times to visit before the avalanche of visitors arrive for the peak ski season.

The global vacation exchange provider has excellent availability in top destinations, including Vail and Winter Park, Colo.; Salt Lake City, Park City and Snowbird, Utah; and more.

DAE advises members to check availability on DAELive.com often. Keep in mind, though, that the listing represents only about half of the actual inventory. If you do not see what you want, simply request it. DAE works with a huge network of partners to help members get their dream vacations. Here's what not to miss on a Rocky Mountain getaway from the experts at DAE.

Winter Park

Nestled against the Continental Divide, high in the Rockies, Winter Park is an outdoor enthusiast's playground and a thriving arts community. Its sunny skies and abundant snowfall lures skiers and snowboarders. Meanwhile, hikers explore the mountain trails, and lovers of the greens discover the joys of high-altitude golfing. This picturesque town is easily accessible, just 67 miles northwest of Denver.

Skiing – Ski Season starts mid November. Experts rave about the steep mogul runs on Mary Jane Mountain and the extreme skiing in the Vasquez Cirque. But Winter Park is also known for its intermediate- and beginner-level slopes and programs for children, too.
Sledding – At Colorado Adventure Park, little ones tube, teens zoom on high-tech airboards, and parents can choose from trails that range in speed. Once down the hill, the Magic Carpet Lift takes riders back up.



Sleigh Rides – Take an old-fashioned sleigh ride along the Fraser River. Some rides include a stop at a cowboy camp to sip hot cocoa by the campfire.

Snowmobiling – Speed through the vast Arapaho National Forest on a guided tour, with breathtaking views of the Colorado High Country.

Cozens Ranch Museum – Housed in a former ranch and stagecoach stop, this museum is packed with artifacts showcasing pioneer life in the Fraser Valley.

Salt Lake City

Salt Lake City boasts cool bars and restaurants and a vibrant arts scene. There's the world-class Utah Museum of Fine Arts and the renowned Ballet West. Plus, Visit Salt Lake is offering a flurry of savings with

its Salt Lake Connect Pass, valid at family attractions, including these below.

Aerial Tram Ride – Located in Snowbird Ski & Summer Resort, this ride takes passengers up 1.6 miles to the top of Hidden Peak for stunning, 360-degree views. Combine a ride with a hike in Little Cottonwood Canyon.

Natural History Museum of Utah – This architectural marvel spotlights Utah's landscapes and geological wonders. Travel to the top of the three-story indoor canyon, wander through the dinosaur exhibit, and hike the Shoreline Trail just outside the museum doors.

Utah Olympic Park – Feel the thrill of an Olympian, while standing at the top of the world's tallest Nordic ski jump, or take in the views on exhilarating zip-lines.

North America

Much to celebrate in North America

In North American news, the Dick Pope Legacy Hall of Fame Luncheon, hosted by the Grand Tour Foundation, took place on November 13th, 2015 at the Wyndham Resort International Drive in Orlando, FL. This luncheon brought tourism industry professionals together to celebrate tourism leadership and honor three award winners. The Dick Pope Legacy Awards were created to recognize leaders that have strengthened the sustainability of Florida's hospitality and tourism industries. Additionally, Christel House expresses deep appreciation and gratitude to everyone in the timeshare industry who, in Ron Haylock's memory, are helping to bring the gift of music to the children of Christel House South Africa. With generous donations from supporters, the music program is now far ahead of other schools.



2015 Dick Pope Legacy Hall of Fame Luncheon



Dedication of the RON Haylock Music Room at Christel House South Africa

2015 Dick Pope Legacy Hall of Fame Luncheon



The Dick Pope Legacy Hall of Fame Luncheon was hosted by the Grand Tour Foundation on November 13th, 2015 at the Wyndham Resort International Drive in Orlando, FL. This luncheon brought tourism industry professionals together to celebrate leadership and honor three 2015 Dick Pope Legacy Award winners: David Siegel, president and CEO of Westgate Resorts, Phil Rawlins, founder and president of Orlando City Soccer, and Chuck Whittall, president of Unicorp National Developments. These winners were each unanimous first ballot choices of the selection committee.

The luncheon began with a private VIP meet and greet followed by a welcome toast by McNeilly Communications.

Shortly after, the networking reception opened and industry professionals showcased their exhibit booths as guests arrived to network while enjoying hors d'oeuvres and light champagne.

Mango's Tropical Café dancers made a grand entrance, blaring their trumpets and drumming as they danced to the sultry sounds of the Caribbean. Dressed in Carnival parade costumes, the dancers proceeded to the stage in the ballroom where lunch was set to take place and put on a fantastic show for attendees before the award ceremony began.

The Grand Tour Gala Foundation presented the 2015 Dick Pope Awards thereafter. Richard Downing Pope, Sr.

better known as Dick Pope, was the founder of Cypress Gardens in Winter Haven, Florida. He is also known as "Mr. Florida". Pope played a momentous role in the development of tourism in the state of Florida and the growth of theme parks. Thus, the Dick Pope Legacy Awards were created to recognize leaders that have strengthened the sustainability of Florida's hospitality and tourism industries. Every year the Dick Pope Legacy Awards are given to honorees in the areas of Lodging, Foodservices, Travel, Meetings, Conventions, Entertainment, and Attractions within the state of Florida. Additionally, honorees are added to the Dick Pope mural at the Orange County Convention Center in Orlando, FL.

“We are so delighted to have honored these three tourism trailblazers for their contributions. We had a packed house with tremendous industry and civic support, it was a perfect platform to launch our new Foodstock event coming in 2016; and we’re already planning next November’s Legends luncheon!” said Dr. Mary Jo Ross, Executive Producer and Board Chairman of the Grand Tour Gala Foundation.

AWARD RECIPIENTS

Phil Rawlins

Phil Rawlins is Founder and President of Orlando City SC, responsible for all aspects of the Club’s operation, performance and service.



A native of Stoke-on-Trent, UK, Rawlins founded and developed OnTarget, a highly successful sales and marketing consultancy which worked with most of the world’s leading technology companies. In addition to his tech experience, Rawlins spent over fifteen years in sports management as an owner and director of his hometown English Premier League team, Stoke City FC.

Rawlins was voted Orlando’s Downtowner of the Year in 2013 for his work in helping develop downtown and he was honored by MBA Orlando as Community Champion. In 2014 he was also voted CEO of the Year by Orlando Business Journal and Entrepreneur of the Year by I-4 Business magazine.

Rawlins was recently inducted into the United Soccer League’s Hall of Fame.

Phil Rawlins stated, “I am honored to receive the Dick Pope Legacy award but this recognition is shared among the entire staff at Orlando City and our incredible supporters both here in



Orlando and around the world. Fans from all 50 states and over 50 countries have travelled to the City Beautiful to watch the Lions take the field at the Orlando Citrus Bowl. This award is the result of the hard work from our team, front office and many partner organizations toward a common goal – establish Orlando as the Soccer Capital of the South - and in doing so, driving the economy of Central Florida forward. We can’t wait for 2016 as there is so much more to come!”

includes timeshare, real estate, construction, hotel and apartment management, travel services, telecommunications, citrus, insurance, transportation, retail, and much more.

Success struck David in the 1970s when he purchased a prime piece of real estate that later developed into the largest single site vacation ownership resort in the world – Westgate Vacation Villas. David has been honored as the “Entrepreneur of the Year” for construction and real estate in Central Florida

This year when I was honored with the Pope Legacy Award

it meant so much to me because of my ties to Dick Pope’s

Cypress Gardens during most of my life. - David Siegel

David Siegel

As a pioneer in the tourism industry, David Siegel has spent the past 30 years creating the largest privately owned company in Central Florida. David’s empire



and finished second in the “Entrepreneur of the Year” national competition.

Mr. Siegel started the Westgate Resort Foundation in 2001 because he feels it is important to be a responsible and conscientious corporate partner in the communities which are home to Westgate’s resorts as well as the company employees and their families.



In addition to sitting on the board of many civic organizations, David was also on the committee for the 2012 Olympics.

Most recently, David acquired the Orlando Predators Football franchise and purchased the Cocoa Beach Pier, in addition to his preservation of the River Ranch in Florida.

“When I moved to Florida in 1945 Dick Pope was already a legend. My family visited Cypress Gardens on several occasions, as it was the only major tourist attraction in the State. When I was in high school I had the pleasure to date a girl who was a former Cypress Gardens water skier. They were held in the same high esteem as a Miss America contestant. I paid my way through college teaching water skiing. I only used Alfredo Mendoza’s Cypress Gardens skies. When I moved to Orlando in 1970, one year prior to Disney World opening, Cypress Gardens was still the only major tourist attraction in Florida and I visited the park many times. Approximately 10 years ago, when Cypress Gardens was threatened to be turned into a condominium development, I went to Tallahassee and was successful in having the State register

it in the National Register of Historic Places, so that Cypress Gardens would remain intact for future generations. So this year when I was honored with the Pope Legacy Award it meant so much to me, because of my ties to Dick Pope’s Cypress Gardens during most of my life,” said David Siegel, president and CEO of Westgate Resorts

a talent of picking prime real estate and developing extraordinary projects. He also holds his Florida Real Estate Broker’s license and Class A General Contractor’s license.

“It is quite an honor to be recognized among all of the previous recipients of this award. I am glad to be part of

“It is quite an honor to be recognized among all of the previous recipients of this award. I am glad to be part of this community and helping grow the entertainment tourism business -Chuck Whittall

Chuck Whittall

Chuck Whittall, the President of Unicorp National Developments, has an extensive 27-year background in commercial real estate development, including commercial and residential construction. He is a visionary with



this community and helping grow the entertainment tourism business,” said Chuck Whittall President of Unicorp National Developments.

Following the awards ceremony, the three recipients posed for photos with their medals of honor around their necks. Thereafter, the luncheon concluded with a dessert reception featuring a number sweets and coffee where auction winners were announced.

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11th November 2015 was a very special day for Christel House South Africa. Christel DeHaan was paying her annual visit and during a Special Assembly held for the School's friends and donors she was personally able to dedicate the Ron Haylock Music Room in tribute to him as a passionate lover of music and supporter of Christel House.

As well as academic accomplishments, the Special Assembly celebrated dance, drama and of course music. The School Band accompanied the programme and played their hearts out. The younger children played beautifully on their recorders and the Marching Band ceremoniously accompanied guests to and from the School buildings. Two of our star student musicians told of their joy in being able to learn and play music and of the new confidence it has brought them.

The Music Room was declared open with the cutting of a ribbon and a few words about Ron. It proudly houses 3 Honour Boards that list all the donors, many from the timeshare industry, who made generous contributions in his memory. They are displayed together with a picture of him and a tribute to his life. Plus of course, all those wonderful instruments that were procured, safely housed in lockers and cabinets.

This joyful event marked the final stage in the appeal in Ron's memory. In his private life as well as his business life, he earned the respect and friendship of many around the world. We are delighted to share with you the difference that is being made to the lives of these students at our School in Cape Town. Please go to <https://www.youtube.com/watch?v=LfrrHST-tfs> to see a video of some of the day's events.

DEDICATION OF THE RON HAYLOCK MUSIC ROOM AT CHRISTEL HOUSE SOUTH AFRICA

Music in our world

Music is a part of the fabric of our society. The intrinsic value of music for each individual is widely recognised in the many cultures that make up South Africa; indeed all human cultures use music to express and illustrate their ideas and ideals. The importance of music to the economy is without doubt. And the value of music in shaping individual abilities and character is widely visible. Success in society is of course predicated on success in school. Any music teacher or parent of a music student will understand how the study of music helps children become better students overall. Mastering the discipline of music improves concentration, communication and cognitive skills – enhancing the learning experience across the whole curriculum.

Enhancements due to the Ron Haylock Appeal

At Christel House South Africa, we recognise the general benefits of music and also the impact music has on social therapy. The need for brass instruments was particularly great since these are popular instruments in our children's communities. Latterly the government-mandated CAPS curriculum emphasises the importance of music and musical instruction within the education system. With your generous gifts we are now far ahead of other schools and our children will be well prepared for this new learning experience.

The music department has expanded its programme in two stages. This meant introducing instruction in brass instruments also in two phases. First, we provided instruction to learners in



Grades 8 and 9. One group started with trumpets and another group started on trombones. The second stage included ensemble play, where students learned to read music and to perform together.

The students can now read music and we have expanded the programme to include more learners and instruction on saxophone and recorder. One of our greatest accomplishments after the inception of our School Brass Band was the creation of a Marching Band, both of which perform at special Assemblies and for prestigious visits and events that take place at the School.

How we have evolved

Our very earliest music programme started back in 2013 with a handful of learners in Grade 8 on trumpet and Grade 9 on trombone. In 2014 and 2015, thanks to the contributions made by the Friends of Ron Haylock, we have been able to expand so that all students in Grades 8–10 can learn saxophone, trumpet and trombone. As we report now, in 2015, around 325 students in Grades 7–11 are able to access learning on recorders, euphoniums, saxophones, trumpets and trombones.

Special Music Camps

Twice a year, we will have a music camp on the Farm (a safe, peaceful off-campus facility where students can stay and study intensively for special examinations and projects) to expose all musicians to the different instruments and practice their skills individually and as an ensemble.



We would like to express our deep appreciation and gratitude to all those in the timeshare industry who, in Ron Haylock's memory, are helping to bring the gift of music to the children of Christel House South Africa.

5 year plan for the music programme:

The donations to the appeal will allow us to continue increasing access for our students. In 2016, we will introduce learners in Grade 6 to recorders – this will increase the number of students playing a musical instrument by a further 60.



Christel House®

Christel House Europe

Learn more at: www.christelhouse.org/europe

Donate at: www.justgiving.com/christelhouse

Contact: Vivienne Noyes-Thomas

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Following CHRIS
May 11-13, 2016



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Making a Splash



Perspective **News** North America

Hilton Grand Vacations Announces Las Palmeras

Resort will debut in January 2016 as Hilton's fourth timeshare property in Orlando

Hilton Grand Vacations announces its debut of Las Palmeras, a Hilton Grand Vacations Club resort in Orlando. Hilton is adding this distinctive timeshare project to its portfolio to offer its members and guests an additional Orlando resort that delivers best-in-class service and exceptional vacation experiences.

The existing property will be converted into 226 luxurious timeshare units, featuring one- and two-bedroom, condominium-style villas, in addition to well-appointed studios. The property will begin operating as a Hilton resort in January 2016. Renovation of the units will begin in summer of 2016 to ensure the accommodations meet the level of expectation people have with the Hilton

brand and is anticipated to be complete that November.

"Our Club membership has experienced significant growth," says Mark Wang, Hilton Grand Vacations president.

"Bringing Las Palmeras into our Hilton portfolio of outstanding resorts increases the value we provide to our owners and guests."

Located in the heart of Orlando's thriving tourism district, the property is ideally situated between Universal Boulevard and the city's famous International Drive, adjacent to the Orange County Convention Center and minutes from Orlando's celebrated theme parks. Plans include a spacious lobby and arrival entry,

heated outdoor pool, new waterslide and splash pad, whirlpool spa, fitness center, business center, conference room, lobby bar, pool bar, restaurant and a host of additional amenities.

This upscale resort will provide a highly desirable vacation destination with elegantly appointed suites, each furnished with the extensive comforts of home. Las Palmeras, a Hilton Grand Vacations Club resort will also offer immediate access to a variety of dining, shopping and entertainment venues, as well as renowned golf courses and all the excitement Orlando has to offer. Sales of vacation ownership interests are anticipated to begin in February 2016.



Latin America

Latin America leads the way

AMDETUR launched its second Specialization Course in Timeshare, which was available online and in classroom settings in Mexico City. The course was once again a resounding success. Its basic goal was to describe and analyze the history, environment, structure and operation of the timeshare industry in order to help companies, developers, sellers and providers of related services to make the best decisions. Meanwhile, Cancun, Mexico finally witnessed the event that once more has reassured its place as the most important and recognized forum for the Vacation Ownership Industry in Latin America: LASOS-The Latin American Shared Ownership Summit 2015. RCI®, worldwide leader in the Vacation Ownership and Tourism Oriented Real Estate Industry, hosted this incredible event which has managed to break frontiers. Occidental Vacation Club (OVC) has completed its US\$280,000 upgrade to the Arena Beach Lounge areas of Occidental Grand Xcaret. The all-inclusive Riviera Maya resort is located adjacent to the spectacular, breathtaking natural wonder of the eco-archeological Xcaret Park, minutes from Cancun and renowned Playa del Carmen.



AMDETUR Update



Occidental Grand Xcaret Opens New Arena Beach Lounge Areas

AMDETUR Update

Successful Conclusion to the Second Specialization Course in Timeshare

Training is essential to the development of the tourism industry, and with this in mind AMDETUR launched its second Specialization Course in Timeshare, which was available in both online and classroom settings in Mexico City. The course was once again a resounding success. Its basic goal was to describe and analyze the history, environment, structure and operation of the timeshare industry in order to help companies, developers, sellers and providers of related services to make the best decisions.

It is our practice to publish profiles, photographs and professional information on lecturers on our web page, along with conference videos available through a special link, to participants who paid for online or classroom participation in the course.

At the end of each lecture we also conduct a student satisfaction survey, and the responses have been highly positive both from participants and from lecturers, who gave us high marks for innovation in the area of training. This makes the course a strong generator of resources of this institution.

The following are just some of the highlights of the most recent course:



The unparalleled experience and know-how of **John McCarthy** in the field of domestic

and international tourism were clear in his presentation on "Types of Vacation Ownership," part of Module 1, Tourism and Vacation Ownership, in the Tourism-Oriented Real Estate segment. Never before in history have the importance of timeshare and

its comparative significance in Mexico and the United States been so profusely and thoroughly discussed as they were by the former National Chairman of the Board of AMDETUR, who once again demonstrated his ability to communicate his passion for the field to those who attended.



The otherwise arid and difficult theme of tax aspects was splendidly explained by **Aldo Iván**

Saldaña Vivanco, partner in PricewaterhouseCoopers, who gave a lecture entitled "Tax Aspects of Timesharing." Mr. Saldaña, who is a tax expert and contributor to a variety of specialized publications, spoke knowledgeably and accessibly about issues such as the various forms of occupancy and statistics about their use; the supply



Executive Director of PowerPeople, **Luis Manuel Rivera García.**

Mr. Rivera is also author of *La Magia de las Finanzas en la Hotelería* (The Magic of Finance in the Hospitality Industry) (Editorial Porrúa, 2013) and is a top supplier of talent for the hotel industry and consultant to many major firms. His topic was "Financial Models and Profitability," on which he spoke clearly and convincingly, presenting some practical exercises to make the subject matter more understandable.



The dream of every entrepreneur, "Successful Business Models," was explained in a simple, engaging

Developing the right model to obtain a satisfactory return on cash flow and on capital, and the importance of interest income in collection strategies, were core themes addressed.

of Timeshare properties in Mexico; tourist preferences; definitions and explanations of technical terminology on taxes, laws, regulations and principles, as well as the general tax climate for the industry.

Another crucial aspect for companies in any industry is finance. Developing the right model to obtain a satisfactory return on cash flow and on capital, and the importance of interest income in collection strategies, were the core themes addressed by the brilliant

and well-documented manner by **Alejandro Recamier**, Commercial Director of Regional Projects for Grupo Posadas. Through a series of extraordinary illustrations, Mr. Recamier tapped in to the aspirations and dreams of those present in person and those participating in the course online, beginning with a detailed explanation of what a tourist resort means, its characteristics, service companies, dimensions, vocation, market (in all variables), membership and the location of some resort developers.

In a lively joint presentation entitled "Exchange Companies," Interval International, ICE, DAE, RCI and Worldpass offered a smorgasbord of know-how, experiences, practices, models focuses and viewpoints, part of Module 2, "Industry Structure." As explained by some of the top exchange organizations in the world, issues ranging from global and regional vacation ownership to structural, economic, political and social factors that support the industry, as well as the goals and business models of various related institutions, commercial, administrative and service aspects required in order to apply knowledge and techniques to benefit stakeholders, were all made eminently clear in this segment.

The international climate for the timeshare industry was the subject of a minute and thorough analysis by two of the world's leading companies in the field, also as part of Module 2, "Industry Structure." This presentation had to do with international associations, and was led by the American Resort Development Association (ARDA), which promotes the growth and development of the Timeshare industry in a variety of capacities, and represents vacation ownership and resource development industries with almost a thousand corporate members. Its mission is to promote extraordinary vacation services, and its membership extends to the United States, Canada, Mexico, Europe and Australia. This was the backbone of the industry structure module, and was considered of great use to participants.

Human Talent Management, another essential and basic topics for any economic unit in Mexico or elsewhere in the world, was masterfully and completely covered by Eduardo Szymanski Mantey, Sub Director of Human Capital Grupo Posadas discussed human resources, structures and profiles; recruitment and selection;

training; retention and compensation models. Edith Ramírez Bustos, Regional Manager of Human Capital at the same company, touched on the topic of outsourcing and payment firms. Each sub-topic, with its specific examples and performance models, was brilliantly explained, so that participants gained basic information on what, when, where, why and how to take advantage of human capital to benefit customers, clients, partners, visitors, tourists, and the resort itself.



The ever-smiling **Javier Robles**, Corporate Director of Marketing at Vida Vacations

gave a clear and simply explained presentation on the Marketing, Sales and Verification processes as they apply to the Timeshare industry, based on his own extensive experience and drawing on examples from the daily

Looking ahead to 2030, Professor Madrid predicted a redistribution of tourist flows...

activities human relations professional carry out in pursuit of their goals. His lecture was part of Module 3, "Business Models."

Managing and benefiting from modernity, its effects and technological future, were part of a lecture on "Social Networks and Digital Reputation," given by widely respected conference speaker Iván Palomera Pedroza, who is CEO and founder of Smartup. In his presentation he offered a detailed discussion of the spirit, use, and characteristics of the social networks, their de facto power, and the concept of people as "communications media," including the use and risks of social networks.

The grand finale of the Specialization Course in Timeshare was provided



by **Professor Francisco Madrid Flores**, head of the Tourism and Gastronomy School of Anáhuac

University, who spoke on trends in the tourism, offering an experienced, first-hand, theoretic and practical overview of the industry, with a three part focus: "Climate, Present Perspectives and Trends." His lecture encompassed the economic, political, social and technological challenges of the industry, the size of its market and its evolution to date, with revealing statistics on the domestic market on its own and in comparison to others in the world, and on trends in the market from a geographic and economic standpoint.

Looking ahead to 2030, Professor Madrid predicted a redistribution of tourist flows, because, he reasoned "the appetite for travel is never destroyed, it simply undergoes changes and transformations."

In the future, he envisioned "tourism in the age of the collaborative economy," in which, he said "competition will be fierce." It is important to bear in mind, he reminded participants, that "we are what we are worth, and we are worth what the client perceives." We need to give people reasons to travel, he argued, and he offered an extraordinary explanation of these reasons based on the characteristics of future tourists in terms of age, condition and the personalized attention they will require.

This concluded the second Specialization Course in Timeshare which took place over three weeks in the months of September, October and November. Professor Madrid, who offers the academic endorsement of the course, also gave its official closing remarks.

Perspective News Latin America

Velas Resorts Appoints Gianpaolo Bellomunno As Corporate Director Of Sales And Marketing

Mexico's "Beyond All-Inclusive, Beyond All Compare" Velas Resorts has appointed Gianpaolo Bellomunno as Corporate Director of Sales & Marketing, effective immediately. In his new position, he is responsible for corporate sales and marketing for the four Velas Resorts, which include Puerto Vallarta's Casa Velas and Velas Vallarta, Riviera Maya's Grand Velas Riviera Maya, and Riviera Nayarit's Grand Velas Riviera Nayarit. He works in tandem with each resort's sales and marketing team.

Bellomunno brings to his new position more than 20 years of experience in sales and marketing in the hospitality industry. Most recently, he served as Vice President of Sales & Marketing for Villa Group, which consists of the eight optional all-inclusive Villa del Palmar, Villa del Arco and Villa la Estancia resorts in Mexico. Previously he oversaw sales strategy and execution, both pre-opening and ongoing, for hotels and resorts including Westin, Luxury Collection, Libertador, InterContinental, Turaser International, Barceló, Occidental, and

Allegro Resorts throughout Mexico, South America and the Caribbean.

Bellomunno is a graduate of the Instituto Tecnico Commerciale Corsico in Milan, Italy and Cornell University's Strategic Financial Management for Hotels and Strategic Marketing for Hotels and Restaurants professional courses.

He is fluent in Italian, Spanish and English while also speaking Portuguese. Based in Puerto Vallarta, he can be contacted at gb@velasresorts.com.

Introducing The Palace EDGE

Palace Resorts – the company that sets the standard in five-star, all-inclusive accommodations – proudly introduces Palace EDGE (Exceptional Destination Groups & Events), a new, comprehensive program available to U.S. tour operators and travel agents that provides unbeatable group and wedding benefits.

"Palace Resorts has solidified the brand's reputation within the wedding industry by value-driven, fully customizable experiences which exceed our competitor's offerings. Palace Resorts prides itself on constantly raising the bar in the top-tier hospitality industry and showcasing why we are one of the leading hotel chains in Mexico and the Caribbean," said Frank Corzo, Vice President of U.S. Field Sales for Palace Resorts. "The Palace EDGE program is just another example of how we are consistently improving our all-inclusive offerings and supporting the travel agent community by providing an unrivaled level of benefits."

The Palace EDGE program provides the agent community with a competitive platform, appealing to a wide-range of clients seeking destination weddings in Mexico and

the Caribbean. Benefits include:

- Special Rates for Palace Pro Agents
- Complimentary rooms and upgrades based on rooms booked
- The Advanced Booking Promotion, which includes discounts and perks for guests booking nine months prior to their event date
- Complimentary rooms and upgrades for guests hosting their ceremony Tuesday through Thursday via the Mid-Week Wedding Promotion

Couples who choose any Palace Resorts property will receive guaranteed savings on their wedding celebration through the Palace EDGE program. The program offers clients complimentary private events based on the amount of rooms that are booked. When booking 10-19 rooms, patrons will receive a one-hour private cocktail reception, and when booking 100+ rooms, they will receive unlimited days of events. Most importantly, couples booking between 25-99 rooms will now have the ability to use five of their complimentary hours in one day, whereas the previous offer was only three hours per day. Clients may combine this program with other brand-wide promotions including the \$1,500 Resort Credit (by reserving five

nights or more), unlimited golf instead of receiving resort credit, Kids Stay Free (valid for children under 12 from June to August) and Unlimited Savings. Additional extras included in the program are private group check-in, a free wedding planner for the bride and groom, a welcome cocktail and cold towel upon arrival.

Palace Resorts offers exclusive, all-inclusive perks coupled with the highest caliber events to create unforgettable destination weddings. Premier offerings include the ability to customize a dream wedding at any of the brand's eight distinct oceanfront properties throughout Mexico and the Caribbean, benefits for the bride and groom including the \$1,500 Resort Credit promotion and access to a knowledgeable planner to ease the logistical process. Couples who wed within the past year of their check-in date are also eligible for the Complimentary Honeymoon Package which includes a bottle of sparkling wine, a mini honeymoon cake and a romantic candlelit dinner.

For more information on Palace EDGE, please visit: <http://www.palaceproagents.com/sites/default/files/edge.pdf>

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www.timesharestaff.com

Perspective News Latin America

Occidental Grand Xcaret Opens New Arena Beach Lounge Areas

Occidental Vacation Club (OVC) has completed its US\$280,000 upgrade to the Arena Beach Lounge areas of Occidental Grand Xcaret. The all-inclusive Riviera Maya resort is located adjacent to the spectacular, breathtaking natural wonder of the eco-archeological Xcaret Park, minutes from Cancun and renowned Playa del Carmen.

The Arena Beach Lounge for Grand Level Members and the adjoining area for First Club Members overlooks the private beach set on a secluded cove with powder-soft white sand. The cliff side lounges have been reimagined with new amenities complete with Jacuzzis®, beach beds and lounge chairs. Both First Club and Grand Level members share a common exclusive bar adjacent to the lounge where they may enjoy tropical cocktails, refreshing beers, wine and soft drinks. The beach is easily accessible for these elite membership levels with stairs and a ramp for the physically challenged so members can reach it without having to circle around the road to the main beach entrance.

According to Luis Namnum, President of Occidental Vacation Club “our new Arena Beach further confirms OVC’s overall mission to provide our members with excellent holidays. We enjoy ‘surprising’ our members with the new investment, facilities and services.”

Social media response on OVC member pages was immediately positive with members exuberant about the new amenities. The Arena Beach Lounge immediately received 150 likes and 41 shares on the member-run Facebook page. And the numerous comments were upbeat as well:



--“Heading to the lovely area now to spend the morning.”

--“Love it, here this week and next I’m taking total advantage of the new area.”

--“It is really very, very beautiful. We congratulate you and this gives proof of something we once heard, that the OVC Team is always making efforts to give/ provide their members with a better vacation experience year after year.”

--“Feels good to be a Grand Level owner right about now. Can’t wait for our next trip.”

--“Looks great!”

“It’s this kind of enthusiasm that validates the trust our members put with us to continue to evolve and provide them with special vacations,” added Sr. Namnum. “To this point, OVC membership has continued to grow and today we have more than 28,000 members.”

OVC includes resorts in Aruba, Costa Rica, the Dominican Republic and Mexico. The organization is heralded for being one of the first to bring all-inclusive resorts into the timeshare arena. With Occidental Hotels and Resorts recent acquisition by Barceló, the number of properties available to OVC members is now over 100.

Occidental Vacation Club offers exclusive features and amenities to its members. It is also open to the public for all-inclusive vacations. For information on rates and specials, as well as vacation club membership, go to: www.occidentalvacationclub.com. U.S. and Canadian callers may call 1-888-538-8048. For more international numbers email info@occidentalvacationclub.com. Follow on Twitter@OccidentalVC, facebook.com/occidentalvacationclub or facebook.com/sharethejoy.

Asia Pacific

Asia Pacific Makes Headlines

ATHOC recently announced success for the Australian Timeshare industry regarding Consultation paper 212. Additionally, Australia's world-class tourism industry has experienced a record-breaking year with significant increases in international visitor arrivals and tourism expenditure. Meanwhile, Classic Holidays, has been recognized for its 35 year contribution to the Gold Coast tourism industry. In other related news, The Australian Competition and Consumer Commission has accepted court enforceable undertakings from Airbnb Ireland (Airbnb) and Vacaciones eDreams, SL (eDreams) following concerns that the companies made online price representations to consumers in Australia that were in breach of the Australian Consumer Law (ACL).



ATHOC Update

ATHOC Update

Great Outcome With An Exemption for Australian Timeshare Operators

Success for the Australian Timeshare industry regarding Consultation paper 212.

Separate submissions made to ASIC and Treasury and the Joint Parliamentary Committee between September 2013 and April 2015.

Timeshare in Australia is regulated as a financial services product; however the Federal Government has previously recognised that the timeshare industry operates one product per company which is greatly different to the financial planning industry. This recognition was evidenced when the timeshare industry was granted a carve out under the FOFA conflict of remuneration in March 2012.

Consultation paper 212 advised in general that: The educational level requirements for all financial advisers who provide personal advice on Tier 1 products to retail clients should be increased. This includes financial planners working in planning businesses and superannuation funds. It also includes stockbrokers. From 1 July 2016, when accountants are required to hold a limited AFS licence, it would also apply to accountants.

The mandatory minimum training standard should increase to a minimum degree qualification in a relevant field. Relevant fields include financial planning, finance, business, accounting or commerce and that any relevant degree should cover the knowledge and skills identified in CP212.

The draft legislation states:

1.22 The new law exempts relevant providers who provide advice on timeshare schemes from the education standards. These persons only need to meet the education standards that apply to non-relevant financial products. [Schedule 1, item 7, subsections 921C(4) and 921D(2)]

1.23 The exemption reflects the fact that timeshare arrangements are inherently different from other relevant financial products. Timeshare interests are not sold as financial investments that generate a return, but as lifestyle products or prepayments for holidays.

1.24 The exemption does not apply to the ethical requirements in new subdivision 8B. This means that persons who are authorised to provide personal advice on timeshare schemes to retail clients must comply with the Code developed by the body and subscribe to a scheme.

Example 1.5: Exemption for timeshare schemes

A, B and C sell interests in timeshare schemes. B and C also have second jobs. B works in a bank and provides advice on basic banking products. C works for a financial advice firm and provides advice on relevant financial products.

A and B are not required to meet the new education standards because



the only relevant financial product that they give advice on is interests in timeshare schemes and timeshare schemes are exempted from the new standards.

C must meet the new education standards because he also provides advice on relevant financial products other than timeshare.

A, B and C must all comply with the Code developed by the body and subscribe to a monitoring and enforcement scheme.

The journey for this has run across two and a half years. A special thank you goes to Wyndham Vacation Resorts Asia Pacific and their Lobbyist for helping us achieve this excellent outcome.

International tourism at record high

Australia's world-class tourism industry has experienced a record-breaking year with significant increases in international visitor arrivals and tourism expenditure.

"The Government released Tourism Research Australia's State of the Industry 2015 report which shows international tourism leads the way, with inbound arrivals increasing by 6.6 per cent to a record 6.6 million arrivals in 2014-15," Senator Colbeck said.

"Arrivals from New Zealand lead the way with 1.2 million inbound tourists. However, both China (up 21.7 per cent to 864,000 visitors) and India (up 19.9 per cent to 207,000) continue to drive growth in inbound arrivals.

"International tourism expenditure also reached a new high of \$33.4 billion in 2014-15 following growth of 10 per cent which is the strongest expenditure recorded for a financial year since the Sydney Olympic Games."

Senator Colbeck said the report also shows Australia's domestic tourism is thriving - 83.2million overnight trips were recorded last financial year which is the highest on record.

"Overnight visitor expenditure increased 4 per cent to a total of \$55.4 billion and total overnight expenditure increased 6.3 per cent to \$88.8 billion.

"Furthermore, the total value of the tourism investment pipeline increased by a net \$4.3 billion to \$53.7 billion in 2014."

Senator Colbeck said the report gives a positive overview of Australia's tourism industry and provides industry with increased confidence in the future.

"Since the Government identified Tourism as one the five National Investment Priorities, we have facilitated increased tourism infrastructure investment, built focused international marketing and embarked on visa reforms to make it easier for international tourists to come to Australia.

"This report provides further evidence that we are on track to reach the 2020 target of increasing overnight expenditure to between \$115billion and \$140billion by the year 2020," he said.

Recent reports have also supported these positive results, including TRA's Tourism Forecasts 2015, which indicated strong growth over the next decade, and the Australian Tourism Labour Force Report 2015-2020 which identified opportunity for increasing employment in the sector.

The Australian Tourism Labour Force Report found that an additional 123,000 workers, including 60,000 skilled workers, will be needed to meet visitor demand by 2020.

However, Senator Colbeck noted that there is no room for complacency if we are to meet our 2020 targets. Continued focus on international aviation capacity; labour and skills shortages, infrastructure and visa reform is needed for us to reach our potential.

"This new report continues the trend of positive tourism numbers under this Government and we will remain focussed on embracing opportunities and reducing inhibitors into the future.

The full report can be viewed at: www.tra.gov.au

Classic Holidays Honoured for 35 Years in Gold Coast Tourism Industry

Gold Coast-based Resort and Club Management company, Classic Holidays, has been recognised for its 35 year contribution to the Gold Coast tourism industry.

The accolade was presented to Classic Holidays by Mayor Tom Tate during the Gold Coast Tourism Annual General Meeting held at the QT Gold Coast in Surfers Paradise in November.

Classic Holidays, CEO Ramy Filo, said the company was proud to have been involved with Gold Coast Tourism for over three decades. "Classic Holidays started in 1978, so we have been part of the development of this iconic industry since the early days," said Mr Filo.

"During that time we have grown from a small Gold Coast company into a global operation now responsible for the employment of over 1,000 staff, with our Head Office located in Varsity Lakes and 7 resort properties under management on the Gold Coast.

"As the timeshare capital of Australia, we have long shared Gold Coast Tourism's vision for promoting the Gold Coast as a favourite holiday destination for Australians and people all over the world.

"It's a fantastic industry to be a part of, and we thank Gold Coast Tourism for this honour."

Classic Holidays joined wildlife attraction, Currumbin Wildlife Sanctuary, in receiving a 35 Year Recognition Award at the AGM.



ACCC Tells Airbnb and eDream to Price Correctly

The Australian Competition and Consumer Commission has accepted court enforceable undertakings from Airbnb Ireland (Airbnb) and Vacaciones eDreams, SL (eDreams) following concerns that the companies made online price representations to consumers in Australia that were in breach of the Australian Consumer Law (ACL).

The ACCC considers that Airbnb, since November 2012, and eDreams, from January to December 2014, engaged in misleading and deceptive conduct and made misleading representations by failing to adequately disclose to consumers in Australia particular mandatory fees on key pages of one or more of their online booking platforms.

The ACCC considers there were occasions where Airbnb failed to adequately disclose a mandatory Service Fee and also a Cleaning Fee, where applied by an accommodation host, on Search Results pages and Accommodation Listing pages on its website, mobile site and apps accessible in Australia.

The ACCC also considers that eDreams:

- failed to adequately disclose its mandatory Service Fee and Payment Fee on certain booking pages of the eDreams mobile site and app;
- on particular pages of its website, failed to comply with the requirement to specify a single total price inclusive of the mandatory Service Fee and Payment Fee, in circumstances where those fees were quantifiable at the time of the price representations.

These matters were raised by the ACCC as part of its commitment to addressing problematic drip pricing practices during online purchasing processes across a number of business sectors including airline, ticketing, and accommodation services. Drip Pricing is where a headline price is advertised at the beginning of an online purchasing process and additional fees and charges (which may be unavoidable for consumers) are then incrementally disclosed (or 'dripped').

"Drip feeding consumers with information about charges can cause

detriment to competition and result in consumers paying a higher price than the advertised price or spending more than they realise," ACCC Chairman Rod Sims said.

"The law does not prevent traders from charging fees. However, it does require that fees are disclosed clearly to avoid consumers being misled," Mr Sims said.

Airbnb and eDreams have each acknowledged the ACCC's concerns and cooperated with the ACCC during its investigation. Both companies have separately undertaken to improve their pricing practices such that mandatory fees will be incorporated into prices displayed, or otherwise disclosed, on key pages during the booking flow to ensure consumers are given accurate price information 'up front'.

Airbnb has also undertaken to establish and maintain a consumer law compliance program within the company, and eDreams has undertaken to ensure appropriate staff receives compliance training focusing on key aspects of the ACL.

AccorHotels And Mission Australia Follow in Anzac Footsteps On Gold Coast 'Kokoda Trail'

AccorHotels teamed up with Mission Australia again in 2015 to host the fourth Race to Survive event: Kokoda Trail – a dynamic, three-day fundraising event.

On the 14th to 16th October 38 teams of four from Australia and New Zealand represented Accor and participated in the annual Race to Survive. On this year's "Kokoda Trail" in the Gold Coast Hinterland

the teams endured torrential rain, 25 km treks through rugged bushland, canoeing, obstacle courses, stretcher challenges and tug of war competitions, all in the name of fundraising and mateship while honouring the ANZAC legend which celebrates its centenary this year.

The end result saw the event raise \$460,000 for Mission Australia and \$40,000 for Kokoda Youth foundation

in 2015. This fundraising will directly benefit Mission Australia services which includes Missionbeat, which patrols inner Sydney streets seeking out those in distress and offering them support. And Charcoal Lane, an innovative social enterprise in Melbourne which combines a restaurant with a comprehensive training program for young people who have experienced barriers to employment.

The Registry Collection® Adds Pacific Region Vacation Options, Welcomes Four WorldMark South Pacific Club by Wyndham Resorts

Luxury accommodations at four select resorts join approximately 200 affiliated properties on six continents as part of global exchange program

The Registry Collection® program, the world's largest luxury exchange program, recently welcomed four Wyndham Vacation Ownership resorts in the Pacific locations of Sydney, New Zealand's South Island, Tasmania and Fiji, bringing exciting new destination options to its nearly 32,000 global exchange members.

"Members of The Registry Collection have told us that they want holiday options in the Pacific region, and we are very happy to be able to offer them these spectacular four WorldMark South Pacific Club resorts," said Jonathan Mills, managing director, RCI Asia Pacific, which operates The Registry Collection. "Our affiliation with Wyndham Vacation Resorts Asia Pacific will give our members the opportunity to explore the vibrant cities, national parks, and tranquil beaches of the area while enjoying the award-winning service Wyndham is known for."

The four resorts are flagship Presidential resorts of the WorldMark South Pacific Club offering luxuriously appointed Presidential Suites in premium locations.

Wyndham Vacation Resorts Asia Pacific Wanaka is located in a spectacular region on New Zealand's South Island that boasts awe-inspiring natural wonders including Mount Aspiring National Park, Rob Roy Glacier and The Clutha River. Nestled on a quiet, tree-lined street, the resort is only a

short stroll from Lake Wanaka and within two kilometres from the heart of the village.

Set in a prime beachfront location in southern Tasmania, Wyndham Vacation Resorts Asia Pacific Seven Mile Beach offers a relaxing beach holiday with the convenience of being only a 20-minute drive from Tasmania's capital city, Hobart. Every aspect of this eco-friendly resort is inspired by its natural surroundings and designed with these elements in mind. From the surrounding region's rich history to its striking natural wonders, Tasmania is an intriguing island that blends heritage and lifestyle with scenery and culture.

Fiji is an exotic destination filled with culture, beautiful beaches and clear turquoise waters. Located on the beachfront is Wyndham Vacation Resorts Asia Pacific Denarau Island, an oasis that can be ideal for sipping cocktails, enjoying authentic Fijian culture and letting life's pressures float away. It is easy to relax and enjoy Fiji's laid-back pace with the resort's spacious apartments. The resort offers outstanding facilities including a large lagoon-style swimming pool, an outdoor spa, a swim-up pool bar with wet and dry seating, a kids' club, direct beach access and a Mexican themed restaurant.

Located in Australia's largest city, Wyndham Vacation Resorts Asia Pacific Sydney offers

spacious accommodations in the heart of it all. This stylish, modern property is within easy walking distance to all major attractions and just a short walk from Hyde Park, Oxford Street and the popular restaurant precincts of Darling Harbour and Chinatown. As one of Australia's best-loved holiday destinations, Sydney has a plethora of activities and attractions for families and couples, including the world-famous Sydney Opera House and Sydney Harbour Bridge.

As part of the agreement WorldMark South Pacific Club's Privileges Platinum members and 100 Club members will receive membership to The Registry Collection program.

"Bringing these four WorldMark South Pacific Club by Wyndham properties into The Registry Collection program's luxury exchange network is a thrilling prospect for our Privileges Platinum and 100 Club members, who, in turn, can now access even more amazing vacation options all over the world, adding value to their ownership," said Barry Robinson, president and managing director, Wyndham Vacation Resorts Asia Pacific. "We look forward to welcoming members of The Registry Collection to our properties, and sharing some of the best that the Pacific region has to offer."

For more information, visit TheRegistryCollection.com or TRCAffiliates.com.

ULTIQA Lifestyle Wins Silver and Bronze at the Queensland Tourism Industry Awards

The Queensland Tourism Awards have been operating for 30 years. The Awards recognise the outstanding achievements of tourism operators across the State.

The Awards cover 29 categories and provide the opportunity to publicly acknowledge and showcase Queensland's finest tourism operators across the areas

of attractions, events, tour and transport, accommodation, restaurants, culture, ecotourism, marketing and more.

This was ULTIQA's first year entering the awards and were excited to walk away with two awards for their properties.

Congratulations ULTIQA



Interval International Expands Resort Recognition Program With Elite Tier

New Resort Designation to Showcase Most Prestigious Member Properties

Interval International, a prominent worldwide provider of vacation services and an operating business of Interval Leisure Group (Nasdaq: IILG), announced the launch of the most prestigious tier in its Resort Recognition program – Interval International Elite ResortSM. Extraordinary vacation experiences and exceptional services and amenities are what differentiate the properties selected for this special distinction.

“Interval International has been recognized as The Quality Vacation Exchange Network® since its earliest days,” said David Gilbert, Interval’s president. “As we reach our 40th anniversary in the business, the creation of the Elite recognition tier is a further reflection of our commitment to the remarkable vacations our members can enjoy through their shared ownership and exchange benefits.”

Interval was the first exchange company to introduce resort recognition to timesharing, and significantly refined its program in 2007 with the introduction of the Interval International Select Resort® and Interval International Premier Resort® designations. With the increase in high-end shared ownership properties, Interval continues the tradition with the new Elite tier that showcases the most upscale member resorts.

Currently, more than 100 affiliated properties are recognized as an Interval International Elite Resort, which is identified by a lotus icon. The Interval International Elite Resort status is awarded based on a combination of qualitative and quantitative scoring elements, including:

- A Quality Rating System (QRS) resort inspection conducted by LRA by Deloitte, a leader in the field of customer experience measurement
- Elite Qualifying Criteria (EQC) points, based on multiple combined factors from location to luxurious features and appointments at the resort
- A high Consumer Satisfaction Index (CSI) score
- Additional considerations, such as positive consumer reviews on external travel and leisure sites

Members at Interval International Elite Resorts will receive enhanced services, including specially selected luxury travel offers.

Wyndham Hotel Group Expands Footprint in New Zealand with Newest Ramada Resort

Showcasing continued demand for its growing portfolio of globally recognised brands, Wyndham Hotel Group today announced the rebranding of New Zealand’s WorldMark Resort Rotorua to the new Ramada Resort Rotorua Marama.

Nestled on the tranquil shores of Lake Rotorua and the Ohau Channel, the resort operates as a mixed-use property, catering to traditional hotel guests as well as vacation owners through WorldMark South Pacific Club by Wyndham. It marks the fifth Ramada resort to open in New Zealand.

“Ramada is a highly recognisable, global brand known for offering outstanding accommodations in key destinations around the world,” said Barry Robinson, President and Managing Director, Wyndham Hotel Group South East Asia and Pacific Rim. “WorldMark Resort Rotorua has long been a favourite of vacation owners in the WorldMark South Pacific Club and it’s our belief that this rebranding

will help deliver even more guests to the resort, allowing travellers from around the world the opportunity to experience all that Rotorua has to offer.”

Ideally positioned just 20 minutes from Rotorua City and three hours from Auckland, Ramada Resort Rotorua Marama boasts 78 self-contained apartments complete with fully-equipped kitchens, state-of-the-art bathrooms, outdoor decks and all the creature comforts of home including washing machines and dryers. The resort’s facilities include a private boat ramp and berth, boat parking, trout fishing, outdoor pool and spa, barbecue areas, gym and tennis court.

All Ramada resorts in New Zealand participate in Wyndham Rewards®, the simple-to-use, revolutionary loyalty program from Wyndham Hotel Group that offers members a generous points earning structure along with a flat, free-night redemption rate – the first of its kind for a major hotel rewards program.



2016

ATHOC Annual Conference 2016

Queenstown sits on the shore of crystal clear Lake Wakatipu among dramatic alpine ranges; it's rumoured that gold prospectors - captivated by the majestic beauty of the surrounding mountains and rivers - gave this now cosmopolitan town its name.

With a smorgasbord of outdoor activities, Queenstown is the home of the ultimate adventure bucket list. There's skiing in the winter and activities such as bungy jumping, sky diving, canyon swinging, jet boating, horse trekking and river rafting all year round. It has also become a renowned cycling destination, providing everything from easy scenic tracks to backcountry trails, road rides to heli-biking and the Southern Hemisphere's only gondola accessed downhill mountain biking.

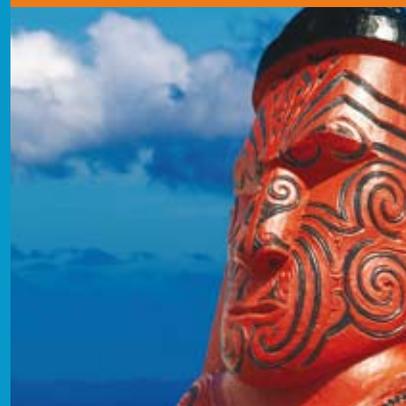
A popular holiday spot at any time of the year, Queenstown is renowned for its four distinctive seasons. Winter brings crisp, blue-sky days, spring retains the snow but blooms into longer, warmer days, summer offers sunshine and long twilights, and autumn a burst of brilliant red and gold. Queenstown is rated internationally as one of the world's top holiday destinations and in 2014 was named New Zealand's number one destination in the Travellers' Choice Destinations by TripAdvisor as well as the second best destination in the South Pacific.

Here is your 2016 opportunity to get together with your colleagues from around the world and delve into what is happening in the Timeshare Industry. Take advantage of the beautiful Queenstown backdrop to reacquaint yourself with old friends and make new, whilst taking the opportunity to pick up some great insights to take home with you.

The two day/3 night event will involve numerous speakers from both within and external to the industry. Use this as an opportunity to broaden your mind.



5 - 7 September 16
Crowne Plaza Hotel
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Perspective News Asia Pacific

Karma Royal Group Launches Inaugural Penguin Walk

Stepping up its commitment and efforts toward corporate social responsibility - whilst adding a dash of adventure and undeniable spirit of joie de vivre, the Karma way, Karma Royal Group recently held its successful inaugural Penguin Walk - a 36-kilometre trail hike winding through the hills, fields, forests and beaches around the charming medieval village of Le Garde Freinet, near the coast of St. Tropez in France. The inaugural Penguin Walk had 20 adventurous, like-minded Penguins participating, led by the designated King Penguin himself, John Spence, Karma Royal Group founder, Chairman and CEO. John conceived of the Walk as a fun, challenging and purpose-filled adventure fully embracing a mission to improve the lives of the disadvantaged, especially in communities around the world where Karma Royal Group operates.

"Nothing compares to the immense feeling of fulfillment and satisfaction that comes from helping others. To be in a position of being able to embark on physically challenging adventures such as the Karma Penguin Walk, in the company of high-achieving, socially responsible and like-minded individuals, is a tremendous privilege and one that I intend for us to continue each year, for the express benefit of the young students on the College & Careers scholarship programme by Christel House in India," said John Spence. "My work brings me to diverse corners of the globe, where I often encounter disadvantaged communities facing astounding challenges each and every day. With projects such as the Karma Penguin Walk, we can be in a powerful position

to raise awareness as well as contribute funds which will help in directly alleviating some of the pressures faced by these underprivileged young people, so they can benefit from a proper university or college education, obtain gainful employment and break the cycle of poverty in their lives."

The inaugural Penguin Walk began at 6 o'clock in the morning under cover of darkness at Le Preverger, Karma Estates' legendary chateau, with the Penguins traversing a winding forest trail reminiscent of an Indiana Jones adventure. Along the way, the waddlers encountered several perilous obstacles, such as wild boar and other wildlife, local Gallic huntsmen, oncoming lorries, as well as facing the risk of being skewered by fellow hikers' walking sticks in the dim dawn light. Occasional stops of brandy coffee and wine tastings served to bolster the Penguins' flagging energies and by half past two in the afternoon, all of the Penguins had completed the route and triumphantly reached the final destination of Le Club 55 on the beach, where they were welcomed with a well-deserved luncheon and the gratifying news that the Penguin Walk had successfully raised more than 10,000 Euros to directly benefit the young scholars of Christel House in India.

The 2016 Penguin Walk is already being planned by Karma Royal Group, with the intention of making it as an annual event.

Christel House, a non-governmental organization (NGO) based in Bangalore, India, helps children and youth from underprivileged backgrounds overcome the cycle of poverty through



education. In 2011, Christel House established its College & Careers programme, whereby scholarships are provided for students to pursue university or college professional degrees in order that they may be fully employed upon graduation.

At Christel House, via its charity foundation Karma Camino, Karma Royal Group has sponsored the construction and initial establishment of its school library, including stocking its shelves with children's books, and provides all the meals for over 900 children (To date, the group has provided and paid for in excess of 4.5 million meals.) The Karma Camino foundation also organizes an annual "Camp Royal" excursion, whereby children from Christel House are invited to stay for a few days' holiday at Karma Royal Group's resorts in Goa and entertained by resort staff volunteers – a treat which most of these children, who have never known what it is like to go on vacation, are experiencing for the first time.

In addition, Karma Royal Group has raised over a million US dollars over the past two years for various charities, through the auctioning off of villa and hotel accommodations.

Europe, Middle East & Africa

Representing timeshare owners across the globe

The TATOC Consumer Helpline has been a registered charity now for over a year. This registered status acknowledges that it operates 'wholly and exclusively for the public benefit'. It is recognized by, and works with, Citizens Advice, Trading Standards, the Competition and Markets Authority, police forces and many other national and local government agencies and other bodies. Additionally, RDO works hard to discipline timeshare offenders who use the internet and cold calling – often using illicitly obtained databases to pull in and fleece the unwary timeshare owner with promises of a cash dividend for surrendering their timeshare and/or the promise of the presence of a fictitious buyer, willing to pay an unrealistic amount for the owner's timeshare.



TATOC Update

TATOC: A year of supporting timeshare owners and member resorts



TATOC Chairman and
CEO Harry Taylor

As we begin the new year, it is important that we look back at what we have achieved, compare our results with previous years and plan for the next twelve months.

So, I thought in this first issue of 2016, we would highlight some of our most recent successes and share how TATOC continues to support timeshare owners and our member resorts.

Support for timeshare owners

Launched in 2008, the TATOC Consumer Helpline has been a registered charity now for over a year. This registered status acknowledges that it operates 'wholly and exclusively for the public benefit'.

It is recognised by, and works with, Citizens Advice, Trading Standards, the Competition & Markets Authority, police forces and many other national and local government agencies and other bodies.

The Helpline was set up to address the increasing activities of disreputable companies and fraudulent practices that were preying on timeshare owners and damaging the reputation of genuine timeshare businesses.

The team receives more than 1,000 calls each month and averages around 100 contacts every week.

Around 80 per cent of contacts are requests for help and information, but 20 per cent are complaints against specific companies, often where consumers have lost money or about to do so.

Timeshare should be very proud. Only a very small percentage - less than two per cent - of contacts are complaints against genuine timeshare products or companies.

However, as our statistics show, our services are still clearly required.

In 2014, timeshare owners reported to the Helpline that a total amount of £977,765 had been lost to scammers.

In response, the team issued TATOC Consumer Helpline guides covering topics such as using the 1974 Credit

This year the Helpline team has already received reports of £1,096,183 lost to scammers - an alarming annual increase of over £118,000 - and is set to increase further when the final figures for 2015 are calculated.

Again, the team has been active and issued guides and advice that should help consumers recover £704,050. The remaining £392,123 was again paid by bank transfer or cheque and is lost.

In a 2012 survey, 97 per cent of consumers found the service relevant and helpful, and 99 per cent found the helpline good or better at meeting their expectations when they called.

But, we must never become complacent. The Helpline must remain vigilant and responsive to owners' evolving needs and to emerging consumer threats.

A new and much larger survey is now taking place in which all customers who

The Helpline was set up to address the increasing activities of disreputable companies and fraudulent practices that were preying on timeshare owners and damaging the reputation of genuine timeshare businesses.

Consumer Act and the Visa chargeback scheme to help consumers recover some £777,573.00, if the advice was taken.

Unfortunately, we were unable to help consumers recover the outstanding £200,192. This had been paid in the U.K. through direct bank transfer or cheque, which provide no protection or recourse if things go wrong.

contact the Helpline are asked for their feedback on the quality of help and information they received.

This will not be a one-off exercise. It will be a continuous process to ensure the service provided is what consumers are looking for when they contact us - and is to the highest possible standard.

Supporting our member resorts

TATOC was invited to attend the Crown Resorts annual general meeting (AGM) in Leeds in early autumn.

Crown is a group of five TATOC Accredited resorts, all located within a short distance of each other, midway between Marbella and Fuengirola, in the heart of the Costa del Sol.

The Crown Resorts AGM was a fine example of timeshare at its best and demonstrates why it continues to be such a unique and exceptional holiday product.

Owners enjoy high quality resorts in great locations, and there are genuine opportunities for owners to have a direct involvement and influence in their holiday ownership and how it is delivered.

Annual general meetings provide an ideal opportunity for members to have direct discussion with their elected committee and with fellow members.

Geoff Chapman, senior accreditor, writes: "Visiting the annual general meeting was an enjoyable opportunity to engage again with Crown Resorts and their members.

"What people want from their holidays and how they book them is continuously evolving, and timeshare must also move forward if it is to stay at the forefront of high quality holiday experiences.

"This evolutionary process is fundamental to all resorts and owners' committees, and the Crown Resorts meeting was a superb example of a club working closely with members to ensure their continued high quality holiday experience at competitive prices."

TATOC is keen to engage with owners and their resort committees at every opportunity and we will be delighted to attend AGMs and other resort meetings whenever possible.



Our support for resorts continues with the TATOC Resort Accreditation programme, which continues to go from strength to strength.

Resort Accreditation is TATOC's kite-mark of quality and is the highest accolade the association can give.

The last 12 months have been an incredible period for the accreditation programme – the busiest and most successful since its launch in 2009.

In the last year, 15 resorts have been visited to have their accreditation status

The Crown Resorts AGM is a fine example of timeshare at its best and demonstrates why it continues to be such a unique and exceptional holiday product.

It is awarded as recognition that a resort is delivering the highest standards of accommodation, facilities, and services and an excellent overall holiday experience to its owners and guests.

For a resort to achieve accreditation, it must demonstrate it fully embraces the TATOC Code of Conduct. The timeshare product must be sold correctly and the resort well managed and maintained - with the consumer as the principle focus.

renewed for a period of three years. Five new resorts have been TATOC recognised for the first time.

There are now 44 accredited resorts; four more have applied and are awaiting inspection.

An ambitious target was set at the 2015 TATOC conference to have 50 accredited resorts by conference 2016 and this target has almost been achieved.

Support for charity

Give Us Time is a U.K.-based charity launched by British Member of Parliament, Dr. Liam Fox and is an organisation fully supported by TATOC.

Since 2001, more than 458 British forces personnel have lost their lives in Afghanistan, more than 2,000 have experienced physical or psychological damage, and families across the country have seen their lives profoundly changed.

Recognising the impact an operational tour can have, Give Us Time takes one-week holidays donated by hosts and matches them with British soldiers in need of rest, rehabilitation and reconnection with their families.

The charity is appealing to owners and managers of timeshare resorts to donate accommodation to British military personnel and their families.

In 2015, TATOC affiliate CLC World donated 40 holidays to military personnel. The charity is hoping to increase its number of partners in the hospitality sector this year.

To this end, in December this year, I attended a function for the charity held by Baroness Floella Benjamin at the House of Lords.

This was a great honour for TATOC and gave me the opportunity to



spread the message about TATOC to a wide audience (including the Chancellor George Osborne, MP) and learn more about this amazing charity.

At this time of year, let's spread a little holiday cheer and I urge all of our member resorts and affiliates to assist how and when they can.

Looking forward

The TATOC Conference 2016 will

Visit the conference hub for further information at: www.tatoc.co.uk/tatocoference

Join us

If TATOC is an association that you would like to be part of then join us and support our work. We'd love to have you – either as an individual member, through your resort owners' committee/HOA or as an affiliated company. Check out the TATOC website for further information.

The Crown Resorts AGM was a fine example of timeshare at its best and demonstrates why it continues to be such a unique and exceptional holiday product.

take place from Friday, March 4th to Sunday, March 6th, at the Park Royal Hotel, Warrington.

This is a unique event in the industry's conference calendar as it is the only time when timeshare owners, the committees who represent them and timeshare industry professionals get together to discuss the challenges and opportunities facing the industry today.



CONSUMER HELPLINE

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RDO Update

Another year over...

By Paul Bougaard

As a new year begins it's time to take stock and review the year that has passed. I think on this side of the Atlantic we can all agree it has been a fairly eventful one, even if we would have preferred some of those "events" not to have occurred!

Probably the defining series of events has been the three judgements of the Spanish Supreme Court that have left the industry's lawyers on occasions both baffled and annoyed in equal measures. Speaking as a lawyer and being hesitant to criticize a fellow member state's judicial system, I find myself critical of judgements that are somewhat obscure, difficult to follow and as a common lawyer, sorely lacking in any simple statement of facts. I think the most irritating fact is that the court appears to hand down these nullity judgements that effectively allow the owner to be put back in the position he/she was when the contract was made, with no regard whatsoever for the fact that the owner has enjoyed 10 or 15 years of timeshare holidays! It is hard to see a court in a common law system coming to such a conclusion and fortunately the majority of RDO members' contracts are written under English or equivalent governing laws. We do however have as significant minority of members whose contracts have been written under Spanish Law and needless to say RDO is very much focused on working with them to get a workable solution to these judgements.

Closely coupled with this issue have of course been the "ambulance chasers"

and worse, who use the internet and cold calling – often using illicitly obtained

databases to pull in and fleece the unwary timeshare owner, with promises of a cash dividend for surrendering their timeshare and/or the promise of the presence of a fictitious buyer, willing to pay an unrealistic amount for the owner's timeshare. These parasites have kept us very busy this year and we begin to find ourselves in the position of the old "thief takers" of 18th century England, the forerunners of the famous "Bow Street Runners" who were formed by the Magistrate in London's Bow Street Court – Henry Fielding – also a famous author and playwright. These thief takers were hired by aggrieved parties to hunt down burglars and robbers etc. and bring them to justice – often on the promise of a percentage of the goods recovered. As you could be sentenced to transportation

go onto the timeshare business check to ask about exit – which RDO requires its members to allow under a variety of conditions – state they have had years of great holidays, but now they need to surrender their timeshare and exit, which of course they are allowed to do.

We need therefore to engage with and allow owners who love their product, a real voice on the Internet and social media, and we need to engage with our members to allow this to happen. So we will be meeting early in January 2016 to agree a strategy for this and implement it next year – watch this space!

For more information about RDO contact pgb@rdo.org.

We need therefore to engage with and allow owners who love their product, a real voice on the Internet and social media

for life for something as small as stealing a handkerchief, you may imagine that the criminal was not going to come that quietly - it was a somewhat hazardous profession! So RDO now finds itself in the position of those thief takers – hiring professionals to hunt down and bring to justice these offenders who our police force and other enforcement agencies seem unable at present to apprehend.

There is always a danger in getting so deeply engaged in defeating these people that you tend to forget there are a whole host of contented timeshare owner out there – happily enjoying their holidays with families and friends. It should be no surprise to hear that a huge number of owners who contact RDO directly or who



Perspective News Europe, Middle East & Africa

A Signature Style For Success



It began with a bold design move: individually styled luxury apartments sold as fractionals. Now CLC World Resorts & Hotels has not only expanded its Signature Suites concept to create CLC Signature Collection, it has layered on the icing with high end concierge services.

These 'white glove' services complement the product and a branded uniform, featuring the prestige Signature logo, is being introduced for the dedicated concierge at each resort in the Collection.

During February, the company will fanfare its new Signature Collection apartments on the Costa del Sol and in Tenerife. "The idea behind CLC Signature Collection is to guarantee the height of luxury holiday experience, and we are now thrilled to offer a level of services to match," said Paul Rosen, group sales operations director.

These services, exclusive to Signature Collection, provide special holiday

enhancing benefits such as chef prepared meals at owners' apartments, excursions, champagne for special occasions - and other extra touches that can make the difference!

It is all part of the continuing evolution of the CLC World product range.

Inspired

CLC World introduced the Signature concept in August 2014 with the unveiling of CLC World's Santa Cruz Signature Suites on the Costa del Sol, which took the company's premium brand and smashed through the ceiling to create a new top layer.

"The Signature product was developed by listening to our owners' wish list. Signature Suites were a huge success and demand led to the creation of CLC Signature Collection. Feedback has since told us that owners not only desire this increased level of luxury, but accompanying high end 'hotel' services too.

"We will always listen and continue to tailor our product range around the demands of our most important asset: our owners."

Exciting

The company continues its push forward, developing inspirational and affordable family holiday and property solutions that are eagerly anticipated by its owner-member base.

Mr Rosen said: "We have created real excitement within our owner base: owners expect the wow factor and look forward to each new introduction, be that in the ways they digitally interact with us - and we currently have a super smart new website as one of several new projects under way - or something as completely stunning as our Signature Collection."

The company is also looking to recruit talented sales people, ground floor and management, to expand and complement its current, highly successful team of professionals.



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Perspective Group also produces the annual Global Networking Expo, more commonly known as GNEX Conference, and Canadian Resort Conference on behalf of Canadian Resort Development Association, which help to keep Perspective Magazine in the forefront of senior executives minds as the quality magazine of choice.

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Karma Group is an award-winning international travel and lifestyle brand offering extraordinary experiences in the world's most beautiful locations, such as Rottneest Island, West Australia, where the signing of a landmark agreement will see Karma Royal Group developing a new luxury resort on the island, home to some of the finest beaches and bays in the world.

As Karma Group has experienced rapid growth, with a large folio of resorts and offerings and 9 new properties in the pipeline, a brand new online platform has been launched to open the door wide and give an exclusive bird's eye view to the world's most beautiful locations – www.karmagroup.com.

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