EXPLORING NEW HORIZONS
The compelling opportunities of ARC’s new program, Freedom365, for both current members and future vacation owners.

ETHICAL LEADERSHIP BY JIM MADRID
Reflecting on whether actions are congruent with values and vision to grow an ethical business.

SEND ME ON VACATION’S WORLD SURVIVOR TOUR, DESTINATION: ASIA
A photo journey of SMOV’s first stop on the 7-month global breast cancer survivor tour in Asia.

DAE Celebrates 20th birthDAE in 2017
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Welcome…

Welcome to the July / August Issue of Perspective Magazine. In this edition, we will take an in-depth look at the direction the industry is moving as we celebrate longstanding achievements in the industry. We will also provide insights on trending developments. Additionally, we’ll highlight sustainable travel trends, recap conferences and more.

This issue’s cover story, DAE Celebrates 20th birth in 2017, highlights the success of the world’s leading privately owned vacation exchange provider, Dial An Exchange, in an interview with Francis Taylor, co-founder and CEO.

American Resort Collection partnered with RCI and International Cruises & Excursions to implement a long-term strategy with the launch of Freedom365. The article Exploring New Horizons of an Industry, Bringing Membership Benefits to the Mainstream Travel Customer shares how Freedom365 members are motivated to interact in an integrated marketplace.

Jim Madrid, founder and CEO of Advance Sports Technology, Inc. is featured as a guest writer in a piece titled Ethical Leadership. Madrid defines ethical business practices and the steps to growing an ethical business based on opportunities and threats of behavioral standards.

In the developer review, Sunset World’s Authentic Approach Delivered with Passion for Unforgettable Cancun Experiences, Sunset World describes how its community ties successfully blend luxurious amenities and sustainable practices with the environment, society, culture, and local economy.

Send Me On Vacation, a non-profit organization dedicated to creating memorable vacation experiences for breast cancer survivors, is jetting pink in a 7-month Worldwide Survivor Tour. President and founder, Cathy Backus, shares the support of the tour at the first destination in Asia with a photo journey of sponsors and survivors.

The C.A.R.E. Alliance article under North American news recaps the 64th Semi-Annual C.A.R.E. conference held in May at the Wyndham Virginia Beach Oceanfront, where three new members of the Board of Directors were announced as well as the 2017 C.A.R.E. Award recipients.

In Latin America news, AMDETUR’s update covers the most recent convention which was heavily focused on the transformation of Mexican tourism over the past three decades and covers what to expect at the 31st Annual Convention. The featured article, titled El Cid Resorts Marks a Milestone in Sustainable Tourism, celebrates El Cid’s Resorts certification from TripAdvisor’s international GreenLeaders program for all six Mexican properties.

The ATHOC Update in Asia Pacific news announces its alignment with the Accommodation Association of Australia and how working towards the full merger will provide long-term benefits for both organizations.

In London, Karma Group and Sanctum Hospitality Group is rebranding The Sanctum Soho as Karma Sanctum Soho Hotel in the city. John Spence and Mark Fuller explain the future of the 2017 TripExpert ‘Experts’ Choice Award winning property.

Enjoy!

Paul Mattimoe
CEO
Perspective Group
GLOBAL FEATURES

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22 Exploring New Horizons of an Industry, Bringing Membership Benefits to the Mainstream Travel Customers
The launch of Freedom365, American Resort Collection’s newest membership program, is disrupting the way all generations interact with travel and commerce.

32 Ethical Leadership by Jim Madrid
Founder and CEO of Advance Sports Technology, Inc., Jim Madrid, a masterful business leader, author, teacher and educator, explores the roots and results of “ethical” leadership, the costs of high and low ethical standards, and the steps corporate leaders can take to develop an ethical business.

38 Sunset World’s Authentic Approach Deliver with Passion for Unforgettable Cancún Experiences
Not so long ago, Cancún was only a sand bar and Sunset World’s founders were part of the team that saw the area’s potential, choosing it to be the first of five master-planned tourism destinations in Mexico.

44 Send Me On Vacation’s World Survivor Tour, Destination: Asia
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NORTH AMERICA

48 The C.A.R.E. Alliance
The long-standing tradition of offering C.A.R.E. member representatives and conference attendees the tools and information essential to remaining on the cutting edge of the vacation industry continued at the 64th Semi-Annual Conference.

54 Classic Holidays Rallies Behind Endeavour Foundation with Record Fundraising
Classic Holidays’ CEO Ramy Filo and Resort Operations’ Morrison Duncan will get behind the wheel as ‘Team Classic’ for the fourth year in 2017, raising Dust and Dollars for Endeavour Foundation.

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56 AMDETUR Update
This year, AMDETUR’s Convention focuses on the transformation of tourism in Mexico today. Coming up on the 30th anniversary of AMDETUR’s founding, a great celebration brings together leading resort developers and vacation ownership pioneers, as well as top executives in the industry who have contributed to the growth

58 El Cid Resorts Mark a Milestone in Sustainable Tourism
All six El Cid Resorts have been awarded the GreenLeaders certification granted by TripAdvisor, the world’s largest travel site, for having implemented green practices that meet the organization’s stringent guidelines and demonstrating an ongoing commitment to the environment.
ASIA PACIFIC

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The Australian Timeshare and Holiday Ownership Council aligns with the Accommodation Association of Australia prepares for exciting times ahead as it goes through engagement and works towards a full merger for longer-term benefits for both organizations.

61  New Research from Choice Hotels Asia-Pac Reveals Stressed-Out Aussies Need a Break
According to new research commissioned by Choice Hotels Asia-Pac, one of Australia’s largest hotel franchise groups, over two-thirds of Australians are feeling stressed and in need of more breaks from the daily grind.

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64  Karma Group to Debut in London’s West End
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Developers and HOAs - Independence through Unity

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DAE Celebrates 20th birthDAE in 2017
An Interview with Francis Taylor, co-founder and CEO of DAE (Dial An Exchange).
The Launch
How did you first get involved with the timeshare industry, and what compelled you to create Dial An Exchange?

My first involvement in the timeshare industry was quite accidental. A friend of mine asked if I could fill a role for 3 months and as I had just relocated to the Gold Coast (Australia) and was having a short break before looking for work I said sure, why not?

After a couple of years I was reminded I was about to turn 40 and if I ever wanted to do something for myself – my own business – I had better start considering the clock! At the time the big exchange companies had more than 90% of the exchange market in Australia & New Zealand so that to me suggested there was an opportunity. If a different business model could be created and every aspect centered around the customer, there was a good chance of success to make a go of it. After lots of consideration, discussions, and attempts at working through business plans, Dial An Exchange was born.

Dial An Exchange launched in 1997, initially starting with zero members and now growing to over 1.5 million. How has the original concept developed over this time to service such a large audience?

When we started, we had two of us in one office, and no members. We drove around to all the resorts in Australia to try and convince them that their owners should know about our exchange service. It was a slow start and hard and frustrating work, but it paid off. We now operate from 11 offices located in various parts of the world to service our global membership base. In the early days, we were 100% phone in, and only did ‘exchange’ transactions.

As our member numbers grew so too did our reputation for customer service and soon resorts were contacting us offering to help spread the word because of that customer satisfaction they kept hearing about from their respective owners. We were being asked more and more by our members and resort partners to expand our services and help confirm vacations further afield.

The internet and our very first rudimentary website came into being and we looked at opportunities for closer cooperation with resale companies, resort management companies and even the possibility of an office outside of Australia. All these things took time, energy and constant work, but they all helped us grow. We’re still looking to the future and how we can continue to provide a better service to our customers, industry partners and the industry overall.

DAE is known for excellent customer service and putting members first with a variety of consumer-friendly features and benefits not offered by competitors. As the CEO, where did the vision come from that now brings members and resort partners together as ‘the heart of the transaction’ on both ends?

Our own backgrounds were in customer related services and roles so those traits were already inground in our mind-sets when DAE started. It was tough going in the early days and we found our members were our biggest advocates – the best marketing tool we could ever have. When they took their
exchange, they’d tell other owners staying at the resort about us. That made us appreciate our members right from the very beginning and we made a promise to ourselves then to treat every DAE member with the utmost respect and courtesy for helping us grow our business. The best way to do that has always been to give friendly and personal service.

Resorts also saw how DAE helped and looked after their owners and as support and thanks for doing that, they treated our incoming guests with the same kind of service we had shown their owners.

**After twenty years of providing a free membership exchange platform there must have been some stand-out highs and lows. Can you share any that you remember were pivotal where DAE saw opportunity to affect change?**

I think all the highs are ‘people’ stories. Seeing the people that have come to work for DAE over the past 20 years succeed in learning new skills and growing as individuals has been an incredible reward; and the contributions our teams make to help grow our business by putting forward great ideas and owning their initiatives to see them through from conception to launch.

We love to hear from members with their great stories on how timeshare has helped them or family or friends who were going through some hard times, and just a simple gesture by one of our team made a difference to them, or the vacation helped turn things around.

Technology, industry partnerships, and charity participation and sponsorship have all at various times been way up there in changing DAE for the positive benefit of members or the community or even ourselves.

As for low periods, they’re just signposts to remind us we need to do better, to think differently, and keep pushing ahead because tomorrow is another day and another opportunity to get it right. Being a low-cost business model brings its own set of challenges constantly. It’s easy to dream big but much harder to rein things back to fit in around the financial budget restraints we set ourselves.

**Re-Envisioning the Exchange Industry**

The message supported by DAE is that exchange should be simple, transparent, flexible, and easy. With 79% of DAE members citing free membership as the key reason for considering DAE and 65% joining because of the free assistance provided, how has the acquisition of over 1.5 million members impacted the exchange section of the industry? Those high numbers say a lot about what is missing out there in the market place in the exchange area of this industry. With anything new, it takes time to understand, feel comfortable and importantly get the most benefit from whatever it is. Vacation ownership is no different and the sales process is not meant to be an exhaustive ‘how to’ manual or guide to that.

Exchange is one of those areas that can be full of excitement and promise yet for so many years was failing to deliver. A lot of dissatisfaction stemmed from that, and it was affecting the timeshare industry overall. We know that many owners don’t use exchange services each year and we don’t want them to pay for a service they’re not using. DAE offers free membership and our members only pay an exchange fee when we confirm a vacation. That pay-as-you-go system has been embraced by timeshare owners all over the world that see the value in participating in an exchange program when it suits them, without losing any value or perceived value through ongoing fees.

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**We learnt early on in our dealings with B2B partners that customization is key. Everything we build is for the benefit of their brand...**
People-Focused Culture

DAE has won multiple awards for Best Customer Service, Best Overall Company, and Best Customer Product. What do you think has attributed most towards winning these accolades?

From the outset our entire business has been centered around the customer and what that customer’s needs are. After 20 years, we’ve never wavered from that, and have only strengthened our resolve to make this our core business. We’ve developed a service culture that puts the needs of our members above everything else, and every member of our team in every office understands that from day 1. It’s not always the monumental things but often it’s the little things that show our commitment to this on a daily basis. Whether it’s an exChange agent in our call center giving their direct number to a member to phone them back and continue speaking to the same person, or phoning a resort to check a member’s request has been met – that’s the DAE difference. We know timeshare owners have lots of questions about their ownership or options to use their product or something they have read or heard about and not quite sure who to ask – we’re happy to take those calls and see how we can assist. There isn’t a customer service department or area in our business – it’s everywhere, in everything that we do, for every member, every time.

The DAE Search Availability Options used in combination with the new daelive.com Member Dashboard can provide customized vacation recommendations based on members’ travel preferences, trends, and past experiences. How has this been a game-changer for exchange?

The power of technology has changed so much in the 20 years that DAE has been operating. We’ve always been focused on delivering the most advanced digital platforms that are not only easy to navigate but speak to our members’ needs. This is the next step in our evolution. Customization is everywhere in the digital world from the content we see to the music that we listen to. Being a global company, our exchange offering extends all across the world, across different ownership types and our members’ vacation needs are as unique as they are. One size doesn’t fit all and this new approach will deliver targeted recommendations based on our algorithm for member behavior. We’re excited to see where this takes us over the next few years and how much the exchange space will develop as a result.

DAE offers two options for members to Deliver Exchange that Works. What is the main difference
between ‘Bank First’ and ‘Find Your Vacation First’? Does the benefit of banking and saving week entitlements for up to three years factor into members’ decisions?

It comes down to the individual member and their circumstances. Depending on their ownership, members may lose their entitlement if they don’t use it, so our Bank & Save option is a great option for owners to extend the life of their week or entitlement for use at a time that better suits them. We’ll often have members who are planning a special occasion or the vacation of a lifetime and they can bank their credits to achieve that. Members also like to know the option is there to find their vacation first before they bank their week. We wouldn’t expect members to book flights before they had seen the departure date or the destination, so it’s the same for exchange. It’s all about giving members the choice to use DAE in a way that works for them. It also means there is no obligation – you don’t need to bank your week or pay upfront until you’ve found the vacation you’re looking for.

**Servicing B2B**

As DAE constantly develops sales tools, incentives, and value-add programs to aid resorts, developers, HOAs, and timeshare affiliates, what are the main solutions sought after to assist with both committed and disengaged owners?

As with our members, every interaction we have with the business side of the timeshare industry is focused on what the business needs, and what we can do to personalize our service for them. In many cases, resorts and HOAs are looking to re-engage owners who have been disgruntled by the exchange offering in the past, or no longer see value in their vacation ownership. Our sales tools and value-add programs are all about showing those owners how affordable and easy it can be to use exchange to fulfil their vacation dreams. Our Gold Advantage and Gold Advantage Select benefit tiers also deliver unbelievable value and stacks of benefits to owners who want to travel and save more, with priority access to DAE inventory being one of the key features that our GA and GA Select members enjoy most. The list really goes on, but we won’t ever stop short in assisting resort partners, HOAs and developers to think outside the box with innovative solutions to boost their bottom lines, and get their owners going.

**DAE offers a white labeled Digital Exchange Platform to resort partners and developers to maximize engagement. How have the custom Owner Education Materials influenced the brand positioning for DAE’s business partners?**

We learned early on in our dealings with B2B partners that customization is key. Our White Label Exchange Platform is now highly sought after by developers, Vacation Clubs and other partners who see the value in DAE’s product offering for their own brand. Everything we build is for the benefit of their brand, keeping owners or prospective owners within that brand’s ecosystem rather than having them go to an external third party to purchase products and services. Our business partners have seen enormous benefit in that because it builds brand loyalty and reduces confusion, which ultimately delivers a better outcome for everyone.

We’ve now built custom Exchange Platforms and materials for over 80 partners worldwide, and demand continues to grow.
One of the business solutions provided by DAE is a Rental Program for HOA Controlled Inventory. How can this help HOAs create valuable revenue with minimal administration effort?

A lot of HOAs are looking to reduce the administrative burden on their resorts and simultaneously reduce the impact of delinquent or unused weeks on their overall operating costs. DAE’s Rental program has the dual benefit of bringing new members into resorts to rent HOA Controlled Inventory, creating new sales leads and additional revenue streams for the resort. The best part about it is DAE markets the rental weeks to our entire worldwide database of members, at no cost to the resort.

daeXtra and daeRewards offer members the opportunity to access discounted travel services as well as earn loyalty rewards. How has this incentivized the overall value proposition of resale inventory?

daeRewards is an additional value-add for owners and members to access discount travel services while earning daeRewards towards their next exchange, rental or other transactions with DAE. As well as discounts on travel, rental cars, entertainment and other lifestyle products, members with Gold Advantage and Gold Advantage Select status also earn daeRewards on purchases. For timeshare owners that are active travelers, this is a benefit they can use year-round, which is where developers and resorts see the added value delivered through this program.

About DAE (Dial An Exchange)

DAE is the world’s leading privately owned vacation exchange provider. With an established network of resort partners, DAE offers exchange availability at thousands of resorts in the most exciting destinations around the globe. DAE’s approach to exchange is simple – a platform that is easy to use and puts members’ needs first. No hidden fees, complicated rules or trading powers. It’s why DAE has grown to become the largest privately owned exchange provider since opening its doors in 1997 – now servicing over 1.5 million timeshare owners worldwide, including 550,000 direct members. Through innovation and value-added service, DAE has changed exchange with a low-cost business model that allows owners to get more out of their vacation ownership investment. Operating from 11 global offices located across North America, UK, Europe, Asia-Pacific, South Africa and the Middle East, DAE delivers a range of products and services to help businesses in the timeshare industry achieve their goals and objectives – providing local solutions with a global outlook.

For more information, visit www.daelive.com
UVC Members Benefit from Growth of AMResorts in 2016

The past year marked an impressive milestone for the destinations available to members of Unlimited Vacation Club (UVC) by AMResorts®. The luxury travel club’s portfolio now boasts a grand total of 52 extraordinary resorts developed by AMResorts, amplifying the exceptional privileges available for UVC members.

Unlimited Vacation Club members are able to enjoy AMResorts® with the portfolio expansion of over 19,000 suites available to make each members’ dream destination possible. Members can enjoy the signature Endless Privileges®, Unlimited-Luxury®, Defined Delights™ and Unlimited-Fun® concepts when they visit AMResorts properties. This is one of many reasons why UVC was presented with the 2017 Perspective Magazine Award for Best Consumer Product.

AMResorts’ Largest Year of Expansion
Zoëtry® Montego Bay Jamaica – Representing the highest level of luxury while providing the Endless Privileges® experience, the 49 accommodations located in Jamaica tailors all guests’ with exceptional views and fine selections that are unmatched.

Secrets® Cap Cana – Noted as a distinctly luxurious haven, the gated community of Cap Cana gives guests the sophisticated adults-only resort exclusive access with Unlimited-Luxury® along the Caribbean Sea.

Breathless® Riviera Cancun – The Oceanside views of Breathless Riviera Cancun elevates the perfect experience for members at an adult-only oasis in Cancun, Mexico.

Dreams® Delight Playa Bonita Panama – Members can experience the signature Defined Delights™ well-appointed amenities, reservation-free dining, daily activities and entertainment distinct to Panama.

Dreams® Dominicus La Romana – The beachfront Dreams resort in Bayahibe, Dominican Republic provides a retreat for relaxation along with top excursions, plus access to spa treatments, social activities, and adventures included with Unlimited-Luxury®.

Dreams® Playa Mujeres – The gated community in Cancun offers Unlimited-Luxury® with the on-site waterpark, infinity pools, and access to the Playa Mujeres Golf Course.

Now® Onyx Punta Cana – Located in the Dominican Republic boasting 502 unforgettable suites, guests live large with Unlimited-Luxury®, plus access to the adult-only Breathless Punta Cana bars, restaurants, and pools with Exchange Privileges.

Sunscape® Bávaro Beach Punta Cana – The ideal Dominican Republic escape includes Unlimited-Fun® for the entire family with access to bars, restaurants, and pools facing the gorgeous El Cortecito beach.

Sunscape® Dominicana Beach Punta Cana – Unlimited-Fun® is within reach for a family getaway made up of water sports, daily activities, golf, the Explorer’s Club, and Core Zone Teens Club.

Sunscape® Puerto Plata Dominican Republic – A 585-room, family-friendly resort treating UVC members to the brand’s signature Unlimited-Fun® vacation concept, where everything is included.
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— Discover all that UVC has to offer.
RTX Commits to Community in Charitable Giving Plan for 2017

Leading global timeshare exchange provider, Resort Travel & Xchange (RTX), has officially increased its efforts of involvement towards quarterly charitable goals after an incredibly impactful year with the newly announced Charitable Giving Plan.

RTX is well-known in the local community for outstanding acts of corporate social responsibility and has now formalized a policy to promote a higher level of engagement with its revamped Charitable Giving Plan for 2017.

RTX employees have previously volunteered their time at sponsored events and altruistically contributed to a wide range of organizations. The plan focuses on employees’ role in developing the reach of RTX’s corporate citizenship by working with a new organization four times a year.

Since the timeshare and vacation ownership exchange company’s contributions go directly back to the community where employees live and work, RTX is asking for direct feedback on local events and ideas for causes to support. Each quarter employees will nominate and vote on a local charity to sponsor a fundraising activity for.

Resort Travel & Xchange is encouraging employees to get involved and give back by paying for up to four hours of volunteer time per employee every three months. Although there has never been hesitation from employees to participate in the collaborative efforts between RTX and the community, the Charitable Giving Plan demonstrates RTX’s ongoing commitment to making a difference for both the community and its employees.

RTX is a pro-active employer that regularly uses employee challenges to motivate morale while giving back to the community and supporting local charities. RTX offers its members an industry leading vacation exchange platform that provides a variety of benefits and travel options such as low exchange fees, up to a four-year deposit window, reservation protection, and discounts on different travel options such as hotels, car rentals, air travel, restaurants and more. Additionally, the company also provides its partner resorts and management companies with customizable options and solutions, based on their needs and the needs of its customers.

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

About RTX
Resort Travel & Xchange (RTX) is a timeshare and vacation ownership exchange company based in Asheville, N.C. RTX works with a number of resorts and developers throughout the world to provide the best exchange options possible to its members. In addition to exchange services, RTX offers numerous travel benefits to members, such as reservation protection, rebates, travel discounts and more. RTX also has a robust selection of partner solutions for resorts, management companies and HOAs, including member servicing, marketing, communications and more. RTX has approximately 80,000 members. For more information visit www.rtx.travel.
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Located less than one mile away from the new multi-million dollar entertainment attraction in Orlando, Fla., staySky® Suites I-Drive is the ideal resort to plan a world-class family vacation.

One of the four premier staySky® Vacation Clubs properties in the area, staySky® Suites I-Drive, puts members close to the fun and excitement of the I-Drive 360° entertainment complex only 0.6 miles away, featuring the Coca-Cola Orlando Eye observation wheel, Madam Tussaud’s Celebrity Wax Museum, SEA LIFE Aquarium and Skeletons: Animals Unveiled!, and a full range of restaurants, shops, and evening entertainment.

“The latest up-and-coming addition to the famous I-Drive area, Skyplex is set to open right across the street from staySky® Suites I-Drive and it’s breaking the world record for tallest roller-coaster at over 500 feet,” Randy Steinbeck of staySky® Vacation Clubs explains. “Guests staying at staySky® Suites I-Drive can already spot the neighboring Orlando Eye from their windows and this development is just another experience we can’t wait for our members to enjoy.”

The Skyplex will be a mini theme park inside a skyscraper, spotlighting a thrilling vertical roller-coaster ride, a surf park, free fall dive from the SkyPlex tower and a zip line. Guests can dine at the 360-degree rotating restaurant and take in the breathtaking view of Orlando from the observation deck. Skyplex will open in 2018 at the intersection of Sand Lake Road and International Drive, directly outside staySky® Suites I-Drive.

After an energized day at of entertainment or busy afternoon of shopping, members enjoy down time at the resort. staySky® members are welcome to take a dip in the pool, soothe tired muscles in the hot tub, work out at the fitness center, or sip drinks at the Marketplace Bar.

The luxury one-bedroom suites are equipped with kitchens, comfortable dining and living areas with sofa beds. staySky Suites I-Drive Orlando offers complimentary breakfast and access to Wi-Fi daily to make sure guests are prepared for their busy adventures while staying connected. Guests can use the free scheduled shuttle service to Walt Disney World Resort, Universal Orlando and Sea World and the onsite concierge can help schedule itineraries that make the most out of every day.

staySky® is a leading membership-based vacation program with four resorts in Central Florida. Located in the heart of the booming tourism corridor, these properties are minutes from world-class theme parks, attractions, dining, shopping, and entertainment. The family-friendly vacation club offers members more flexibility through a points-based program that allows them to book a vacation during any time of the year so families can visit their favorite destinations and enjoy new attractions at their convenience.

About staySky® Vacation Clubs
staySky® Vacation Clubs is a membership-based program offering superior vacations worldwide in addition to its own four Orlando, Florida-based resorts: Lake Buena Vista Resort Village & Spa, Hawthorn Suites Lake Buena Vista, staySky® Suites-I Drive Orlando, and Enclave Suites. For more information, visit http://stayskyvacationclubs.com
"We believe that timeshare owners should have the right to gracefully exit their unwanted timeshares, and that the exit should not damage the timeshare industry in the process. Cyria Group is committed to finding viable timeshare exit strategies that work for the entire industry, especially for the consumers that support it."

-Cory Stegemann, Founder & CEO, Cyria Group Inc.

At Cyria Group, we assist in removing timeshare owners from their unwanted timeshare obligations. We offer affordable, convenient, and guaranteed solutions that work.

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Dedicated to the protection of the timeshare industry, without compromising individual timeshare owners.
The launch of Freedom365™, American Resort Collection’s newest membership program, is disrupting the way all generations interact with travel and commerce. The progressive new product combines the best features of vacation ownership and membership-enhanced travel with more options, more opportunities, and more ways to save. Freedom365 expands the product lines and services offered to connect with members in their everyday lives. The exclusive benefits present the ultimate immersive vacation and lifestyle membership that’s within reach 365 days a year to deliver the lifestyle Freedom365 members deserve.

The program was co-developed to generate a lifetime relationship with past, present, and future vacation owners.

ARC partnered with RCI and International Cruises & Excursions to implement a long-term strategy and dynamic reach across the market to provide members-only deeply discounted access to resorts, hotels, cruises, concierge services, and consumer products.

ARC’s introduction of Freedom365 is a compelling opportunity for both current members and future vacation owners. The approach taken was strongly focused on expanding product lines to those ready to commit to timeshare weeks, those who are looking for a shorter duration product, and those who are looking to cancel their timeshare but want to continue traveling.

The Foundation of Freedom365
Savings Dollars are the core of flexible benefits offered to Freedom365 members. Unlike traditional membership points, Savings Dollars are not limited to timeshare weeks or even timeshare vacations. Savings Dollars are the form of payment that provides a truly customized design and allow individuals to accelerate or slow their membership usage to match the ebbs and flows of personal vacation needs.

Freedom365 members receive an annual allotment of Savings Dollars that give them the opportunity to explore limitless member-only discounts Members can apply their Savings Dollars like cash to eliminate the markup others place on travel and luxury items, using the currency to reduce out-of-pocket investments on both travel and brand-name merchandise.
Perhaps a member decides that they would like to take a 7-day cruise to and their beginning balance of Saving Dollars is $1,500. After choosing from among hundreds of offerings from the best-known cruise lines, the Freedom365 member receives the lowest market price on their cruise at $2,149, and after applying $800 in Savings Dollars, they are only paying $1,349 per cabin.

Members can then freely use their remaining $700 however they please. They could decide that a 3-night Hawaiian hotel vacation is much needed after a busy month in the office, a trip valued at $783. After applying $400 from their Savings Dollars account, they then only have to pay an additional $383 for their second trip that year. Members looking to explore entertainment at home may find that the lowest market value of a digital home theater system, valued at $599, is an investment they’ll enjoy for years to come, and have it shipped to their home for only $399 using $200 more from their 365 Account. That member would still have a remaining balance of $101 Savings Dollars, which they can use toward a beautiful bottle of wine and new stemware to enjoy in front of their new TV.

Spending less on everyday things is simple when navigating the Freedom365 online account. Members can shop for their next vacation product and look through a vast array of luxurious cruises, resorts, and hotels, or choose to apply Savings Dollars to buy down final prices. The diverse benefits that are offered are truly fit for purpose, affording members the preferred choice of allocating their annual Savings Dollars on exactly what they want, whenever they want to.

As ARC continues to deliver the progressive program to the vacation industry’s current and future customers, members are shown appreciation for their support with the Anniversary Credit. This credit celebrates the date of members’ enrollment by automatically depositing a credit of Savings Dollars into their accounts annually. Not only does the Anniversary Credit represent a milestone for Freedom365 and its members’ loyalty to the program, it serves as inspiration for the upcoming year’s alluring savings and unforgettable experiences.

Ensuring Elite Privilege
Whether members use their Savings Dollars for an Alaskan cruise or a brand new entertainment system, Freedom365 promises the most current and first-rate travel offerings on the market to its members. The Exclusive Member Deals and Best Value Guarantee are two benefits incorporated in the program to make sure members’ lifestyles are always enhanced with the full power of Freedom365.

Exclusive Member Deals are delivered directly to members’ inbox with updates on the best options and savings available so there’s never a time when members aren’t making the most out of their decision to join Freedom365. Members receive emails featuring a variety of travel and products that present potential interest and spotlights deals trending among Freedom365 members. These elite deals maximize how members use their Savings Dollars and subtly reminds them to check their Freedom365 online account before making purchases on other platforms.

Members receive the best value on all of their travel purchases backed by the Freedom365 Best Value Guarantee. The combined value of the posted lowest market value and any Savings Dollars being applied are guaranteed to be better than the lowest publically available market value of any other qualified retailer. Members can make purchases with the confidence that in the rare event.
that a lower value is found the program will match or beat the qualified retailer’s lowest market value at the time of purchase.

Synchronizing Benefits with Lifestyle
Where members are going, how they get there, and the experiences they collect all contribute to Freedom365’s goals to stay in sync with members. ARC developed the program to positively influence every touch point of their members’ journey, from benefits and rewards to contributions.

The months leading up to a vacation are generally spent saving money to spend on once-in-a-lifetime experiences, but Freedom365 helps cover the cost of travel beyond the deep discounts that are available. Members can start every adventure making money on pre-travel expenses with Earn365. The Freedom365 platform allows members to book full-service air travel or car reservations and earn $100 Savings Dollars for each reservation to start them off with a little extra to spend on exploring and less on expenses.

Perk365 is another Core Benefit that makes Freedom365 fit for all occasions, even while on vacation. Perk365 rewards members just for visiting an ARC resort with Savings Dollars, a benefit unheard of in the industry. The responsive program goes even one step further, helping members can earn additional Savings Dollars by enjoying activities like dining, entertainment, spas and more. Everyday expenses, like grabbing a cup of coffee at Starbucks, earns members Savings Dollars to send them on vacation in style.

Perfectly paired to use with Perk365 while on the go, the soon-to-be-released Snap365 makes redeeming transactions instantly gratifying. When Freedom365 members make a purchase from a preferred brand on things like gas, groceries, or even their cell phone bill, all they need to do is snap a photo of their receipt and submit it to their account. The membership matches the amount on qualifying receipts and automatically deposits Savings Dollars into members’ accounts.

Memories are always stronger when they’re made with loved ones. All of the ways to earn additional Savings Dollars provides members the opportunity to share the perks they’ve redeemed. Give365 lets members gift unused Savings Dollars online, where guests can save on hotels, resorts, cruises, and even brand-name merchandise.

Rewarding members goes beyond securing loyal customers who regularly interacting with the program. By allowing members to extend benefits to those they love, members are acquainting prospective customers with both the Freedom365 program and the timeshare industry. Interest in travel perks and the possibility of discovering a future

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Discovering Endless Destinations
Whether members are gifting Savings Dollars for a special occasion or deciding where to take an annual trip, Freedom365 gives members access to incredible deals on resort stays with the Unlimited Preferred Resort Stays benefit.

Through partnerships with numerous hospitality partners, members can select last-minute inventory at the locked-in rate of $299 for a seven-night stay or choose from a larger selection of inventory with flexible dates at a guaranteed 30% discount. Freedom365 gives exclusive priority access to the ARC properties and affiliates, benefiting resort associations that would otherwise rely on third parties to fill the unused inventory and replacing the streams of income that is depended upon for financial security.

In addition to resort accommodations, the Freedom365 membership provides access to endless destinations on ARC’s world-class hotel platform, making booking incredibly easy. Rooms365 allows members to reserve nights at over 150,000 hotels and filter results for features such as five-star dining, special access, stunning views, and even full-service spas.

Room365 can help match members to destinations by designing itineraries tailored to requests. Members can use the feature to in conjunction with the Unlimited Preferred Resort Stays or Room365 to connect them with the perfect holiday, much like a personal assistant. Room365 completely customizes

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memberships and provides an experienced Concierge professional to answer any and all questions about the program, vacations, and shopping opportunities.

Supplementary to resort and hotel stay, members have the freedom to wake up in a different destination every day with Sail365. Cruises are a popular vacation option for carefree days, entertainment, premium food, and exotic locations. Freedom365 members can choose from over 44 contemporary and luxury cruise lines, including Royal Caribbean International, Celebrity Cruises, and Disney Cruise Line.

Freedom365 members aren’t forgotten after they reserve their accommodation with the Tour365 benefit. Members can schedule guided or independent tours through the trusted relationships
developed for the program. The Stay365 concierge service can assist with setting up an efficient itinerary and use Savings Dollars towards the ideal excursion to make the most out of every day.

**Listing Lifestyle 365 Days A Year**

Exploring Freedom365 benefits isn’t confined to traveling at over 4,000 luxury resorts around the world. Members can use their Savings Dollars with the Shop365 benefit and access pricing exclusive to Freedom365. The easy-to-use website is available 24 hours a day, seven days a week to enable members to secure the lowest available price on carefully selected products and various brands.

The Freedom365 membership also includes exclusive values on award-winning wines with Wine365. Members can find specially-procured options that are unavailable to the general public along with selections from international and boutique wineries. Wine365 allows members to find their favorite wine from their last trip and or send a deluxe gift basket to a friend all from the convenience of their home.

The partnership between American Resort Collection, RCI, and I.C.E connects various moving parts within the vacation ownership industry while restructuring the traditional framework for timeshare memberships to appeal to every generation. The flexibility of Freedom365 goes beyond a membership service of accumulating and spending Savings Dollars. Freedom365 motivates members to interact in an integrated marketplace that rewards satisfying needs by indulging in desires.

For more information, contact Jeff Ingram at Jeff.Ingram@arcresorts.com or call (321) 320-8830, Ext. 1008.

**ARC’s introduction of Freedom365 is a compelling opportunity for both current members and future vacation owners.**
Cyria Group Inc. Selects INTUITION to Expand Brand Awareness

Cyria Group Inc, a marketing and sales support company that specializes in assisting resort developers and timeshare owners with the fulfillment of ownership trade-ins, has hired INTUITION Brand Marketing to increase awareness of its services, and to educate the vacation ownership industry on the most effective and sustainable solutions available to them.

Cyria Group, which is headquartered in Ontario, Canada is committed to providing resort partners with dynamic, effective and credible solutions to trade-in fulfillment that protects all parties and reinvigorates the industry. Trade-ins are often a crucial component to new sales for resort developers, and Cyria Group’s cloud-based software makes it easy for sales rooms to accept these at point of sale and without delay, whilst the company’s support team then assists the customer throughout the transfer process.

INTUITION offers a wealth of Customer Engagement, Business Intelligence, Public Relations and Reputation Management services to the hospitality industry globally. Cyria Group has contracted the brand marketing agency to assist with increased press release syndication and transparent education for resort developers of the benefits of working with the right trade-in partner.

“There are many benefits for resort developers that partner with us, which lead to increased sales and reduced rescission. INTUITION’s expertise and expansive reach within the vacation ownership industry will help us to highlight those benefits to more prospective resort partners.” Says Cory Stegemann, CEO, Cyria Group.

Cyria Group, which is an active member of both Canadian Vacation Ownership Association (CVOA) and Cooperative Association of Resort Exchangers (C.A.R.E.), will also use INTUITION’s social listening platform to proactively manage their online reputation and to monitor increases in consumer confidence.

For more information on working with Cyria Group, visit http://www.cyriagroup.com

About Cyria Group, Inc.
Cyria Group is a marketing and sales support company that assists resort developers with the fulfillment of trade-ins and transfers for timeshare intervals, through reliable cloud-based software at point of sale. With a proven track record, Cyria Group supports ethical and transparent solutions that benefit all parties. For more information visit http://www.cyriagroup.com.

Lifestyle Holidays Proudly Supports Local Youth, Sports and Community

Lifestyle Holidays Vacation Club is proud to continue being an official sponsor of the Dominican Republic’s professional soccer team, CF Atlántico, based in Puerto Plata and playing teams throughout the Caribbean. Lifestyle also supports professional cyclist Leandro Sanchez, who was recently awarded best Dominican athlete of the year.

One of Lifestyle’s primary missions is to be a leader in the community where guests come to vacation and where employees live and work. Part of that commitment is encouraging local youths to participate in sports. The company’s support of the CF Atlántico team and world-class cyclist Leandro Sanchez allows athletes to train and compete at a higher level while representing the Puerto Plata community.


In Mexico, the Lifestyle affiliate resort collection includes in the Quintana Roo resort area, The Grand Lifestyle at Grand Oasis Cancun, The Grand Lifestyle at Grand Oasis Palm, The Grand Lifestyle at Grand Oasis Tulum, The Grand Lifestyle at Grand Oasis Sens and All RITMO by Lifestyle in Cancun. For more information on Lifestyle vacation experiences in the Dominican Republic and Mexico, go to www.lifestyleholidaysvc.com or call (809) 970-7777.
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ARC Highlights Prominent Points of Interest at Recent Conferences

The American Resort Collection (ARC) continues to listen and evolve to meet the needs of the vacation ownership industry. ARC’s involvement at the most recent conferences keeps the company up-to-date with trending interests, as well as sharing insight gained as a prominent leader in resort services and support.

GNEX 2017 – San Francisco, CA
Scott MacGregor, President of American Resort Collection, spoke at the 2017 GNEX Conference, known as the Global Meeting of Minds for the timeshare industry, on a panel titled “Acquisition & Repositioning.” The discussion covered the considerations that need to be taken before purchasing an existing hotel or resort instead of building a new property. Scott discussed the acquisition process, asset management, and planned repositioning under a new brand. As far as choosing between the options that existing timeshare resorts have, he explained that repositioning can have advantages when considering renovation investments.

ARDA World 2017 – New Orleans, LA
ARC launched the newest membership program, Freedom365 with RCI on March 1st, prior to the American Resort Development Association on the 26th. At the conference, RCI had an exhibitor booth where the long-term strategy was discussed as a compelling opportunity for future vacation ownership consumers.

ARC Freedom365 was designed to combine the best of resort ownership and membership-enhanced travel and leisure benefits in a modern lifestyle platform delivered to a growing mainstream domestic and international travel market.

ARC co-founders Mark Cushway and Scott MacGregor were featured speakers on panels during the conference. Mr. Cushway addressed a standing-room-only crowd on the challenges and opportunities of developing in international markets. Mr. MacGregor participated in the conference wrap-up session on strategies for the future of legacy timeshare resorts.

C.A.R.E. 2017 – Virginia Beach, VA
ARC Director of Club Operations Jeff Ingram attended the C.A.R.E. (Cooperative Association of Resort Exchangers) held in Virginia Beach from May 6-9 where he was appointed to the Association’s Board of Directors. C.A.R.E. is the marketplace where resort inventory intersects with distribution channels and is an important forum for ARC in its quest for the best options for its members.

TMBA 2017 – Providence, RI
Mr. Ingram and ARC Director of Resort Operations Gregory Mafcher are both speaking at the Timeshare Board Member Association (TBMA) conference in Providence, RI from May 21-23. Mr. Mafcher will address the gathering on successful disaster preparedness and response, drawing on his recent experience with hurricane Matthew which took direct aim at ARC’s Americano Beach Resort in Daytona Beach. Mr. Ingram will address strategies for restructuring resorts to meet the changing needs of their owners and marketplace.

American Resort Collection continues its involvement at industry conferences, the team of hotel and vacation ownership veterans extend their understanding to clients and members with the products they create. The most recent addition to ARC’s portfolio of programs is Freedom 365, designed to meet the needs of past, present and future vacation owners with partnered resorts. The relationships ARC has developed at networking events has influenced how it rethinks the way to engage consumers and influence the industry as a whole.

About American Resorts, LLC.
ARC seamlessly provides Management, Sales & Marketing, Development, and Vacation Club expertise. The company’s management experience and resources enable resorts to gain access to benefits and efficiencies more commonly associated with larger brands. Their sales and marketing services are delivered by licensed representatives using the latest technologies, and their customizable club programs combine the best elements from the last 35 years of vacation ownership and today’s mainstream travel options, providing the most flexible and exciting vacation products on the market. The American Resort Collection, ARC Resorts, and the ARC Vacation Club are brands of American Resort Coalition, Inc. For more information on ARC Resorts, please visit http://www.arcresorts.com/contact-us/
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To preserve timeshare owner rights and consumer protections

**ENCOURAGE**

To increase usage and ownership to maximize your vacation experience

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Free Timeshare Week Calculator Launches to Help Plan Vacations

Timeshare Week Calculator, a free app launched by Timeshare Escrow & Title, LLC., solves any confusion surrounding timeshare week dates to make vacation planning simple for owners and resort sales associates.

In the past, correlating timeshare week numbers with check-in dates was been a tedious task. Whether vacation ownership members are calling into their home resort or sales teams are answering the phone, Timeshare Week Calculator takes away the hassle of pinpointing dates and effortlessly provides a full list of weeks for the year.

Timeshare Week Calculator is an easy-to-use mobile application that allows timeshare owners to efficiently find and calculate their check-in dates by week number, month, year or specific date. Anyone looking to understand what week to reserve can use the app’s formula to find and calculate timeshare weeks based on a specific range.

Users can navigate the app to get full listings of week numbers by year, find a check-in date by week numbers 1 – 52, find check-in date by month and year or find the check-in week by a specific date. The results are then displayed to give users the date of check-in.

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Learn more at www.arda.org/membership.
Ethical Leadership
By Jim Madrid

Founder and CEO of Advance Sports Technology, Inc., Jim Madrid, a masterful business leader, author, teacher and educator, explores the roots and results of “ethical” leadership, the costs of high and low ethical standards, and the steps corporate leaders can take to develop an ethical business. His belief that “Anything Is Possible” has led Jim Madrid to become one of the most highly respected educators in the world today and has been remarkably successful at empowering individuals and teams to achieve their full potential.

“Defining what is ethical is not up to an individual, a particular group, or a particular organization. The goal must be not only to do well but also to do good. It is an employer’s responsibility to set behavioral standards and train employees in what those standards are.

Whoever you are and whatever you do, without trust you’re out of business. Ethical leadership isn’t about popularity. It’s about integrity and service for the common good. We need to withdraw from action from time to time in order to reflect and consider whether our actions are congruent with our values and vision.” ~ Jim Madrid

How do ethics differ from values or morals? Who decides what’s ethical?
Values are fundamental beliefs or principles. They define what we think is right, good, fair, and just. They are standards, based on what we believe to be of worth and importance (valuable).

An employer shouldn’t try to tell employees what their values ought to be; values come along with people as they enter the workplace. But it is an employer’s responsibility to set the
organization’s behavioral standards and make sure employees know exactly what those standards are.

Morals are a particular kind of value. They spring from a belief system that helps us define right and wrong, good and bad, and usually get their authority from something outside the individual. Moral concepts and practices often vary from one society to another. They also change over time within a given society as that society changes. Business leaders generally avoid framing ethical matters in terms of morals in order to avoid offending any group’s or individual’s beliefs.

Ethics are principles of behavior. They tell people how to act in ways that meet the standards set by their values. When we act in ways that are consistent with our values, we are acting ethically. When our actions are not congruent with our values, we are acting unethically.

Defining what is ethical is not up to an individual, a particular group, or a particular organization. If it were, one could argue that what Saddam Hussein did while he ruled Iraq was ethical, since his actions conformed to his own definition of right and good. While the ethics of our decisions and actions must be defined by society, individuals and organizations may still create and follow codes of ethical behavior that express society’s ethics in their own words and ways.

Workplace Ethics: Threat & Opportunity
The post-2008 financial crash environment of public distrust and tightening regulation exposes corporations to both new threats and new opportunities. The principal threat is obvious: disastrous loss of shareholder value as a consequence of real or perceived unethical practices or behaviors. The opportunity may be less apparent but is equally real: to reform corporate practice and norms to gain strategic advantage and minimize risk.

Rethinking and restating corporate purpose in terms of social needs is an effective way to distinguish your company from the competition, promote public trust, and ultimately increase stakeholder (not just shareowner) value.

The goal must be not only to do well but also to do good. In that respect, it is important to balance the interests of all stakeholders by practicing enlightened self-interest—economically, competitively, and socially.

Corporate Ethics: A Matter of Trust
No matter what you manufacture, sell, or service, your company is in the trust business. If you sell cars, motorcycles, airline tickets, food, pharmaceuticals, children’s toys, cosmetics, or countless other products, you know that if people don’t trust their safety, they won’t buy your products or services. If you’re a bank, brokerage, insurance company, or accounting firm, you know that if you aren’t trusted, your profits will dry up. If you accept credit cards as payment, your customers must trust you with their account numbers. Whoever you are and whatever you do, without trust you’re out of business.

Once trust is damaged, it takes enormous effort to regain it. Sometimes, despite Herculean attempts, it simply can’t be done.

The High Cost of Low Ethical Standards
Leadership behavior shapes the organization’s ethics culture. When leadership practices are not aligned with the organization’s ethical standards, it can result in:

- Employees ignoring ethical standards to pursue operational results at any cost.
- Loss of organizational credibility as people watch ethical standards being disregarded.
- Decreasing productivity as employees feel less committed to the goals and objectives of their leaders.
- Concerned employees not believing they can legitimately raise an ethical question at work.
- Ethics guidelines seen as window dressing rather than legitimate operating principles.

Ethical Leadership: Its Roots and Results
Ethical leadership begins, perhaps, with a willingness to face reality, search for the truth and the courage to tell it to others but it doesn’t end there. Ethical leaders are also responsible for finding hope and inspiring action that increases, not just the benefits to himself and those he leads, but also to something bigger: the common good. This doesn’t always make him popular,
but ethical leadership isn’t about popularity. It’s about integrity and service for the greater good.

The Center for Ethical Leadership in Seattle, Washington, has developed a “4V” model that is useful in understanding both the roots and desired end-results of ethical leadership.

Values, Vision, and Voice are at the points of a triangle, with Virtue in the center. Surrounding the triangle is a circle representing the common good—the end goal.

The starting point is Values. An ethical leader must know her core values and integrate them into her daily life. Between Values and Vision lies the territory of service. When our values are tested in the context of service to others, they liberate the vision within our values. Vision then leads to Voice as we move toward taking public action based on our Values and Vision.

When we take this public action, the territory changes from service to polis, the Greek word for city, and the root of the word politics. As we learn to give Voice to our Vision in the context of a public act, we are engaged in the art of politics, even if polis, in our case, is within the context of an organization.

As Voice returns to Values, the territory changes again from polis to renewal, suggesting that we need to withdraw from action from time to time in order to reflect and consider whether our actions are congruent with our Values and Vision. We also need to identify behaviors, processes, or people that inspire us to reconfirm our commitment to our Values and Vision.

At the center of the model is Virtue, which stands for the common good. We learn virtue by doing the right thing—the thing that advances the common good. At work, at home, everywhere we go, engaging in relationships that are just and caring is a powerful way to pursue the common good.

When we engage the world—our world, our community, our organization—on behalf of the common good, we are bound to develop virtue. When we are fully committed to justice, care, and compassion, we see things from multiple points of view and we shape questions that challenge ourselves and those we lead to finding creative, inclusive, compassionate solutions to the problems we confront.

**Steps to Growing an Ethical Business**

Ethical leadership practices are a necessary prerequisite for organization effectiveness. Leaders ultimately fail if they settle for less than the highest ethics standards.

Here are six things corporate leaders can and should do to ensure that their businesses grow in ways that are both profitable and ethical:

1. **DEVELOP** consensus on a revised statement of corporate mission/purpose that includes your company’s ethical foundation and intentions.

2. **CLARIFY** the role of profit in your business equation. David Packard, co-founder of Hewlett-Packard, once commented: “Profit is not the proper end and aim of management—it is what makes all of the proper ends and aims possible.

3. **COMMUNICATE** the distinction between old and new purpose, values, and behavior to all stakeholders—employees, customers, vendors, and the general public. Every leader in your company should be trained in what the organization’s ethical standards are and how they are expected to support them. This training should not be limited to reading a handbook or set of documents.

4. **SET** a strong, unmistakable personal example. Get clear about what ethical behavior is; then, as the saying goes, walk the talk, every step of the way.

5. **PROVIDE** systems to support the ethics-related actions of leaders. These should include ethics policies, measurement, and rewards (see #6, below) that recognize the value of ethical leadership practices, as well as structures that allow employees to raise ethics.

6. **REVISE** your organization’s management measurement and reward system so that when the values and ethics your organization preaches are practiced by managers, they are appropriately acknowledged and rewarded.

“We try never to forget that medicine is for people. It is not for the profits. The profits follow, and when we remembered that, they never failed to appear. The better we have remembered that, the larger they have been.” ~ George Merck, founder, Merck Pharmaceutical
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National Timeshare Owners Association Celebrates 20th Anniversary

The NTOA, North America’s largest and oldest independent owner association is proud to announce its 20th anniversary. For over two decades, the National Timeshare Owners Association has educated timeshare owners, advocated for owner rights and encouraged owners to get the most beneficial use of timeshare ownership.

Originally formed as the Maryland Timeshare Owners Association in 1993, the organization expanded to serve a national group of owners and therefore changed its name in 1997. The NTOA has since been a trusted resource, providing various support services to timeshare owners including alternative dispute resolution through a toll-free (844-ASK-NTOA) help desk.

In 2015, the NTOA was awarded the prestigious “Cornerstone Award” at the Canadian Resort Conference in Vancouver B.C. for developing an owner support program with the Canadian Vacation Ownership Association along with the “Ambassador” Industry Award at GNEX 2016 for owner educational programming.

“As we begin our celebration of 20 years of service and reflect upon our active and historical owner engagement, this is truly a significant milestone for us due in large part to the devoted support of our longtime members and volunteers in the timeshare community,” said NTOA CEO Gregory Crist.

Over just the last few years, the organization has worked to form partnerships with other leading industry associations, including CVOA, TATOC, and C.A.R.E. These collaborations with other stakeholders have proven beneficial for our members by providing affiliate resources and added benefits.

With vacation ownership programs evolving, the NTOA is committed to rolling out even more partner opportunities. “We’ve participated in a number of conferences and speaking engagements with owner groups that incorporate materials from the latest ‘Timeshare Owners Study’ produced in collaboration with INTUITION. The industry analysis covers virtually every facet of timeshare ownership in the U.S., Canada, and Mexico. The study lays the groundwork for the next 20 years and beyond,” reveals Crist.

About National Timeshare Owners Association (NTOA)
Established in 1997, the NTOA is a social purpose member-based organization headquartered in Tampa Bay Florida. The association serves as the voice of timeshare owners in North America and membership is open to all timeshare owners and their families as well as select corporate members.

To learn more about NTOA, please visit our website at www.ntoassoc.com | To join NTOA, please contact Member Services at 727-502-6877 x 1004 or info@ntoassoc.com

About INTUITION
Benefitting from more than 22 years of hotel and resort experience, INTUITION is an innovative Customer Engagement & Reputation Management service that collects and analyzes customer satisfaction, sentiment, and intent. Custom-Built on a per client basis and fully managed by our expert team, our cloud-based system centralizes your key data and visualizes it in an easy to understand format. INTUITION also offers built-in services such as Customer Surveys, Review Monitoring, Brand Monitoring, Competitive Analysis and Marketing Automation.

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Keynote Speaker:
Jay Baer
Author of the best-selling new book, Hug Your Haters

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Haters aren’t your problem … ignoring them is. If it feels like there are more complaints than ever, you’re right. But the rise of customer complaints is actually an enormous opportunity. Renowned strategist, author, and entrepreneur, Jay Baer reveals brand-new, proprietary research into the science of complaints — and how to turn customer service into a marketing advantage.
Sunset World’s Authentic Approach Delivered with Passion for Unforgettable Cancún Experiences

Sunset World Resorts & Vacation Experiences has retained its leadership year after year in the vacation club segment of the Mexican Caribbean.

Founded more than 30 years ago, Sunset World has grown to encompass six resorts, world-class travel services, and amenities and a diverse network of innovative operational and marketing solutions all focused on delivering the absolute best vacation experiences for our member-owners and guests. From cultural tours to water sports, Sunset World members and guests are never far from their next big adventure.

The Founding Families
Orlando Arroyo, President and Founder of Sunset World, and the Arroyo family have been a part of Cancún since before the destination drove travelers from around the world to discover the beauty of the white-sand beach paradise.

Not so long ago, Cancún was only a sand bar and Sunset World’s founders were part of the team that saw the area’s potential, choosing it to be the first of five master-planned tourism destinations.
in Mexico. From the beginning, Sunset World knew that Cancún would be the tourism destination for those looking to bathe in the sun, swim in the sea or explore the jungle.

“As one of Cancún’s founding families, our community ties are strong and long-standing and we’re proud to have a leadership role developing tourism projects that thrive in harmony with the environment, society, culture, and the local economy,” explains Orlando Arroyo, Chief Executive Officer of Sunset World Resorts and Vacation Experiences.

The Arroyo family has played a formative role in the development of this destination and the Rivera Maya and its undeniable success. Today, the destination hosts more than 8.5 million visitors and generates more than $11 million in revenue for the local economy each year. Today, Sunset World serves as an example of a hospitality company that successfully blends luxury amenities with sustainable practices.

**Success Thrives on Sustainability**

Deeply embedded in Sunset World’s business ethics lies the Mayan belief that we are all connected to each other and everything that surrounds us. In 1986, the first Sunset Cancún hotel was built. Sunset World now encompasses six properties, including Sunset Royal Beach Resort, Sunset Marina Resort & Yacht Club, Sunset Fishermen Beach Resort, Hacienda Tres Ríos Resort Spa & Nature Park, Sunset Marina Resort & Yacht Club, and two boutiques hotels, Ocean Spa Hotel and Laguna Suites Golf + Spa.

Each property was developed under Sunset World’s values of excellence, leadership, success, commitment, integrity, proactivity, and teamwork. With more than 30 years of experience in the hotel business, Sunset World is more than rooms, pools, and beaches. Sunset World is an experience—a moment to create unforgettable memories, and an opportunity to discover paradise.

**Passion for The Environment**

Sunset World honors the land by operating under its environmental mission to use the natural resources in the most efficient and intelligent manner. Because tourism has a great impact on the environment, Sunset World aims to use its resources responsibly to leave a legacy for future generations, taking care of every detail and surpassing environmental expectations for sustainability.

Orlando Arroyo wanted to develop environmentally responsible luxury resorts that were authentic to the community.

After completing a three-year intensive environmental study, there were ten drafts of the master plan until the Tres Ríos Green Team, a collection of environmental advisors and experts, were satisfied.

From day one of construction, the engineers developing the resort looked at the construction through a different lens. The entire structure rests on pilings...
and a permeable rock base to ensure continued water flow to the surrounding mangroves. Large portions of the resort were produced off-site and then, the prefabricated pieces, much like a Lego set, were assembled at the hotel site to reduce construction waste, noise and impact on the surround plants and animals. And during construction, the companies’ Green Team rescued endangered plant species, caring for them in the on-site plant nursery. There, they also cultivated most of the plants for the resort landscaping. That included reforestation of entire area of mangrove devastated by earlier hurricanes, planting over 100,000 mangrove trees throughout the property.

One of the ways that Sunset World fills the operational gap between the amount of energy used in its hotels and its green mission is through the use of energy efficient technology. Mexico’s hotels typically use 60 percent of their energy for air conditioning units and 20 percent for lighting. Sunset World tackles the use of this energy through innovation.

In terms of lighting efficiency, Sunset estimates that a reduction of 30 to 50 percent of electricity can be achieved through high-efficiency components, control systems, and the integration of natural light.

Sunset World Resorts & Vacation Experiences recently implemented an energy efficiency project, led by their partnership with MGM Innova aimed at turning Sunset World into a zero carbon footprint company by implementing an energy efficiency and climate change mitigation program. Investment in renewable energy sources and equipment with new technology, such as inverter air conditioning, new chillers, LED lights and televisions, solar water heaters and smart thermostats led to incredible results. After just one year in place, the program saw drastic reductions in energy consumption and in CO2 emissions. The 35 percent reduction in energy consumption was the equivalent of closing down the 6 hotels for 4 months.

At Hacienda Tres Ríos, cold water is brought up from deep in the water table to precool the air conditioners before being used in guest rooms. Then the heat energy created by the air conditioning units is captured and recycled to heat water. The new solar panels supplied the additional heating needs and eliminated the need for natural gas use.

Balancing the environment and promoting economic prosperity is a heavy task, but Sunset World has successfully increased savings while inspiring others to have “green moments” similar to theirs.

Resources that Inspire Economy
Along with aligning environmental standards at all six resorts, Sunset World set about solving local food sourcing issues. The region’s very wet and then very dry climate and lack of topsoil means it is difficult to farm locally and creates a situation where food had to be brought in across long distances. To solve the problem, Sunset World began experimenting on a small farm in the jungle just 15 miles outside downtown Cancún.

Today, Ethos is a 2,400-acre self-sustaining community that grows organic flowers, fruits, and vegetables using alternative energy, hydroponics and organic waste digesters. Ethos currently employs 22 local farmers and supplies several tons of limes, papaya, tomato, pumpkin, cucumber and exotic flowers directly to Sunset World’s resorts. The success of Ethos means Sunset World guests enjoy the freshest local produce and ingredients, local jobs are created and the environmental impact of transporting food is lessened.

Support for Local Community
Ethos Farm is just another example of how Sunset World works for the sustainability of the local economy. Hiring practices among the entire company favor those native to the area, especially because they spread the history and culture of the area to guests.

“Sunset World is first and foremost a family business. We treat each guest and employee like family and we’ve earned lasting loyalty for that commitment. We are also committed to the local community, economy and to ongoing innovation in sustainable tourism development,” adds Orlando Arroyo. “The company supports a number of local charities and ensures hiring and sourcing practices favor local resources. We have also spearheaded ongoing beach recovery programs and have been recognized globally for innovative sustainable development.”

Sunset World supports the Senior Citizen group, Club Los Años Dorados (the Golden Years Club) that Mr. Arroyo’s mother started, carrying on a legacy that gives purpose and activities to a generation easily forgotten about. Members meet daily to participate in activities, take a variety of classes, visit local attractions and share memories and experiences.

Sunset World is regularly involved local charities and nonprofit organizations, especially those that employees present. During the yearly Sunset Boat Parade event, there is always an element of giving back to the community. And every year a group of children in need is identified - last year...
visitors and locals alike were invited to donate Christmas presents for a local support group for children.

Influencing Cultural Experiences
The diverse network of innovative operational and marketing solutions that Sunset World has built all focus on delivering the absolute best vacation experiences for its member-owners and guests.

Cancún and the Riviera Maya are well known for their friendly Mexican hospitality, lush natural beauty and a wide range of vacation activities. Set against the tropical backdrop of the Caribbean, Sunset World built a family of exceptional resorts and boutique hotels with an innovative mix of amenities and services including gourmet restaurants, full-service spas with Mayan treatments, on-site travel and rental car services, a marina and yacht club, golf privileges, and an exclusive nature park.

“We’re using truly innovative operational and resource management techniques to ensure our guests can have an authentic farm-to-table experience, lush spa treatments and be surrounded by luxury without negatively impacting our fragile environment. The experience is a real differentiator for us as we provide our guests with comfort and relaxation while connecting them to their environment in a positive way,” adds Orlando Arroyo.

Sunset World’s Ya’ax Ché Spa, located at all resort properties, uses the local natural elements to recreate Mayan culture with rituals designed to restore balance of mind, body spirit, and nature. At Hacienda Tres Ríos, guests can immerse themselves in the ancient steam bath, Temazcal, known to have curative and therapeutic benefits used in Mexico for centuries. Guests can also purify the body during a massage with organic agave, mezcal, lime and chaya.

Online, guests can find ‘Tips by Sunset’ a social portal that highlights local activities and assists with planning the next authentic traveling experience.

Sunset World’s Hacienda Tres Ríos holds a triathlon, which recently completed its seventh year with about 500 triathletes. Not only does the event attract athletes from Mexico and around the globe, “Our family was one of the first to move to this tiny fishing village 45 years ago and we’ve been a part of every phase of development as Cancún grew into a leading global destination. This year we thank all of our amazing employees and celebrate all the great guest experiences that are part of our history.”

“We’re using truly innovative operational and resource management techniques to ensure our guests can have an authentic farm-to-table experience…”

Sunset World is the leading provider of quality, affordable, and authentic vacation in Cancún and the Riviera Maya. The Sunset World team’s passion has produced consistent revenue which is reinvested to develop even higher levels of service for guests and their experiences. The future of Sunset World looks promising as the resorts maintain active, pampered, happy guests who return year after year. Sunset World will continue to follow its passion: providing worldwide travelers with quality vacations in the Mexican Caribbean.

“Celebrating 25 years of excellence and service marks a key milestone for our company and for the tourism-driven Cancún economy,” remarks Mr. Arroyo.
INTUITION Hires Jane A. Garcia to Lead Latin America Expansion

INTUITION, a powerful Customer Engagement Solution that is changing the way hotels and resorts communicate with guests and manage online reputation will see significant expansion in Latin America.

INTUITION Brand Marketing LLC, the company behind the innovative guest engagement service for the hospitality industry which is headquartered in Orlando, Florida already provides its services to nearly 100 hotels and resorts in Latin America but has now confirmed commitment to further expansion and increased support for existing clients across the region.

Jane A. Garcia has been appointed as head of Business Development for Latin America and will oversee new business acquisition, existing client account management as well as the hiring and management of a new support team based in Cancun, Mexico.

“I am excited to be part of the growth and expansion of INTUITION within the hospitality industry. Technology is an ever increasing factor in today’s modern world of business!” Says Jane A. Garcia, Business Development Latin America, INTUITION Brand Marketing.

Ms. Garcia also gives her time to participate on numerous committees, including Organizing Committee for AMDETUR’s annual conference for the vacation ownership industry; Counsellor, Vacation Ownership for Mexican Federation of Tourism Quintana Roo; Treasurer for Women’s Association of Business Tourism Executives (AFEET QROO) and more.

“Jane Garcia is an incredible networker and brings a wealth of established business relationships to INTUITION, from within a region that leads the way in delivering exceptional customer experiences, and is embracing new technologies that help them to continually improve upon guest satisfaction,” says Paul Mattimoe, President & CEO, INTUITION Brand Marketing.

INTUITION offers a suite of services that help hotels and resorts identify areas for improvement in the customer experience and works with companies to custom-build an effective Customer Engagement Strategy that will increase revenue and reputation.

From pre-arrival marketing to offer upgrades and activities, to on-site SMS and Web communications that drive more discretionary spend and alert department heads to unsatisfied guests so that they can be properly assisted, INTUITION proactively follows the customer journey through their vacation.

Then a Post Stay Survey with integrated TripAdvisor Review Form boosts reputation and provides crucial feedback, with unrivaled analytics and reporting that clearly identifies areas for improvement and empowers departments to make necessary business decisions in near real time.

About INTUITION

Trusted by companies around the globe, INTUITION is changing the way hotels and resorts communicate with their guests through custom-built customer engagement strategies that increase revenue and improve brand reputation. By interacting with guests at various points along the customer journey, INTUITION provides advanced insights into the experience you deliver and identifies areas for improvement across the spectrum of resort operations. Using its powerful business intelligence platform, INTUITION combines newly generated data with your existing data to produce deep dive analytics and scheduled reporting that empowers departments to make accurate business decisions based on unified data.

For more information visit http://intuitionbrandmarketing.com
Nancy’s Story of SURVIVAL

I’m a care-giver. I had a life plan. I was going to be a teacher until I was 70 years old – rarely missing a day of school.

I was going to impact thousands of students. I was going to be the reason kids became scientists, mathematicians, techies, parents and good members of society. Cancer laughed at my plans as it found its way into one breast then the other breast.

I’ve spent 30 years making a difference. To date, I’ve taught almost 7000 students. I’ve taught close to 1200 teachers. I’ve made good progress towards my goal. Cancer has gotten in my way.

Cancer is trying its best to stop me. Cancer tries to steal as much from me as it can. It tries to make me feel like I’m less of a woman, less of a person than I was. I don’t want to let it do that. I want to continue being the woman that I was, and the woman that I will be.

My body reflects my spirit. I am bruised, swollen, frightened and scarred. I struggle to feel and act like a woman, a wife, a mother, a friend, a teacher. I need time – time to relax and catch my breath. I need time to not be afraid. I need time to just be, and not to be on watch 24/7 because cancer is relentless. I have been in charge of things for so long I don’t know how to not be in charge. I don’t know how to take care from someone else without feeling weak. I don’t know how to be OK.

Please help me find myself. I’m lost in this jungle of tests and waiting, treatments and waiting, scars, pain, and fear. Help me regain my footing and confidence.

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

Thank you! Nancy
Send Me On Vacation’s World Survivor Tour
Destination: Asia

Dear Send Me On Vacation fans and followers,

We started our journey to Asia on Delta Airlines. We landed in Honolulu, Hawaii to meet with Ted and Massumi Surman from Yoga Awareness. We even gave out our first global award in Tokyo.

Send Me On Vacation, the US-based Charity dedicated to creating memorable vacation experiences for breast cancer sufferers and survivors, has expanded its program globally, and kicked off in April with a 7-month Worldwide Survivor Tour.

The Send Me on Vacation Breast Cancer Worldwide Survivor Tour is visiting Tokyo, Singapore and Thailand – attending Bangkok’s World Travel and Tourism Council Global Summit, followed in June with visits to the Caribbean, Mexico, Canada, and the USA - with a stop off at the World Survivors’ Alliance Conference in Nashville, Tennessee, continuing to Europe and Australia. The tour aims to educate, build awareness, drive donations and provide information to survivors on unique demographic and cultural distinctions as the charity creates a global bond between survivors around the world, awarding them with healing and restorative vacations to offset the adverse effects of the disease.

The tour is supported by some of the world’s leading Travel Industry brands with big philanthropic hearts, including Delta Airlines, Yoga Awareness, 180° Wellness, Absolute World Group and Dial An Exchange to facilitate the Send Me On Vacation World Survivor Tour, by providing in-kind donations. supporting the tour’s travel needs.

Over the next decade, we can expect over 17.5 million patients to contract breast cancer, 5 million of these will not survive, and 3.6 million will be in low and middle income countries.

There are many ways to support the mission of Send Me On Vacation through donations, sponsorships and love. For more information, as to how you can get involved please visit www.SendMeOnVacation.org or donate at Send Me On Vacation Breast Cancer World Tour @GoFundMe.com. Follow the tour once underway on Send Me On Vacation Facebook Page.

I would like to personally thank our sponsors for their support during our World Survivor Tour. It is so beautiful to be spreading the LOVE globally to so many deserving survivors throughout the World. This disease spares no one and everyone deserves some rejuvenation seeking a new normal after dealing with this devastating disease.

With LOVE,
Cathy Backus, SMOV President & Founder
Tedd Surman is the founder and director of Yoga Awareness. Tedd teaches Yoga Ayurveda internationally in America, Hawaii and Japan.

“The first purpose of Yoga is to establish a healthy relationship between the teacher and student, having a mutual willingness, commitment and respect for the teachings.” (Patanjali, sutra 1.1)

Fumi is the first recipient of the SMOV Wellness Award and will be attending a 3-day workshop at Yoga Awareness in Tokyo, Japan this fall. The wellness program focuses on self care including Yoga, Ayurvedic Balancing Treatments and Meditation. Programs are held in Honolulu and Tokyo several times a year for Send Me On Vacation recipients.

Survivor Story: Meet Fumi Takagi

“Hey, I’m Fumi and I’m 40 years old and live in Tokyo, Japan. I study yoga and teach classes. I was recently diagnosed with breast cancer at 39 years old. Who in the world would have ever guess that I would get breast cancer! That’s the most frightening part of it all. No one is immune!”

Fumi is the first recipient of the SMOV Wellness Award and will be attending a 3-day workshop at Yoga Awareness in Tokyo, Japan this fall. The wellness program focuses on self care including Yoga, Ayurvedic Balancing Treatments and Meditation. Programs are held in Honolulu and Tokyo several times a year for Send Me On Vacation recipients.

Three survivors from Singapore and Thailand are the first global breast cancer survivors to attend a life changing wellness treatment to achieve spiritual vitality on a healing vacation by Send Me On Vacation and Absolute World Resorts at the Twin Sands Resort & Spa in Phuket, Thailand.

Sponsor: Absolute World Resorts

Every recipient experienced a 180° health and wellness program led by a world-renowned team of experts. As Absolute World and SMOV create a deeper level of partnership to create vacations that heal the wounds of breast cancer survivors, a new and exciting movement begins. Uniting breast cancer survivors from around the globe in body, mind, and spirit expands the SMOV vision of providing survivors a “break from fighting cancer.”

Vladimir Sucevan COO Absolute World Group meets our Survivors at Blue Mango Bar & Grill in Phuket, Thailand. Val’s generous heart and contagious spirit paves the way to send breast cancer survivors on vacation after treatment to rejuvenate the body, mind and spirit.

A most exhilarating ride around the bay with Absolute World Group Chairman & supporter of Send Me On Vacation, Bryan Lunt.
Absolute World Group, Send Me On Vacation and 180° Wellness Thailand, lifting spirits, nurturing, healing and rejuvenation. In Phuket at Absolute Twin Sands Resort & Spa all things are possible, stretching your body-mind-spirit to its greatest potential with a smile.

Survivor Story: Meet Martzi Loh

“I want to express my gratitude and appreciation for the wonderful Absolute World Wellness Vacation in Phuket, Thailand. I never dreamed I would find myself joining other survivors for a week of yoga, massage, nutrition and adventure with elephants! I am blessed to have been chosen as the first Singapore recipient. I cherish the friendships I made and for the miracle of healing after treatment.”

Survivor Story: Meet Kesemsee Klang

“I’ve lived my life serving missionaries for my church. It’s been amazing to cook and care for all of them throughout the world. I had to fight breast cancer alone as a single woman. The church found SMOV and encouraged me to apply. After all these years of service it was the church that served me well by sending me on a wellness vacation. Someone like me would NEVER have a chance of an experience so wonderful!”

Survivor Story: Meet Anna Sara

“I have lived through many difficult times and getting breast cancer at my age was wrong. I felt so much pain and my attitude showed it. I was lucky to have the opportunity to change my thinking and reprogram my brain to believe in abundance and it worked. It was my dream come true to go on a wellness vacation after surviving breast cancer. I will live stronger because of it!”

DAE Does It Again!

Dial An Exchange, the worldwide holiday exchange provider, has agreed to sponsor Send Me On Vacation’s first Australian Wellness Vacation. There are currently 58 survivors on SMOV’s waiting list and DAE’s generosity will change the lives of some of those survivors and help them focus on health, wellness, and most of all, their recovery.

Send Me On Vacation relies on the industry’s support to empower survivors to heal from the effects of breast cancer. Contributing to the cause increases SMOV’s ability to expand the number of vacations awarded to survivors.

To become a sponsor, please visit sendmeonvacation.org/become-a-sponsor, or donate directly to Send Me On Vacation’s World Tour GoFundMe page www.gofundme.com/breast-cancer-world-tour.
North America
C.A.R.E (Cooperative Association of Resort Exchangers) has held a long-standing tradition of offering member representatives and conference attendees the tools and information essential to remaining on the cutting edge of the vacation industry. The 64th Semi-Annual Spring Conference was held from May 6 – 9 in Virginia Beach, VA at the Wyndham Virginia Beach Oceanfront.

2017 C.A.R.E. Newly Elected Board of Directors
C.A.R.E.’s Board of Directors currently consists of nine board members – Linda Mayhugh, President, Debora Sansom, Secretary, Vikki Lessard, Treasurer, and Vice Presidents Tina Hill, Jeff Ingram, Jesus Michael Martinez, Corina Violette, James R. Wehrle, and Brandy West.

Per the C.A.R.E. By-laws each Director shall be the Authorized Member Representative of a Voting Membership, as described in Article II, Section A and shall have successfully completed Level I of the C.A.R.E. Accreditation Program. Article II, Section A defines the above reference as being gainfully employed by a General Membership and either possess and/or control resort inventory.
2017 C.A.R.E. Award Recipients

A seafaring C.A.R.E. awards night featured recognition of three industry professionals as the 2017 Richard Gallardo, Pinnacle and Rookie of the Year Award Recipients at Nauticus, a world-class attraction with interesting, engaging and interactive maritime exhibits including a self-guided tour of the Battleship Wisconsin.

On Monday, C.A.R.E. attendees teamed up at Escape Room Virginia Beach where they experienced a unique and exciting team-building adventure alongside comrades attending the conference. The conference closed with C.A.R.E. Gives Back at ForKids, one of the largest providers for homeless families in Virginia, touching over 37,000 lives annually through its holistic housing programs and extended services for families.

The Pinnacle Award Winner: Joe Nahman, RMC Resort Management

The C.A.R.E. Pinnacle Award honors individuals who have attained the highest level of excellence in the vacation industry for their achievements and have had a positive impact on the direction and standards of the industry and of the C.A.R.E. organization.

Joe Nahman’s career spans nearly 30 years as the owner of RMC Resort Management. Joe’s actions reflect an individual who cares about this industry and has established himself as a trustworthy, community-minded individual who has earned the respect of clients, colleagues and friends across the industry.

The Richard Gallardo Award Winner: Paul Williams, MB Resort Vacations, LLC.

The Richard Gallardo Award, selected by the C.A.R.E. Board of Directors, has been presented at each spring conference since 1997 in recognition of outstanding volunteer service to C.A.R.E.

Paul Williams joins a long list of esteemed C.A.R.E. Member Representatives that have previously received this prestigious award. Paul’s consistent participation on committees, assistance at conferences as a photographer, and support of C.A.R.E. by helping in any capacity whenever needed makes him a worthy recipient of C.A.R.E.’s oldest and highly coveted award.

The Rookie of the Year Award Winner:

Doug Murray, Resort Management Services

The Rookie of the Year Award winner is selected by the C.A.R.E. Board of Directors and is presented to a first time attendee or new member who has hit the ground running and contributed to the success of C.A.R.E. through participation on committees, panel discussions, or in any capacity that benefits conference attendees or the organization as a whole.

As the founder of Resort Management Services, Doug Murray has more than 30 years of experience in the leisure resort and vacation ownership industry and joined C.A.R.E. in 2016. Since that time, he has attended each conference, been a conference sponsor, and has actively participated on committees.

C.A.R.E. has held a long-standing tradition of offering member representatives and conference attendees the tools and information essential to remaining on the cutting edge of the vacation industry.
Introducing the
NEW C.A.R.E.
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C.A.R.E. memberships now include an important new benefit that matches inventory **NEEDS** with inventory **SUPPLIERS**!

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- Are you a new C.A.R.E. member or a supplier wanting to connect with new C.A.R.E. members?

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- Simply visit the C.A.R.E. website: (www.CARE-Online.org)
- Sign in to the Member Login section, and then select the “C.A.R.E. Supplier Search System”.

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Visit the **C.A.R.E. website TODAY** and start using this valuable tool!

Not a C.A.R.E. member? Join today at **CARE-Online.org** and connect with the newest C.A.R.E. benefits instantly.
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Virginia Resort Development Association | Wyndham Vacation Ownership

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Worldwide holiday exchange provider, DAE, is sailing into new territory with the launch of cruiseOptions, an initiative for Australian and New Zealand members to use their holiday exchange credit towards discounted cruises.

CruiseOptions offers impressive discount deals from leading cruise lines and, exclusively for DAE’s Gold Advantage members, the option to trade and swap their week for a subsidy on a cruise booking.

Head of DAE Australia and New Zealand, Gary Fog, said he was thrilled to bring more options to DAE members and expand their travel horizons within one of the most popular sectors of the holiday market.

“With an ever changing market, DAE are constantly innovating with new products and services to ensure our members can unlock the full potential of their holiday ownership,” said Mr Fog.

“DAE’s new cruiseOptions gives our members the ability to use their exchange membership to do more of the things they love, with thousands of cruises to choose from including the world’s biggest brands and boutique ships.”

“Cruise is extremely popular among our members, and a great way to holiday with family and friends so we are confident they will embrace the concept and take up the opportunity to enjoy discounted cruise holidays or trade their exchange entitlement if they have Gold Advantage to board their dream cruise.

“For members that don’t wish to upgrade to the Gold Advantage benefits package or don’t have a week to deposit, cruiseOptions allows them to pay without trading their week and still access some great discount deals available exclusively to DAE members.”

To celebrate the launch of cruiseOptions three lucky DAE members who book on cruiseOptions Trade will win cash to spend as they choose on their cruise by simply booking any cruise before 30 June 2017.

For more information about cruiseOptions or to search and book a cruise, visit www.daelive.com or call 1300 247 012 for Australia or 0800 057 881 for New Zealand.

About DAE (Dial An Exchange)

DAE is the world’s leading privately owned vacation exchange provider. With an established network of resort partners, DAE offers exchange availability at thousands of resorts in the most exciting destinations around the globe.

DAE’s approach to exchange is simple – a platform that is easy to use and puts members’ needs first. No hidden fees, complicated rules or trading powers. It’s why DAE has grown to become the largest privately owned exchange provider since opening its doors in 1997 – now servicing over 1.5 million timeshare owners worldwide, including 550,000 direct members.

Through innovation and value-added service, DAE has changed exchange with a low cost business model that allows owners to get more out of their vacation ownership investment. Operating from 11 global offices located across North America, UK, Europe, Asia Pacific, South Africa and the Middle East, DAE delivers a range of products and services to help businesses in the timeshare industry achieve their goals and objectives – providing local solutions with a global outlook.

For more information, visit www.daelive.com
FOUR COMPELLING REASONS TO ATTEND

1. INTERESTING SPEAKERS
   In a unique twist on featured speakers, VO-Con’s Keynote Speaker will be Celebrity Chef Vikram Vij, an Indian-born Canadian Chef, restaurateur, cookbook author and television personality. Vikram, who has been featured on numerous TV shows and was a season-long judge on Dragon’s Den, will also collaborate in creating a customized menu for the conference attendees. The closing keynote speech will be made by Wayne Lee, Canada’s “crown prince” of hypnotism who will show attendees how to handle stress and achieve dreams by accessing inner strength through relaxation and mind-focusing techniques. These two inspirational speakers will bookend the two-day conference agenda which will also include featured speakers from the vacation ownership industry.

2. ENGAGING ACTIVITIES
   Attendees will have a wealth of choices, structured or open-ended to explore and enjoy while in Whistler. Whether it’s a nature walk, bicycle tour, a visit to the Audain Art Museum or a tour of the Squamish Lil’wat Cultural Centre attendees will have plenty of time to explore the area. Golf, hiking, shopping and other outdoor activities are also available for VO-Con attendees.

3. FUN NETWORKING ACTIVITIES
   In addition to the numerous coffee breaks, and open leisure time, the conference includes a spectacular mountain gondola experience aboard the longest and highest lift in the world. At the top of the ride is Christine’s Restaurant the Blackcomb Mountain Summit where lunch with Vikram Vij will be held.

4. OPPORTUNITY TO CONDUCT BUSINESS IN A RESORT ENVIRONMENT
   Grand in scale, intimate by nature, the Four Seasons Resort and Residences Whistler epitomizes the mountain spirit. The VO-Con rate is nearly a 50% discount if made before August 9. The hotel features 291 luxury lodge guest rooms, including 95 hotel suites and 20 private residences with open-sky spaciousness and European-styled refinement. An expansive timber, glass and stone lobby harmonizes your transition between the great outdoors and the cozy wood hotel interiors of your private space in Whistler.
Classic Holidays’ CEO Ramy Filo and Resort Operations’ Morrison Duncan will get behind the wheel as ‘Team Classic’ for the fourth year in 2017, raising Dust and Dollars™ for Endeavour Foundation.

The duo will once again gear up the ‘Silver Gremlin’ and battle the eight day event in the Great Endeavour Rally Coral Sea Adventure from Yeppoon to Hervey Bay via Cooktown from 9 – 17 June, 2017.

Team Classic has raised more than $65,000 for the Endeavour Foundation since first taking part in the Rally, and they are just shy of smashing their 2017 target of $25,000.

Classic Holidays CEO Ramy Filo is calling on the support of the business and accommodation industry to donate and sponsor Car 63 for the journey along the Coral Sea.

“More than 300 people with a disability will directly benefit from the Great Endeavour Rally fundraising, and as a family-owned company, Classic Holidays is dedicated to giving back to our community and supporting those most in need,” said Mr Filo.

“We are looking to exceed our $25,000 target this year and the more funds we raise, the more we can assist individuals with disabilities living in regional communities through Endeavour Foundation.

“Having tallied up our previous efforts, we’re extremely proud to say our involvement in the Great Endeavour Rally over four years has delivered more than $65,000 and counting to this worthy organisation, thanks to the generosity of our supporters getting behind the cause.”

Holiday exchange provider, DAE, has again come on board as a Platinum sponsor of ‘Team Classic’ to support the team through their eight day adventure in far north Queensland.

“Team Classic are very grateful and fortunate to have received an extremely generous donation from our major supporters, including DAE, the MBA Partnership, BOQ Elanora and SignXtreme,” said Mr Filo.

“We encourage the business community to get behind the cause and whilst corporate logo sponsorships are open to those donating a minimum of $1,500, even the smallest donation will go a long way towards helping those communities in need.”

To make a donation to ‘TEAM CLASSIC CAR 63’, visit www.great.endeavour.com.au/fundraising/participant-list_qld

Team Classic’s progress can be followed on the Facebook page Team Classic Endeavour Rally.

The Great Endeavour Rally has raised more than $9 million over 30 years, with all monies raised by Endeavour Foundation supporting people with a disability through accommodation, education, training, vocational and lifestyle opportunities. Further information about the organisation can be found at www.endeavour.com.au

About Classic Holidays
Classic Holidays is Australasia’s largest Resort and Club Management Company, with over 65,000 member families and more than 30 properties under management across Australia and New Zealand.

Classic Holidays provides flexible and affordable membership options for families to enjoy the highest quality holidays throughout Australia, New Zealand and around the world.

Part of the award-winning Beneficium group of companies, Classic Holidays has been named Best Management Company for six consecutive years in the global timeshare industry’s prestigious Perspective Magazine Awards, as well as Best Overall Company in 2017.

For more information, visit www.classicholidays.com.au
Latin America
AMDETUR Update

AMDETUR: Three decades transforming tourism in Mexico

This year, AMDETUR’s Convention focuses on the transformation of tourism in Mexico today. Coming up on the 30th anniversary of AMDETUR’s founding, we have prepared a great celebration that will bring together leading resort developers and Timeshare and Vacation Ownership pioneers, as well as top executives in the industry who have contributed to the growth, strengthening and positioning of this great industry.

There will be worktables on specific topics such as “The New Consumer: Beyond Millennials,” “New Products: Making the Difference in the Market,” and “Multi-Channeling in Post-Sale Service” as well as panels on “Pioneers: The Evolution of a Vision,” “Breaking Paradigms, Creating Unique Experiences,” “New Opportunities and Challenges of the Digital Age,” and “New Focuses in the Vacation Ownership Industry.” Also, as usual, we will be holding our 27th Expo, featuring leading suppliers from all areas of the industry.

In parallel, together with ADEPROTUR (The Association of Tourism Timeshare Developers and Promoters), we will be holding the 2017 Marketing and Sales Forum for Puerto Vallarta and Riviera Nayarit, with the theme “Awakening and Transcending,” and keynote speakers likeAlejandra Llamas, CEO of Ontologic Group, and Jeffrey Gittomer, author of New York Times bestsellers The Sales Bible and The Little Red Book of Selling, among others.

For this very special event, the Organizing Committee decided to include in the program a Gala Dinner where career awards will be presented to outstanding Developers who have contributed to forging the industry we are today over the past three decades, as well as outstanding Executives of those firms. Also, for the first time, the Golden Palm Awards will be given out, in recognition of great companies whose initiatives and programs have contributed to the development and growth of the Timeshare and Vacation Ownership industry. We are certain this will be a great event, which we will replicate year after year.

During this great celebration we will be signing two major agreements to benefit our industry, the first of which is a cooperation agreement with the Medical Tourism industry, which we are confident holds tremendous opportunities for our members, where they can expand and diversify the Timeshare market with a focus on health. The second agreement will be signed with the Better Business Bureau, and will help consumers make the right decision about the services they’re interested in. The Better Business Bureau has a presence in the United States, Canada and Mexico, and works to promote honest and responsible relations between companies and consumers, cultivating consumers’ trust and promoting a reliable market. The event will wrap up with a keynote speech by an executive from Google.

Attending the festivities will be Enrique De la Madrid Cordero, Federal Secretary of Tourism; the Governors of Jalisco and Nayarit; and the State Secretaries of Tourism, as well as our own Chairman of the Board, Jorge Herrera Rivadeneyra. At the Gala Dinner we will be handing out special recognitions commemorating AMDETUR’s 30th anniversary along with the “AMDETUR 2017 Golden Palm” awards, which will go to the companies who have contributed the most to making our Timeshare and Vacation Ownership Industry one of the best in the world.

Our industry is a powerful engine of economic growth and a tremendous generator of jobs in our country, which is why AMDETUR was able to create this massive event and attract partners like RCI, Interval International, Grupo Posadas, Unlimited Vacation Club, Grupo Vidanta, Royal Holiday, Grupo Pueblo Bonito, Grupo Villa, Royal Resorts, Alfalai, Grupo Velas Vallarta, Hacienda del Mar, Grupo Sunset, Apple Leisure Group and others, who make the Timeshare and Vacation Ownership Industry one of the strongest and best positioned in this country. Together, we will apply the capacity we have to face the challenges of transforming tourism in Mexico, to be more competitive in a global world of opportunities.

AMDETUR 2017: 31st Annual Convention and 27th Expo, “Three Decades Transforming Tourism in Mexico” and the Marketing and Sales Convention “Awakening and Transcending,” will be held on June 20, 21 and 22 in the Hotel Sheraton Buganvillas Resort & Convention Center in Puerto Vallarta, Jalisco.
31st Convention & 27th Expo AMDETur 2017
Three Decades Transforming Tourism of Mexico

June 20th, 21st & 22nd
Sheraton Buganvillas Resort & Convention Center, Puerto Vallarta, Jalisco.

www.amdetur.org.mx

Asociación Mexicana de Desarrolladores Turísticos, A.C.
Torre WTC, Montecito 38, 32nd floor, Suites 11-14, Col. Nápoles, Mexico City 03810.
Phones: (+52-55) 5488 2028 - 31, contacto@amdetur.org.mx
El Cid Resorts Marks a Milestone in Sustainable Tourism

El Cid Resorts has achieved certification from TripAdvisor’s international GreenLeaders program for all six resorts in Mexico.

All six El Cid Resorts have been awarded the GreenLeaders certification granted by TripAdvisor, the world’s largest travel site, for having implemented green practices that meet the organization’s stringent guidelines and demonstrating an ongoing commitment to the environment.

El Cid Castilla Beach Hotel, El Cid Marina Beach Hotel, El Cid Moro Beach Hotel and El Cid Granada Hotel & Country Club located in Mazatlán have been recognized as Platinum level GreenLeaders, the highest level that can be achieved in the TripAdvisor® GreenLeaders™ program. Hotel Marina El Cid Spa & Beach Resort in Riviera Maya was the first El Cid resort to gain Platinum tier recognition. El Cid La Ceiba Beach Hotel in Cozumel has been recently awarded the Silver level GreenLeader status.

Green practices such as recycling, alternative energy and water efficiency are some of the criteria that TripAdvisor uses to identify hotels that would qualify to be certified in the GreenLeaders program.

GreenLeader properties have met a set of environmental standards developed for TripAdvisor by a leading environmental consulting firm with input from expert partners. The greater number of green practices a hotel has in place, the higher its GreenLeader level could be, which is shown on the property’s listing on the TripAdvisor site.

All of El Cid Resorts’ properties have been recognized for implementing eco-friendly practices and programs such as linen and towel re-use, recycling, on-site composting and for incorporating smart design strategies throughout the buildings that reduce energy use.

According to Carlos Berdegüé CEO of El Cid Resorts, the efforts to earn the GreenLeader certification at all of the resorts represents a commitment to our guests and the principles of sustainability. “Compatibility with the environment is something we learned from my father when he founded El Cid Resorts. He taught us that if a business is not environment friendly, their future will be very short and shallow.” We believe that even more strongly today in 2017 and applaud our El Cid team for their diligent work to earn and sustain this recognition.”

Travelers can now search for accommodations that have TripAdvisor GreenLeaders status on the TripAdvisor site, and view a detailed list of environmentally-friendly practices that they can expect at each location.

“The TripAdvisor GreenLeaders program recognizes the properties around the world that are committed to environmental sustainability,” said Ryan Dillon, Manager of Responsible Travel at TripAdvisor. “We applaud these businesses, from the smallest B&B to the largest hotel chain, for helping to make eco-friendly trips possible for our community of millions of travelers.”

Adding to the importance of these distinctions is that TripAdvisor is considered the world’s largest travel site, and most travelers have been shown to place importance on properties implementing eco-friendly practices into consideration when deciding on hotels for their vacations. After their stay, users are able to make comments on the hotel’s environmental practices as part of their reviews.

The TripAdvisor GreenLeaders program was developed in consultation with the United Nations Environment Programme, the U.S. Green Building Council, and ENERGY STAR®, among other leading environmental organizations. For more information, please visit www.tripadvisor.com/GreenLeaders.
ATHOC Update

The Australian Timeshare and Holiday Ownership Council aligns with the Accommodation Association of Australia.

Exciting times ahead as we go through our engagement and work towards a full merger, and the longer term benefits for both organisations.

In the majority it is about the size of the advocacy group by joining us one. Other great benefits include Industrial Relations Advisory Service serves as semi insurance to business owners and Operators; Education opportunities with a mixture of compliance and practical such as increasing revenue or time management; Procurement discounts which guarantee financial savings for businesses; and excellent Networking opportunities to name a few.

ATHOC as a company will remain as will the Board and continue their excellent work that is specific to the Timeshare industry which includes some of the current submissions we have submitted to Government.

- Consultation Paper – ASIC Product Intervention Power
- External Dispute Resolution Scheme Review
- Corporations Amendment (Professional Standards of Financial Advisers) Act
- Supervisory Costs Levy Regulations
- Self Reporting on Contraventions

ATHOC is also currently preparing further submissions in regards:

- Review into Dispute Resolutions and Complaints
- Response to submissions on CP 272 Remaking ASIC class orders on time-sharing schemes

If you would like any information on and submissions, please don’t hesitate to contact the ATHOC office.

ATHOC LIVE ON TWITTER
Follow us on our new Twitter Handle @timeshareaus and keep an eye out for Facebook!

RCI Celebrates Addition of More than 150 Affiliated Properties in the Caribbean over the Past Decade

RCI, the worldwide leader in the vacation exchange industry, is celebrating the addition of more than 150 new affiliated properties in the Caribbean over the last 10 years.

“The Caribbean is a highly desirable vacation location, and a region where we have seen tremendous growth,” said Gordon Gurnik, president of RCI. “Over the last decade in particular, we have significantly grown the vacation choices we offer travelers.”

One of the most recent affiliations – which joined The Registry Collection program – is Eden Roc at Cap Cana. This property aims to redefine luxury in Punta Cana, Dominican Republic with 34 indulgent freestanding suites. The accommodations are immaculately designed with crisp whites and azure blues, reflecting the beauty of the sea outside. Each suite features its own swimming pool and outdoor relaxation area, and includes ways to personalize travelers’ stays with smart technology to control room settings.

A property in Jamaica that was recently added to the RCI® exchange network through Unlimited Vacation Club by AMResorts is Breathless Montego Bay Resort & Spa. This stunning, adults-only resort is a chic escape in paradise. In addition to luxurious rooms, the property boasts the only rooftop pool and bar in Jamaica, a beach club, fire pits, cabanas, and five bars and lounges. Guests can enjoy the all-inclusive benefits of AMResorts’ signature Unlimited Luxury® program throughout their stay.

On the coveted island of St. Lucia, Marigot Beach Club & Dive Resort now offers a new option for RCI members. Home to a certified dive center, the property caters to marine enthusiasts, both beginner and advanced. The private beach, outdoor pool, spa and wellness center offer plenty of spots to relax, and the stylishly appointed rooms help ensure total comfort.
New Research from Choice Hotels Asia-Pac Reveals Stressed-Out Aussies Need a Break

Short break holidays voted best solution to workplace stress

According to new research commissioned by Choice Hotels Asia-Pac, one of Australia’s largest hotel franchise groups, over two thirds (67 per cent) of Australians are feeling stressed and in need of more breaks from the daily grind.

The ‘Need A Break’ Report identifies regular short break holidays as the number one preferred solution to relieving stress - ranked above exercise, alcohol, shopping, sleep, a bath, food and even sex! This was the top response for both men and women, and across all ages, professions and regions.

CEO of Choice Hotels Asia-Pac, Trent Fraser, said it wasn’t surprising that Australians were feeling stressed and in need of a break. “We know from independent research* that Australians are guilty of banking annual leave throughout the year, with more than a third having four or more weeks’ accrued”, said Mr Fraser. “Our own research corroborates this, with 62 per cent of Aussies saying that work related pressures are preventing them from getting away and this led to almost a quarter of us (24 per cent) not taking a single short break in 2016”.

Even outside of the workplace, Australians don’t seem to be taking a break, with 40 per cent of families with teenagers agreeing they couldn’t get away because of activities and other commitments.

• When we do manage to get away, more than 40 per cent of Australians keep in contact with work via phone or email, even during short one to three night breaks
• 71 per cent of “workaholics” felt no guilt towards connecting with the office

Despite wanting short breaks, Aussies feel that they simply aren’t able to take enough of them, but with so much stress across the population it is important, as the benefits are enormous.

• 77 per cent of Australians desperately want to take more short breaks
• The overwhelming preference would be to take three or four per year (47 per cent)
• But as a nation of workaholics, nearly a quarter of Australians (24 per cent) didn’t
• take a single short break in 2016 and more than a fifth (22 per cent) only took one

“Our research showed that after a short 1-3 night short break, 75 percent of people felt they had a greater balance back in their lives, almost two thirds (59 per cent) of people felt happier and almost half had a closer connection with their partners and kids, so there is no doubt about the benefits”, Mr Fraser added.

ULTIQA Lifestyle Now Has More Maui Vans For You to Enjoy

Due to popular demand from our Members, ULTIQA Lifestyle is excited to increase its fleet of Maui Vans both in Australia and New Zealand. Exploring by road has become a very popular method of travel, especially for young families and we receive a great deal of positive feedback from Members who have booked and used the Maui Vans for a family holiday. Our Members have asked, and we have delivered!

ICE Asia Pacific Win Coveted National Award in APT Gala Night of All Nights

APT Travel Group marked their 90 year journey from suburban bus line to leading cruise and tour operator with a glittering gala held at Melbourne Regent Plaza ballroom on Friday night.

The National Award for Highest Sales Revenue for an online agency was presented to John Williams, CFO, ICE Asia Pacific by APT ambassador and acclaimed chef Luke Nguyen, during a special ceremony to recognise ATG’s top performing VIP agents for 2016.

“We are honoured to accept this award and are pleased to be recognised for the continuing success of our Australian team. I am privileged to represent ICE Asia Pacific and to be invited to be part of such a fabulous evening and remarkable milestone for ATG.” Williams said.

The invitation-only event was attended by ATG’s VIP agents and leading industry partners. With the theme of the evening firmly focused on the customer, ATG’s Geoff McGeary told the audience it’s key to “Know what the customer wants before they do.” and that, “persistence and determination alone are all powerful”.

His daughter Lou added, “Tomorrow’s traveller is not only seeking to understand the world around them, but to return a better person. This company [APT] has led the way for nearly a century, with the focus always on the customer and our people and that’s going to continue.”

ICE Asia Pacific wholeheartedly agree that the focus should always be on the customer, as well as recognising the need for further innovation and continuing development of cruise and travel options.
Silver Sands Resort Joins Classic Holidays Management

Western Australia’s Silver Sands Resort is set to join the lineup of Classic Holidays managed resorts, entering into a long term management agreement to commence on 1 January, 2018.

Located in the coastal suburb of Mandurah, Silver Sands Resort is the premier timeshare resort in Western Australia and has been a Classic Holidays’ Resort Partner since 2015.

Classic Holidays CEO Ramy Filo said he was thrilled to welcome Silver Sands Resort to the Classic family as their first resort under management in Western Australia.

“It’s wonderful to have Silver Sands Resort as part of our Classic Holiday Club inventory in Western Australia,” said Mr Filo. “Adding another resort property to our club means we can offer more availability and more choice of quality holiday destinations for our member families across Australia and New Zealand.

“Just one hour’s drive south of Perth, Mandurah is a fantastic holiday destination and has a high demand among our members, so we expect this resort will be a major drawcard for members visiting Western Australia.”

Silver Sands entered into a Resort Partner agreement with Classic Holidays in 2015, opening an onsite sales operation to introduce Classic’s expanding suite of holiday products and leisure benefits to owners and guests.

The full management agreement with Australasia’s leading Resort Management company will unlock a world of holiday possibilities for owners and guests.

Ivan Hill, General Manager of Silver Sands, welcomed the appointment believing it to be most beneficial to the members of Silver Sands Resort and enhancing the opportunities available to their members.

“Change is always a challenge to many people but the Silver Sands Resort Board see this as the best opportunity for our Club to prosper into the future,” said Mr Hill.

Nine Club Resorts Rebranded to Ramada and Wyndham

Wyndham Hotel Group has rebranded a selected number of resorts and hotels to Ramada and Wyndham in Australia and New Zealand. This is in line with our strategy to grow the footprint of these iconic brands and continue to provide an exceptional guest experience, the following nine properties will transition to Ramada and Wyndham Hotels and Resorts brands:

The resorts that will have a name change include:
- WorldMark Ballarat – Ramada Resort Ballarat
- Wyndham Vacation Resorts Coffs Harbour – Ramada Resort Coffs Harbour
- Wyndham Vacation Resorts Seven Mile Beach – Ramada Resort Seven Mile Beach
- Wyndham Vacation Resorts Wanaka – Ramada Resort Wanaka
- Wyndham Vacation Resorts Asia Pacific to Wyndham Hotels and Resorts. The name, Wyndham Resort Denarau Island, has remained the same.

Experience Antarctica – Accor Vacation Club’s Member Experience

Some of our lucky Members recently had an amazing experience flying to Antarctica as part of the Accor Loyalty Program.

Their journey started with a night’s stay at The Pullman Sydney Airport, including a 3 course dinner and were entertained by special guests.

The following day they boarded a Qantas Boeing 747, being treated to a full in-flight beverage and meal service with abundant photographic and viewing opportunities. Antarctic experts were on hand to provide the commentary for a truly spectacular flight over the world’s most southerly continent.

Returning 13 hours later after their amazing trip, they relaxed for dinner and a second night stay at The Pullman Sydney Airport.
Europe, Middle East & Africa
Karma Group to Debut in London’s West End
London’s The Sanctum Soho, to Rebrand as Karma Sanctum Soho Hotel

The Sanctum Soho received the 2017 TripExpert ‘Experts’ Choice Award’, the only travel award based on professional reviews, recognizing it as one of the best hotels in London, as well as the 2016 ‘Boutique Hotel of the Year’ in the UK at the World Luxury Hotel Awards.

“I am delighted that there will soon be a KARMA sign above a hotel in London’s West End,” said John Spence, Founder and Chairman of Karma Group. “Extremely few companies in our sector have been able to own or operate city-centre destinations and to have one in arguably the most prestigious square mile of any city in the world is a perfect compliment to our philosophy of providing top shelf experiences for our members in the world’s best locations.”

Karma Group will build upon the established credentials of the hotel, adding various aspects of the Karma world such as the signature Karma Spa. Karma Sanctum will offer priority bookings, VIP benefits and discounted rates to Karma Club members.

Karma Sanctum in London joins Karma St. Martins in the UK and is the latest example of strategic marquee positioning for the Karma Group, having established a truly global presence in some of the world’s most beautiful locations, from the tropical cliffs of Uluwatu in Bali to the ski slopes of Bavaria.

Sanctum Hospitality Group’s Mark Fuller has had huge experience over the years setting up and running some of the leading clubs and venues in London. Mark’s partner at Sanctum Hospitality Group, Andy Taylor is one of the most prominent managers in the music business, having looked after many high profile bands and artists, including Iron Maiden, Elton John, Guns and Roses, Fleetwood Mac, Beyoncé, Destiny’s Child and The Who.

Mark Fuller, CEO of The Sanctum Hospitality Group, said: “This is a really great move for us and we’re delighted to be partnering with John and his team. We share the same vision; creating a unique luxury travel experience with a twist of rock. We’re making changes to the London hotel and have secured several sites internationally. We’re all investing a lot into this merge and are excited for the future.”

To enquire about Karma Sanctum Club Membership visit www.karmasanctumclub.com
Timeshare owners in Australia and New Zealand now have access to a new solution for timeshare resales through Timeshare Brokers Pty Ltd, part of the Beneficium (Int) Pty Ltd Group.

Backed by the trusted Beneficium name, Timeshare Brokers have partnered with the world’s largest online timeshare resale company, which receives over a million unique visitors to their web site each year and is responsible for securing over $100 million in sales offers in the past two years.

Timeshare Brokers have a highly visible retail street presence in various key locations with a concentration of timeshare resorts in both Australia and New Zealand, where personalised information can be gained face to face by both buyers and sellers.

CEO of Beneficium, Ramy Filo, said the launch of a legitimate timeshare resale option would be a welcome boost to the industry.

“All around the world, timeshare owners are experiencing a lack of options for disposing their timeshare when they have gained the value of that lifestyle investment and can no longer travel,” said Mr Filo.

“In situations where children do not wish to inherit their parents’ timeshare and the resort is not in a position to take back their week, often owners would go to a foreign timeshare reseller.

“The problem that has surfaced around the world – particularly in the UK and USA – is that unregulated timeshare resellers will take large upfront fees to act as an agent until the week is sold, but fail to sell the timeshare.

“This has led to countless cases of disappointment for timeshare owners as costs mount and hopes diminish. These unregulated operators have given the industry and specifically the resale market a bad name.”

Beneficium has led the way with a solutions-driven approach for the Australian and New Zealand markets. Through the launch of Timeshare Brokers’ new website www.timesharebrokers.com.au, the company will look at each individual case and guide them through the reselling process.

Providing honest and transparent advice, Timeshare Brokers will determine whether they can take on a week with the honest chance to sell it. If not, alternative options will be explored – from a trade-in or upgrade to a rental program.

“Rather than navigating the minefield of unregulated online resellers, Timeshare Brokers is a name buyers and sellers can trust and has been operating in the resale market in Australia since 1991,” said Mr Filo.

“Importantly, this service is about matching owners with buyers, and ensuring owners are empowered during the sales process. This is backed by a customer service support team who are there to help on the ground, with unmatched knowledge of the resale process in the timeshare industry in Australia and New Zealand.

“Through our extensive worldwide network of contacts and partners, we can assist owners to get the most out of their timeshare, offering a 30 day free trial and a modest monthly admin fee of $19.95 (plus GST) per month during the sales process, with no restrictive contracts and no commissions paid by either buyers or sellers.”

Timeshare Brokers has offices in the following locations: Gold Coast, Queensland; Yarrawonga, Victoria; Port Macquarie, NSW; and Paihia, New Zealand. Phone Toll Free 1800 669854 (AU) or +613 5744 0506 (INTERNATIONAL) or visit www.timesharebrokers.com.au for more information.

Timeshare Brokers Pty Ltd have held an Australian Financial Services License since 1991 (AFSL 246232).

About the Beneficium Group
Beneficium (Int) Pty Ltd is Australasia’s leading service provider in hospitality, leisure and vacation ownership. As a group of complementary businesses they deliver the most advanced, responsive and customer-focused service at the forefront of the evolving timeshare industry. Including multi-award winning companies Classic Holidays and DAE, Beneficium companies operate individually, yet are connected by a philosophy of ‘people first’.

Built on over 35 years of industry experience, the group’s companies are market leaders in their own rights, setting the benchmark for service, growth and productivity in their respective industry sectors.

For more information, visit www.beneficium.com.au
Why Should You Advertise With Us?
Perspective Magazine is the leading independent trade publication for the timeshare and vacation ownership industry globally, published by Perspective Group.

Now in its 10th year, Perspective Magazine distributes in print to senior level executives at resort developments and vendor companies worldwide, and dominates the digital space with vast syndication of its digital page-turn issues and individual editorial and news content.

There is no other independent publication that offers such global visibility in a single advertisement or advertorial, nor any other publication that offers so many value added benefits. Perspective Magazine is also available through bonus distribution at all major industry conventions globally, enabling advertisers the opportunity to break into new markets, attract joint venture partners, obtain new clients, recruit new employees or simply communicate successes to the industry.

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.

Perspective Magazine advertisers also have to option to benefit from discounts across the Perspective Group portfolio, in particular their INTUITION Brand Marketing service which uniquely combines Social Media Monitoring, Brand Reputation Management and Competitive Analysis, with expert content creation, PR services, Press Release Syndication, Online Marketing, Social Media Marketing, Social Media Management, Guest Surveys & Analysis, and superior design and publishing – all available from one fully integrated package, that significantly improves online visibility, brand recognition and online credibility.

For more information and rates on all of the Perspective Group services visit http://perspectivemagazine.com/services
Or call Sharon Mattimoe on +1-321-948-1319 or email sharon@perspectivegrp.com

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Please join us at our 65th conference held in Anaheim, CA October 14-17, 2017.

care-online.org
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Are you a Developer, HOA, Resort, Management and Exchange Company, Travel Club, Wholesaler or other Affiliate? Are you looking to provide opportunities for vacation fulfillment, exchanges and revenue enhancement through increased inventory utilization and yield management? You should consider a membership in C.A.R.E., The Cooperative Association of Resort Exchangers. We are the vacation industry’s premier trade association promoting ethical and outstanding vacation services by providing education and networking opportunities within our membership.

Please join us at our 65th conference held in Anaheim, CA
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