

Perspective

THE WORLD WE SHARE



THE SIXTH ANNUAL GNEX TIMESHARE LEADERS CONFERENCE SETS AN ALL-TIME RECORD

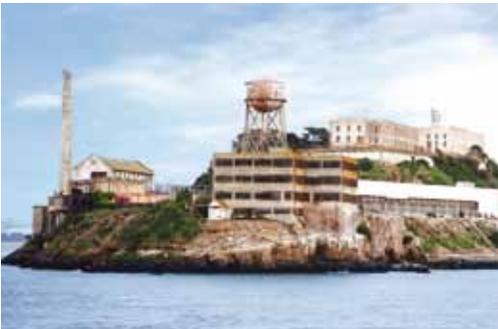
The GNEX 2016 conference brought over 200 Senior-level Executives together to discuss the new trends and future of the industry.

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Attendees were treated to local scenic tours, exciting networking events, special live entertainment and conference sessions focused on pertinent industry topics.



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July-September 2016



Welcome...

Welcome to the July/September edition of Perspective Magazine

This issue's cover story features an in-depth interview with Ron New, CEO of one of the leading travel service providers in the industry: RSI Vacations. He discusses the company's motivations, work style and the numerous benefits offered to both members and clients.

We also take a look at American Resort Collection's new partnership with the e-closing platform Pavaso. The paperless platform is part of the company's continued commitment to achieving a paperless work environment while providing its clients with the most advanced end-to-end online closing system possible.

Resort Travel & Xchange (RTX), with the active participation of its Benefits Department, successfully promote a healthier, more active way of living with their employees and staySky® Vacation Clubs celebrates another successful year of growth and recognition within the Timeshare Industry and Central Florida.

The GNEX 2016 conference brought in a record number of attendees and companies where several representatives from consumer associations from around the globe discussed the current issues that are affecting the industry.

Meanwhile, attendees to the 62nd Semi-Annual Cooperative Association of Resort Exchangers (C.A.R.E.) Conference were treated to local scenic tours, exciting networking events, special live entertainment and thought provoking conference sessions.

CRDA members are highlighted in this edition's Member News with Bobby Coates recent appointment as Concord's Director of Business Developments, Apollo Global Management's billion-dollar purchase deal with Diamond Resorts International and Interval International's successful Community Service Day.

AMDETUR highlighted a recent round of figures that showcased the incredible growth that tourism to Mexico has had over the past three years at its 30th Annual Convention. With an expansion that almost doubles that of other countries, Mexico as at its best moment for tourism and timeshare ownership.

TATOC CEO and Chairman Harry Taylor welcomes future attendees and guests to the TATOC 2017 Conference with a look at what they can look forward to in a brief but detailed synopsis of the recent 2016 conference and the topics discussed within it.

We wrap up this edition with the RDO update which features an editorial by Paul Gardner-Bougaard where he compares and notes the striking similarities between the recent events, and end result, of the United Kingdom's Brexit vote and the 1455 struggle for the throne of England known as the "War of the Roses".

Enjoy!

Paul Mattimoe
CEO
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A Proud Member Of:





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GLOBAL FEATURES

10 RSI Vacations: Celebrating 15 years of Travel Service

RSI Vacations is known for being one of the leading travel service providers in the industry, as well as a company that offers B2B Private- Branded Leisure Lifestyle and Travel Benefits Programs. Perspective recently spoke with CEO Ron New about the company's latest developments.

20 The Sixth Annual GNEX Timeshare Leaders Conference Sets an All-Time Record

The GNEX 2016 conference featured a first-rate lineup of more than 30 panelists that discussed some of the core issues that could have a positive impact on the vacation ownership industry in the future. There were lively presentations and panel discussions, held in an open-forum setting, which were led by some of the industry's most forward-thinking professionals.

32 Karisma Hotels and Resorts - Award-Winning Properties, World Class Destinations

Karisma Hotels & Resorts is a renowned leader in hospitality management, operating a premier collection of award-winning properties in some of the world's most desirable destinations, including Mexico, Jamaica, Colombia, Croatia and Serbia. Widely known for its creative and innovative approach to hospitality management, Karisma is dedicated to providing exceptional services to third-party hotel owners and hotel asset managers.



NORTH AMERICA

40 C.A.R.E. Brings Magic and Laughs to Its 62nd Semi-Annual Conference

The Cooperative Association of Resort Exchangers (C.A.R.E.) held its 62nd Semi-Annual Conference on May 21st through the 24th at the Crowne Plaza Tennis and Golf Resort in Asheville, NC.

44 CRDA: Round Up of Recent Happenings and Need to Know News.

Members of the Canadian Resort Development Association (CRDA) showcase the recent and exciting updates of their platforms, talent pool and vacation destinations. Concord promotes a new Director of Business Development, Interval International gives back to the community through its Community Service Day, weholi confirms their sponsorship for the upcoming CRC 2016, and Sunset World Resorts & Vacation Experiences is recognized for its commitment to quality.

LATIN AMERICA

50 AMDETUR Update Mexico is at it's Best Moment For Tourism - AMDETUR Holds Its Thirtieth Annual Convention

Tourism in Mexico is undergoing one of its best moments in history. In 2015, Mexico returned to its place in the ranking of the top ten countries for tourism in the world, welcoming more than 32 million visitors. In the same year it rose from 22nd to 17th place in terms of foreign-currency attraction through tourism, with a total of 17.40 billion dollars.



ASIA PACIFIC

- 56** **Time To Share as the Timeshare industry raises over \$30,000 at the industry Annual Foundation Golf Day.**
 This year's 11th Industry Foundation Golf Day was held at the Palmer Colonial Golf Club on the Gold Coast and what a fantastic day it was. With 144 players there was a lot of enthusiasm and excitement on the course.
- 58** **Strengthened Advocacy For The Accommodation Industry**
 Advocacy for Australia's accommodation industry has been strengthened by the creation of a formal alliance between two major representative organisations.

EUROPE, MIDDLE EAST & AFRICA

- 60** **TATOC: Update**
 Conference time comes around so soon so on behalf of TATOC and the TATOC board, I would like to welcome you to the TATOC Conference 2017.
- 64** **The Hollow Crown**
 This was the collective title of the Shakespeare "Wars of the Roses" trilogy recently on BBC television here and no doubt will appear on Public broadcasting networks shortly (if not already) in the USA. Those three plays are separately titled Henry VI Parts 1 and 11 and Richard 111. Without wishing to bore anyone reading this, for the sake of clarity, the Wars of the Roses, so called, lasted between 1455 and 1485 when Richard III was defeated at Bosworth and Henry Tudor became Henry VII.

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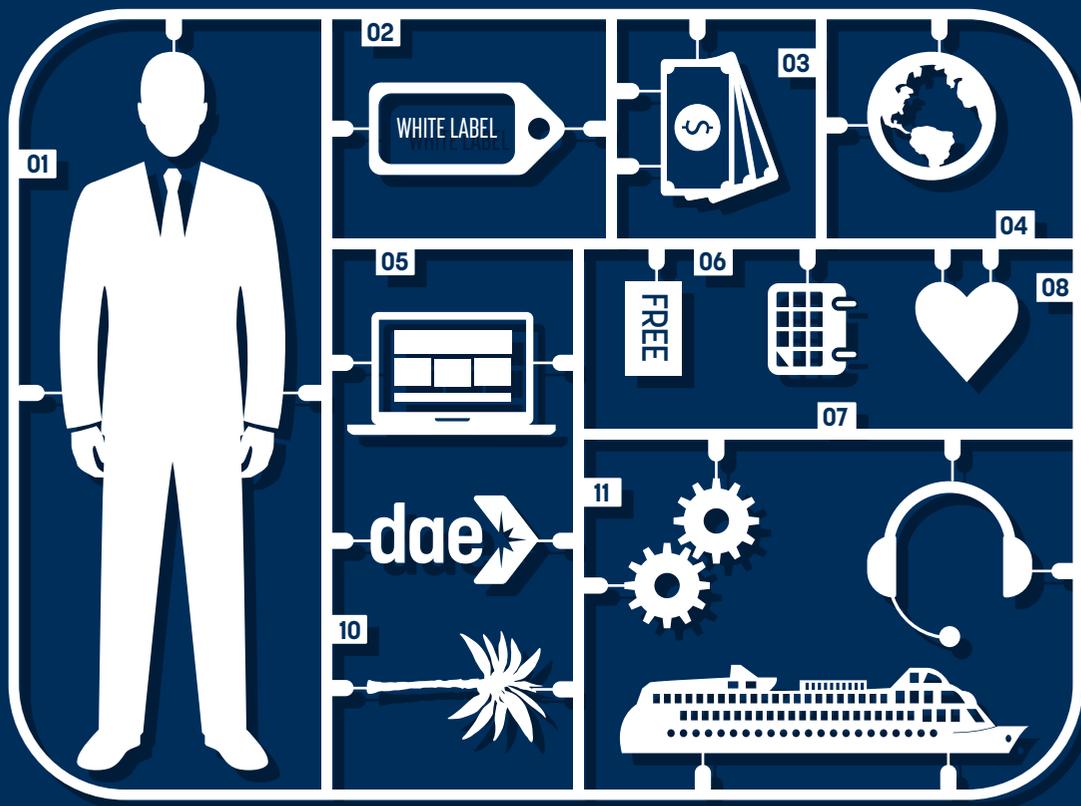


Aruba (2018) | Costa Rica | Curaçao | Dominican Republic: Cap Cana (Nov 2016) • La Romana • Puerto Plata (Feb 2016) • Punta Cana
Jamaica: Montego Bay | Mexico: Akumal • Cancun • Cozumel • Huatulco • Isla Mujeres • Ixtapa • Los Cabos • Nuevo Vallarta • Playa del Carmen (2017)
Playa Mujeres • Puerto Aventuras • Puerto Vallarta • Riviera Cancun • Riviera Maya • Tulum | Panama (Jan 2016)

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RSI Vacations: Celebrating 15 years of Travel Service



RSI Vacations is known for being one of the leading travel service providers in the industry, as well as a company that offers B2B Private-Branded Leisure Lifestyle and Travel Benefits Programs. Perspective recently spoke with CEO Ron New about the company's latest developments.

Let's start by asking how long you guys have been in business, and what motivated you to create RSI Vacations?

Sure; RSI Vacations was started in 1981. Our goal was simple; to create a diverse collection of private-branded leisure lifestyle

and travel benefits programs, and distribute them to private member bases, using a B2B model. The delivery mechanism would be an engaging and user-friendly member-only, customized, private-branded web platform, where members could search thousands of specially negotiated deals, and book them in real-time, on the website, or, for a more personalized experience, through one of our friendly and highly trained concierge specialists. There were no large OTA's (Online Travel Agencies) back then, but even so, we weren't trying to be like Expedia or Travelocity; in fact, we wanted to provide the exact opposite



experience. We saw the large OTA's doing nothing but reducing travel to a commodity, completely devoid of the expertise and personalized service we sought to provide. The combination of providing member-only deals, at great value, with high quality, high touch concierge service, has proved to be a winning combination for us. We're currently have over 100,000 happy, active members. I think we just came into this with the philosophy that success is something that is really contingent upon creating a positive link between people and business.

So the "link" is the solution?

The 'link' is always the solution. In order for any company or organization to succeed, especially in today's quickly shifting market, creating a positive link between the company and their clients, employees, members, etc. is key. All we did was recognize this, and then we created a way for companies to establish that positive link by leveraging something that is very exciting, personal, and resonates with just about anyone; travel. Travel builds positive memories that people can carry with them forever. If they go on an amazing

vacation, with the people they care about most, and make some incredible memories, a positive 'link' is created between that person and the company, organization, union, or whomever made that memory possible. We've had very positive feedback from our approach; our clients seem to love it.

And how much do your clients pay for your programs?

That's the best part, they pay us nothing. In fact, in many instances, we pay them. Our model works in reverse from most in the market today, and we structure a customized program for every client's unique needs. We even have programs where a client's members, through simple use of the program, can generate significant revenue back to that organization, while still providing pricing that is far below what a non-member would pay. It's the best of all worlds really; an organization is able to provide a valuable benefit that everyone uses (travel), at member-only pricing, and the only reason the member can get this pricing, is due to their affinity with that organization. Talk about a positive link, it doesn't get any better.

So, does RSI Vacations do all of the work?

Absolutely. We do it all - we design a custom, private-branded website for each client, complete with logo's, colors, et. al. We allow our clients to choose which of our benefits they want to provide to their members, and then deliver them through the custom website. We even create targeted campaigns, including e-mail, to help an organization drive engagement. Last year we sent out over 12 million e-mails to our members proactively promoting engagement.

What type of customer service does RSI Vacations offer its members?

Customer service is actually one of our hallmarks, and we're very proud of that. Unlike the OTA's, who my partner likes to say, 'play hide the phone number', our customer service number appears prominently on every single page of the website, and in every e-mail we send out. This way our members are always just a phone call away from speaking with one of our highly trained, experienced concierge specialists. That is the kind of personalized service the OTA's don't provide. We have members tell us all the time how hard they have to search on an OTA website just to find a phone number to speak with someone. They're frustrated, and our program offers a welcome change of pace for them.

You have mentioned 'member-only' pricing a number of times. What does that mean, exactly?

Over the years we have built solid relationships with a large number of high quality travel industry suppliers. Companies like Norwegian Caribbean Lines, Royal Caribbean, Amadeus, Sabre, Hertz, Avis and many more. You must understand that all of these suppliers vigorously protect their public pricing strategies in the marketplace. For example, when you search the public websites, including the suppliers own website, you'll typically find that the pricing is pretty much the same on all of them. You can try it yourself. Search for a cruise or a hotel on Expedia, then do the same thing on that same cruise line or hotel website, and you'll see that the pricing is almost exactly the same. This is by design.

Because we only work with private members, who must have a secure User ID and Password to access our benefits, we can show our members lower pricing than what they could get on public websites, while still protecting the public pricing strategies of our supplier partners.

We are what our suppliers refer to as an 'opaque channel'. As an opaque channel, in addition to pricing integrity, we offer our suppliers other unique opportunities. You must understand that having over 100,000 members means we're not waiting for the phone to ring. We take thousands of inbound calls per day from our members, and we push out millions of e-mails to them per year. This means we can move very quickly when a supplier reaches out to us because they have inventory that they must move quickly to in order to meet revenue goals. They can't discount that inventory in the public markets as that would compromise their public pricing strategies, however, since we provide an opaque channel, they work with us to move inventory at below market rates to our private group of members. Make sense?

It sure does. Is RSI Vacations able to create a custom experience for the organizations with which they do business?

Absolutely. We've created over 150 pre-login website templates from which our clients can choose, and we can customize any of them to reflect the logos & colors of our client companies. In short, it looks like their very own member-only website. We also tailor our e-mail marketing pieces to reflect the same look and feel of the brand we are working with. All in all, we create a total turnkey, customized experience for each of our clients, and they really love it.

You emphasize "Reducing Rescission & Building Loyalty" as part of your overall goals. Could you expand a little bit more on that?

Well it's pretty straightforward. Our benefits are always privately-branded, and whether they are sold as a stand-alone product, combined with a clients current offerings, or provided as a benefit because of an affinity someone has with an organization, our clients experience a surge



in sales conversion rates, reduced rescission in membership organizations such as Union's, Alumni Associations etc., and happier clients. Our programs are tailored to match an organization's exact sales and statistical needs, charitable contribution goals, and/or acquisition and retention strategies. Regardless of how a business uses them, the results are always the same...they get all of the acclaim, and a greater bottom line.

Is that done by utilizing a Business to Business Approach?

Exactly. We don't sell anything to individual members or to the general public, nor do we conduct sales seminars. We also don't solicit individuals to attend sales seminars, send solicitations by mail to attend sales seminars, or call individuals to attend sales seminars. Our clients are businesses, associations, organizations, employer groups etc., and as such, they already have employees and members to which they wish to provide our benefits.

Can you talk to us about how you are also creating affinity?

At the end of the day, we believe that people are what drive a business. Whether it's an

employee, member or customer, success depends upon creating a positive link between people and a business. That's what affinity is all about. We discussed this positive 'link' earlier in our conversation.

Our programs essentially create an affinity between a company and those they care about most, allowing a business to show appreciation without doing all of the work. So, whether it's an employee, owner, association member or customer, every person that an organization comes in contact with, is ultimately a consumer. Studies show that consumers are always looking for ways to stretch their spending dollars and improve their overall quality of life. It's simple...people like to travel, dine out, go to shows, concerts, events, and take vacations with loved ones. The only thing they like better is being able to do all those things for less, which the RSI Vacations benefits allow them to do. This creates, affirms and maintains that high-touch positive link between the organization and its member.

I can't believe I haven't asked you this yet, but specifically, what are the RSI Vacations benefits?

Well we've really kind of touched all around

it, right? Primarily, our focus is providing a range of benefits that impacts a person in their leisure life, outside of work. Things like travel, concerts, events, shopping discounts and more, with travel providing the biggest value proposition.

Our travel benefits include 4 proprietary programs; Fantasy Getaways, Cruise Getaways, Staycation Getaways and Condo Getaways. What drives the value in each of these programs is curated content; which is to say that our highly trained team of travel professionals works directly with our suppliers to deliver specially negotiated deals that are priced well below the public travel websites. I know that's a mouthful, but it's what separates us from our competitors, and makes our clients a hit with their employees and members.

Our Fantasy Getaways program provides once in a lifetime, or bucket list types of trips. An example might be something like a 15 day cruise on the Mediterranean Riviera, or a 21 day trip to the South Pacific, where they will visit islands like Bora Bora, Tahiti, Easter Island, Mo'orea, and more. Our Cruise Getaways offers up to 25 specially negotiated cruises each week, in addition to the over 11,000 itineraries that can be accessed at member-only prices on our website. Our Staycation Getaways is a hotel-centric program offering 50 specially negotiated hotel stays each week, at some of the most popular destinations and properties in the world. And finally, our Condo Getaways program offers 100 or more, high quality, luxury resort condos, all over the world, at prices far below what is available in the public market. It's also not uncommon for us to have some of the big brands inventory as a part of this program.

Rounding out the benefits are shopping discounts through our Savvy Shopper portal, offering our members the opportunity to earn Savvy Shopping Credits™, while shopping at over 4,000 of their favorite retailers. Members can use their Savvy Shopping credits, dollar for dollar, to purchase travel. Other benefits include discounts on concerts,

sporting events, movie tickets, shows and car rentals. We also offer flights, as a convenience only. We are constantly looking to add our offerings to enhance our member's experience.

Earlier you mentioned employee benefits, can you elaborate on that?

Well, in today's competitive landscape, drawing and retaining top employees is key to the success of any organization. At the same time, in the c-suite, CFO's struggle with trying to hold down expenses, especially where benefits are concerned. Our leisure lifestyle and travel benefits hit the sweet spot for these clients, as they cost nothing, provide not only high perceived value, but actual dollars and cents value, can be set up to help fund their charitable contribution initiatives, and in doing all this, provide a competitive advantage to hire and retain top talent. In our view, this is a winning strategy for any organization.

Tell us about your partners. Is it true that "no single company can do it all"?

That's pretty much on the mark. At RSI Vacations, we think of a company as an island. Over the past 15 years we've built strong relationships and tactical alliances with some of the best companies in the entire travel industry. We count on these tactical alliances because it expands and diversifies our own benefit offerings. It lets us build fantastic personalized programs, and more, allows us to deliver exceptional value to our clients and their members.

Some of our partnerships include Carnival Cruise Lines, Royal Caribbean, NCL, Celebrity Cruise Lines, Amadeus, Sabre, Travelport, Odysseus, ARDA, C.A.R.E., and more. We couldn't do what we do without these special relationships.

How can people inquire about working with RSI Vacations?

We make it pretty simple. Just give us a call at 770-486-1181 and ask to speak with someone in our business development group. We'll get you to the right person to discuss your project in detail.

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FEATURED INDUSTRY HEADLINES

American Resort Collection Goes Paperless with Pavaso E-Closing Platform

The American Resort Collection (ARC) have announced it plans to partner with Pavaso, an electronic document closing and management platform..

As part of its commitment to achieving a paperless work environment, ARC has announced it will be utilizing the services of Pavaso, the industry's most advanced end-to-end online closing platform that improves the efficiency and security of processing closing documents and communications through a digital means.

ARC provides expert marketing, sales, and rental programs backed up with proven resort management and development experience to resorts and vacation ownership companies with the goal of re-establishing resort sustainability. Operated by a team of industry veterans, the company provides clients with a wide range of fully integrative and supportive services, professional financial planning and restructuring, resort operations staffing and sales and marketing support.

Additionally, the company offers a multi-faceted approach to resort re-development; from a robust proprietary IT platform that seamlessly integrates with accounting, merchant and POS systems, to sales and marketing teams that boost resort revenues by selling flexible vacation club products that can be customized to meet the needs and necessities of each resort.

"The Pavaso system effortlessly

speeds up the closing process. We are committed to investing in streamlining processes in order to work more efficiently and therefore more profitably for our resort partners and members.," says R. Scott MacGregor, president, American Resort Collection.

Pavaso was one of the first to meet and surpass the strict requirements set by the Consumer Financial Protection Bureau for the closing and processing of contracts and titles in an electronic format. In a study conducted by the CFPB in regards to consumers who closed using an e-Closing platform it was ultimately found that this electronic process gave the borrowers improved efficiency, empowerment and understanding versus those that only used paper forms and physical means.

This electronic document processing platform offers a comprehensive solution to the entire vacation ownership cycle and will also work alongside the RCI® Livestream system already implemented by ARC, to document sales made during online presentations to potential buyers, or whenever new or existing documents need to be processed outside of an established sales center.

For more information about the American Resort Collection, please visit www.arcrestorts.com

About American Resort Collection

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.

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- Tour/Client Generation

Joke of the Day

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

-Unknown Author

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FEATURED INDUSTRY HEADLINES

RTX Employees Get Moving with Health & Wellness Initiative

Resort Travel & Xchange (RTX) employees recently brought determination and enthusiasm to their company's Wellness Initiative. RTX's Benefit Department took a very active role by providing their employees with health information, diet tips, weekly newsletters and prizes during the days of the event.

RTX, a rapidly growing timeshare and vacation ownership exchange company, has been increasing its efforts in maintaining employees' health and wellness with a Spring Step Challenge. Over the course of the initiative, employees were challenged to spend 6 weeks tracking their daily step count by using their own fitness tracker, phone app or with a pedometer that the company provided them in the hopes of getting every employee to the goal of 10,000 steps per day – the recommended daily target of the American Heart Association.

"This was the first in what we hope will be many regular wellness programs that we offer employees. Between the participation and positive feedback from employees, and the support from our Benefits department and executives, this is yet another reason why RTX is such a great place to work," said Sara Little, director of communications and wellness coordinator for RTX.

RTX motivated its employees throughout the initiative with weekly newsletters, that included fitness and diet tips, and health information that would help them keep their energy and health in excellent shape. As a result of this motivation and guidance, between 12 and 24 employees who



reported their daily steps each week saw their daily average go from around 7,180 steps to an average of 10,530 steps per day.

The company also awarded a weekly prize to the person with the highest number of steps in a single day for that week as well as a final prize at the end of the challenge. The person who increased their step count the most from the first week of the challenge received a \$25 gift certificate. Additionally, the participants with the highest average daily step count over the course of the challenge would be sponsored by RTX to run in the Chamber Challenge 5K that took place on Friday, June 03, in Asheville.

By the end of the Initiative the employees' efforts and motivation were evident as a total of seven employees were sponsored by RTX to participate

in the Chamber Challenge 5K. The employees sponsored for the run were Sara Little, Zach Winecoff, Carmen Hall, Zac Hodnett, Chris Johanson, Sara Cheng and Jeannie Glosson.

Zach Winecoff gave an outstanding performance during this run with a time of 22 minutes and 56 seconds and coming in 80th out of a 1,304 participants. Carmen Hall was not to be outshined either as her step count increased the most from the first week of the challenge which got her the \$25 gift certificate at the end of the challenge.

RTX is a pro-active employer that regularly uses employee challenges to motivate morale while giving back to the community and supporting local charities.

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

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The Sixth Annual GNEX Timeshare Leaders Conference Sets an All-Time Record

Drawing in 200 Senior-level Executives from 120 Companies Across the Globe



The GNEX 2016 conference featured a first-rate lineup of more than 30 panelists that discussed some of the core issues that could have a positive impact on the vacation ownership industry in the future. There were lively presentations and panel discussions, held in an open-forum setting, which were led by some of the industry's most forward-thinking professionals.

Noted speaker, author and mental toughness coach Jim Madrid served as conference emcee for the fifth consecutive year, handling all the Q&A's, running the speed networking session, and hosting the annual Perspective Magazine Awards prize giving.

With its focus on networking, GNEX provides attendees and exhibitors with unrivaled access to prospective new

clients and new strategic partnerships in an intimate setting that continues to redefine the typical conference format. Some of the highlights of the event included: panel discussions led by industry influencers, open-forum

Topics ranged from "A Global Perspective", where developers from around the world discussed their local marketplace and changing trends, "Blurred Lines", which discussed the burgeoning relationship between timeshare and the hotel industry,

With its focus on networking, GNEX provides attendees and exhibitors with unrivaled access to prospective new clients and new strategic partnerships in an intimate setting that continues to redefine the typical conference format.

discussions with some of the biggest names in timeshare, and entertaining nightly social events that went above and beyond guest expectations.

and "The Road to an Engaged and Active Customer", where our panelists discussed how to attract new customers in a highly competitive marketplace.



In addition to panel discussions, Jim Madrid posed the question, “Who do we trust”? In his interactive session, Madrid looked at the brands that have excelled by building trust with customers.

Greg Crist, CEO of The National Owners Association, took to the stage to look at some of the highlights of the annual Timeshare Owners Study commissioned by NTOA and INTUITION Brand Marketing in order to study online consumer conversations about timeshare.

Several representatives from trade and consumer associations from around the globe discussed current issues that were affecting the industry, in addition to ideas for improving the industry’s overall reputation.

Several representatives from trade and consumer associations from around the globe discussed current issues that were affecting the industry, in addition to ideas for improving the industry’s overall reputation.

On the opening evening of GNEX 2016, HSI invited all GNEX delegates to the French Quarter Bar in the Ritz Carlton for a fun evening of networking, premium drinks, gourmet culinary creations and live jazz music.

RSI Vacations hosted this year’s extremely popular Speed Networking session at GNEX. The highly-visible event gives each delegate the opportunity to meet other 30-plus attendees in quick two minute intervals as well as make



arrangements for more in-depth, follow-up discussions later in the conference.

This year, the Victoria's Voice Foundation was selected as the charity of choice. A live auction raised a total of \$20,885 for the Foundation.

David Siegel delivered a heartfelt speech citing the alarming statistics of teen drug use and the efforts made by the Foundation to stem this crisis. He informed the audience that an estimated 24.6 million Americans ages 12 or older (or 9.4 percent of the population), have used an illicit drug in the past month. He also mentioned that drug overdoses were the leading cause of injury death in 2013, greater than car accidents and homicides.

He informed the audience that an estimated 24.6 million Americans ages 12 or older (or 9.4 percent the population), have used an illicit drug in the past month.

"I have built a very successful company, but now my only mission in life is to save lives and hopefully prevent other parents from going through what our family has experienced from the death of our beloved Victoria," said David Siegel, President and Chairman of the Board of Westgate Resorts.

More than 30 products and services were auctioned to senior-level executives from across the globe, including vacation getaways, signed sports memorabilia, furniture, cookware and some of the latest mobile technology gadgets.

Vacation Condos invited all guests to celebrate and network aboard the Creole



Queen Paddlewheeler on an evening cruise along the Mississippi River. The magnificent “floating palace” mixed historical charm with modern comforts. Richly appointed dining rooms, a state-of-the-art sound system, an elegant promenade deck, lavish Creole dining, classic New Orleans cocktails, live jazz, dancing, casino tables and cool river breezes made for an evening to remember.

The DAE Masquerade Wrap Party took place at the Grand Oaks Mansion, the crown jewel of the Mardi Gras World Events Complex. Situated on the banks of the Mississippi River, Mardi Gras World is the place where the magnificent floats that define Mardi Gras have been built since 1947.



More than 30 products and services were auctioned to senior-level executives from across the globe

The final evening was all about networking and fun, New Orleans-style, with top-shelf drinks, food, music and entertainment. Guests received Mardi Gras masks and beads upon arrival, and were wowed by the live jazz music, Louisiana Creole cuisine, premium bar, alligator handler, tarot card readers and great company.

As part of the festivities, the DAE Masquerade Wrap Party featured the Perspective Magazine Awards Ceremony honoring the industry’s best and brightest.



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FEATURED INDUSTRY HEADLINES

staySky® Celebrates Two Years of Growth and Recognition

staySky® Vacation Clubs is set to ring in its 2nd year anniversary with another year of top rankings and recognitions for their premier family-friendly hotel experiences and commitment to growth.

staySky® Vacation Clubs began sales in June of 2014, introducing members to an innovative, dynamic membership program that offers a points-based vacation product that takes the best components of a traditional timeshare and combines it with innovative flexible features that meet current market demand as well as the trends of the next generation of vacationers. The program is comprised of three different packages to meet the needs of every type of vacationer:

staySky® Vacation Club is the classic vacation club program. staySky® Vacation Clubs guarantees a lifetime of vacation options including a points-based membership which offers access to comfortably appointed accommodations within the staySky® Vacation Club portfolio, plus exchange options with Interval International, and endless benefits and uses for staySky® Escapes using Reward Credits which offer members the ability to stay happy each year.

staySky® Vacation Membership Club is also modelled on the classic vacation club program; but with a twist of flexibility. It provides members identical benefits to the staySky® Vacation Club membership, but with an opt-out feature, which provides members the opportunity to discontinue their Membership along the way if they need to.

staySky® Explorer is a simple introduction to the club programs, providing an opportunity to explore the many benefits of the staySky® Vacation Clubs for a limited period of time. During an 18 month timeframe, members will

enjoy a full week stay at one of the staySky® Hotels & Resorts locations, gain access to car rentals, cruises, popular destinations plus a multitude of exciting benefits from the staySky® Explorer program.

“The flexibility and choice that staySky® Vacation Clubs offers is one of the primary reasons for our success in these first two years, alongside our commitment to quality and service” says Jack Chevrier, president, staySky® Vacation Clubs.

The past year has also seen the staySky® team grow, a team that continues to receive recognition for its workplace practices and environment.

This year brought new talent and exciting promotions to the company's existing team, with Joyce E. Stratton being promoted to Director of Member Services while maintaining her position as head of the Contracts Administration Department. Stratton joined the team in April of 2014 and is a timeshare industry veteran of over 15 years specializing in quality assurance, regulatory compliance, risk calculation and management, and credit underwriting. Prior to joining the company, she held various positions within the time share industry, most notable of which was her position as Vice President of Contracts Administration & Owner Services which she held for over 4 years.

“Joyce has been an incredible asset to us since she came on in 2014. I'm confident that she will exceed all our expectations in her new position as Director of Member Services” commented Chevrier.

Continuing with its focus on hiring top level talent, Ann Chandler was recently brought in to serve as Marketing Manager; adding

her experience of over 25 years in the marketing arena towards the company's future endeavors. As an industry veteran, Chandler has worked in several top vacation ownership companies as Senior Manager of Marketing and has developed and helmed marketing programs that generated millions in revenue and new clients.



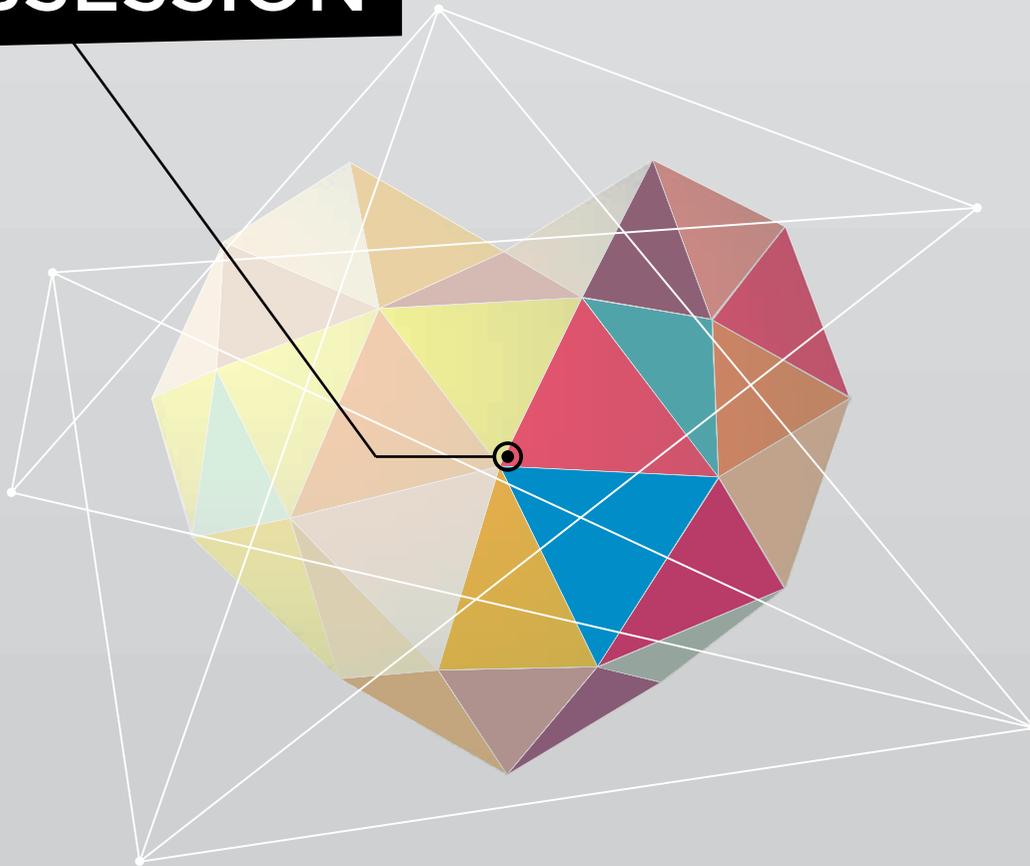
“We are very excited to add Ann's experience and industry know-how to our team.” said Chevrier, adding: “Her marketing prowess will no doubt be a great asset for us as we continue to grow and flourish within the vacation ownership industry”.

Recently, staySky® has been recognized by Florida Governor Rick Scott as one of Central Florida's powerful employment growth entities. Additionally, the Orlando Sentinel ranked the company as one of the top 100 companies for working families for the second year in a row. For over 20 years, the Orlando Sentinel has recognized and honored the companies in Central Florida that are committed to creating a great workplace for their employees.

As a way of bringing new talent into the company, staySky® Vacation Clubs actively promotes their sponsorship of an EB-5 program. With this direct job creation EB-5 visa program the company will be committed to provide employment opportunities for 10 new employees for every EB-5 visa subscriber as a part of their on-going growth plan.

With another successful year gone by and a future poised for growth and expansion, staySky® Vacation Clubs is set to continue its status as one of the fastest growing vacation ownership companies in Central Florida.

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FEATURED INDUSTRY HEADLINES

UVC Members Will Now Be Able to Enjoy New F&B Offerings Thanks to AMResorts®' 24-Hour Dining Program

AMResorts® has rolled out an exciting 24-hour dining program across its six luxury resort brands that include 43 properties in 21 destinations. As part of the new offering, Unlimited Vacation Club (UVC) members can now enjoy at least one 24-hour restaurant option included under the signature Endless Privileges®, Unlimited-Luxury® and Unlimited-Fun® vacation concepts.

The 24-hour restaurants and menus vary by resort and include à la carte and buffet offerings. Each property embraces local flavors and ingredients to showcase their destination and deliver UVC members delicious options all day and night.

"While on vacation, travelers want to forget about daily routines, relax and explore resort features on their own time – from dining to activities and

entertainment," said Colette Baruth, Senior Vice President Marketing, Sales, Revenue Management & Distribution for AMResorts. "Adding even more around-the-clock F&B options represents yet another proof point of AMResorts' ongoing commitment to exceeding guests' expectations."

"This is an example of how AMResorts brands' offerings continue to evolve to bridge trends and elevate standards," Baruth adds.

UVC members and resort guests will be able to enjoy AMResorts®' all-inclusive vacation model of world-class dining options – including AAA Four Diamond award-winning and renowned chef affiliated restaurants – and innovative F&B programing across the board. AMResorts' complimentary dining



program, "Sip, Savor & See," also gives UVC members dining access at sister brand resorts in the destination they are visiting for an exciting experience.

In addition to the new 24-hour restaurant dining across all brands, all Zoëtry® Wellness & Spa Resorts and Secrets®, Breathless®, Dreams® and Now® Resorts & Spas properties will continue to offer complimentary 24-hour room service to all UVC members. Sunscape Resorts & Spas, as part of the Unlimited-Fun® vacation concept, will continue to provide UVC members with 24-hour access to food and snack options. For more information on the 24-hour dining program, visit Unlimited Vacation Club's website.

Interval International Adds Newest Marriott Vacation Club Property on Australia's Gold Coast

Interval International, a prominent worldwide provider of vacation services and an operating business of Interval Leisure Group (Nasdaq: IILG), announced the addition of Marriott Vacation Club at Surfers Paradise to its global exchange network. The new resort is located at the award-winning Surfers Paradise Marriott Resort & Spa on Australia's Gold Coast.

"We've redefined the Australian vacation experience by matching the unique amenities and activities of the famous Surfers Paradise Marriott Resort & Spa with the signature hospitality and service of Marriott Vacation Club. Our guests

will be immersed in the best of the area, enhanced with Marriott quality and attention to detail," said Stephen P. Weisz, president and chief executive officer of Marriott Vacations Worldwide.

"This property is ideally situated in a prime beach destination, with a multitude of entertainment options and beautiful natural surroundings," said David C. Gilbert, president of Interval International. "As always, Marriott Vacation Club is offering all the resort amenities and services to make for a great vacation experience for its owners and Interval's exchange guests."



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Beneficium's 2016 Benny Awards Winners Announced at Gala Night

Beneficium Group, Australasia's leading service provider in hospitality, leisure and vacation ownership, has hosted its second annual group-wide awards – the 'Benny Awards – on the Gold Coast this week.

The parent company of Gold Coast-based holiday companies Classic Holidays and DAE, as well as finance, investment, education and technology companies, Beneficium celebrated their best at brightest at the Gala Ceremony attended by over 200 staff at QT Hotel in Surfers Paradise on Tuesday night. The award winners were announced in the following categories:

- Rising Star Award – Warwick Tomlinson (Onsite Manager – Tiki Village Resort)
- Best Supporting Role Award – Adeline

Kissel (Classic Holidays Collections/ Resort Operations)

- Excellence in Leadership – Chantelle Murphy (DAE – DAE/Classic Administration Team)
- Innovation Award – Steps 2 Sale (S2S) Project
- Team of the Year (Resorts) – Beach House Seaside Resort Team (pictured below)
- Team of the Year (Corporate/Sales) – Classic Holidays Vouchers Team
- Resort of the Year – Boambee Bay, Toormina NSW
- George Tawaf 'Essence of Us' Award – Samrat Guha (IT Department)

Beneficium CEO and Chairman, Ramy Filo, said the awards were a celebration

of excellence, with the group's best and brightest stars nominated by their peers.

"We're incredibly humbled by the people that work with us and for us in this organisation, which is why we're proud to come together to celebrate our people each year at this special event," said Mr Filo. "A company doesn't choose its employees, employees choose the company – and that's always a partnership for success."

Recognising innovation, team work, leadership and support, the nominees, award winners and teams present from across Australia and New Zealand were all celebrated for their contribution to the organisation.



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FEATURED INDUSTRY HEADLINES

NTOA Appoints Kandel as General Counsel

The National Timeshare Owners Association (NTOA), North America's premier association dedicated to educating and preserving the rights of timeshare owners, today announced the appointment of Martin M. Kandel as General Counsel and member of the NTOA Board of Directors.

Kandel holds a juris doctor degree from the University of Baltimore School of Law and a bachelor's degree in Political Science from Rutgers University. He is a member of the State Bar of Maryland, a former Maryland Assistant Attorney General and Counsel to that state's Real Estate Commission and Commissioner of Consumer Credit, and the primary author of the Maryland Timeshare Act.

Since 1984, Kandel has represented and served as counsel to timeshare developers, lenders, builders, and a variety of other industry related clients. He has provided management consulting, compliance, and product development services to public and private domestic and international shared ownership and travel related companies. In addition, Kandel has served in senior roles for Accumen Sales and Marketing Group, Accor Première Vacation, Club Lacosta Resorts and Hotels, Diamond Resorts International, Exploria Resorts, and Starpoint Resorts. He has also served on the Boards of both the American Resort Developers Association (ARDA) and the Australian Timeshare and Holiday Ownership Counsel (ATHOC).

"Marty's background spans a broad spectrum of legal knowledge

combined with extensive practical operational experience having served as a regulator and by working at C-level positions as a timeshare developer and marketer", said Gregory Crist, CEO of NTOA. "His expertise and common sense approach is a great match for the NTOA's diverse member organization, growth, and advocacy agenda as we intensify our focus on consumer-centric opportunities on behalf of all timeshare owners. Marty will help us better identify and address opportunities and challenges related to vacation ownership and how the product is marketed, sold, and re-sold. I look forward to working closely with Marty and welcome his counsel with regard to owner education, advocacy, promotion, and especially his role as a trusted liaison between the NTOA and developers, other industry organizations, along with the legal community", Crist stated.

"I welcome the opportunity to re-engage as a legal practitioner, and hope to reinforce my own pro-timeshare view within the NTOA", Kandel said. "I am confident that greater communication combined with proactive and sensible measures between the NTOA and the timeshare community will promote best industry practices and resolve many of the problems faced by a growing number of timeshare owners and legacy resorts", Kandel added.

About NTOA

For nearly 20 years, the National Timeshare Owners Association has worked to foster a better understanding of the benefits, value



and usage of timeshare ownership through information and educational programs. As the premier organization giving a united voice to the nearly 8 million timeshare owners in the United States and Canada, the NTOA proactively seeks opportunities to promote the timeshare industry's continued growth and positive public image. For more information, visit www.ntoassoc.com



Kristi's Story of SURVIVAL



is the July-September sponsor for Send Me On Vacation

Please share this program with others so they to can blossom again after battling cancer.

My name is Kristi Stone, and I'm a thriving metavivor. I have stage 4 metastatic breast cancer that spread to the bones and liver. Diagnosed on Christmas Day, 2014, I was simply told "I'm sorry, you're 100 % riddled with tumors", and then the ER doctor walked out. That was it. No other conversation.

I chose an oncologist, and was told I had 30 days to live. To get my affairs on order, as treatment would not likely work. I almost did nothing....

Thankfully, I asked to try treatment anyway. Within 13 months of Xeloda & oral chemotherapy, I improved. I was in a wheelchair and using a walker for three months...but each month, my numbers went down, and I felt better and better.



Although I always know I'm metastatic, I won't ever be in remission. I can live a quality life knowing I won't live very many years this way. I would love to go on vacation. We just don't have the financial means.

A final beautiful, relaxing vacation experience would do wonders for my soul, which has been through so much pain. Now, I feel so good, I haven't had a hospital stay in 13 months! I'm very stable right now, even though I'm stage 4. This trip would forever put a smile on my heart that you would not be able to remove! Being a mermaid is a lifelong dream of mine!

Kristi Stone



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

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

2.8 million breast cancer survivors in the U.S.

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

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



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Karisma Hotels & Resorts is a renowned leader in hospitality management, operating a premier collection of award-winning properties in some of the world's most desirable destinations, including Mexico, Jamaica, Colombia, Croatia and Serbia. Widely known for its creative and innovative approach to hospitality management, Karisma is dedicated to providing exceptional services to third-party hotel owners and hotel asset managers.

With a variety of guest experiences ranging from the groundbreaking Karisma Gourmet Inclusive® Experience, featuring chef-prepared cuisine, beach butlers, and product innovations including private swim-

up and infinity pool suites, traditional all-inclusive properties, and à la carte EP hotels, the Karisma name ensures a quality experience.

Karisma properties have been honored with the industry's top accolades, including the AAA Four Diamond Award, Conde Nast Traveler's "Top 100 Hotels in the World" and "Gold List," Forbes' "Top 10 Most Romantic Hotels," TUI Travel PLC's "Hotel of the Year," and Wine Spectator's "Award of Excellence."

Karisma has received worldwide recognition for its creative approach to hospitality management and product innovations.

Exotic Travelers and Prestige Travelers are the Karisma Travel Club loyalty program.

In the same tradition, Exotic & Prestige Travelers reinvented the travel club experience. By combining flexibility, extraordinary service, and cost-savings made possible through group-buying power, the travel club was an innovative alternative to the often complicated timeshare business model that stalled the industry during the 1990s.

Exotic & Prestige Travelers were the brainchilds of the team of vacation hotel operation, business development, and financial services that made Karisma

Hotels & Resorts an award-winning international brand. Based in Mexico's stunning Riviera Maya, Karisma set a new standard in the hospitality industry with its revolutionary Gourmet Inclusive® Experience. This upscale, all-inclusive concept raised the bar with a level of personalized service meant to customize every guest's vacation down to the smallest detail.

Exotic & Prestige Travelers' goal is to transform your yearly vacation into a lifetime of adventure. It is your passport to exclusive privileges, incredible savings and unlimited choices. Through multiple affiliations with the world's premiere vacation exchange companies, Exotic & Prestige Travelers opens up a world of travel opportunities for members. Using this successful formula, Exotic & Prestige Travelers is poised to grow and expand into new markets with unprecedented innovations.

Exotic & Prestige Travelers' portfolio includes the adults-only El Dorado Spa Resorts & Hotels, family-friendly Azul Hotels and Generations Resorts, urban-chic Allure Hotels, Karisma Hotels Adriatic, and Hidden Beach Au Naturel Resort.

This 2016, Exotic & Prestige Travelers added new exceptional resorts to its collection:

Latin America's first and only Palafitos – Overwater Bungalows.

Set to open at the award-winning, adults-only El Dorado Maroma, a Beachfront Resort, by Karisma, in September 2016, the Palafitos will be available for booking starting March 2016.

Currently under construction and surrounded by the bright turquoise waters of Riviera Maya's Maroma Beach – voted by Travel Channel as one of the top 10 beaches in the world – the first phase of 30 elegant suites will offer breathtaking ocean views, glass-bottom



floors, direct ladder access to the ocean, outdoor "Aguas del Amor" showers, private infinity pools, indoor Jacuzzis, and oversized decks with lounge chairs that look out onto the ocean horizon.

of the Caribbean Sea for breakfast, lunch and dinner, including menu creations inspired by the ocean and a glass floor private dining room that will make for unforgettable intimate events.

A world-class overwater restaurant and tranquil spa will complete the exclusive

Special services and amenities know no bounds at the stunning Palafitos,

Karisma properties have been honored with the industry's top accolades, including the AAA Four Diamond Award

experience. The Gourmet Inclusive® Over Water Ocean Grill & Wine Bar will feature an open kitchen with scenic views

which will run the gamut from 24-hour room service, exclusive beach beds, customized beach picnics





and full butler service on-demand to assist with everything from pre-arrival requests, packing and unpacking, reservations, and delivery of complimentary sunscreen, reading materials, refreshments and gourmet bites while at the pool or beach, plus so much more.

Nickelodeon's first-ever international hotel.

With the signing of an agreement, Karisma Hotels & Resorts and Viacom International Media Networks (VIMN), a division of Viacom Inc. are pleased to announce that Nickelodeon Hotels & Resorts Punta Cana, a five-star Experiential Resort with incomparable Luxury Vacations filled with playful surprises for guests of all ages.

The stunning beachfront resort features 208 oversized suites in seven styles designed to cater to a variety of tastes, from intimate Jacuzzi Pads

and Flats to exquisite Swim-Up Suites. Guests may also choose to book one of four exclusive, two- and three-bedroom Super Villas providing upwards of 2,200 square feet of vacationing space each, including the Pineapple Villa, inspired by SpongeBob SquarePants' own home in Bikini Bottom. Suites will include luxuries like jacuzzis, private patios, wrap-around terraces or balconies, and 24-hour in-room dining options. Plus, all guests will

Alto beach in the Dominican Republic, the upscale property has re-imagined the art of hospitality to deliver delightful twists including surprise slimings and unexpected visits from your favorite Nickelodeon characters. Combined with world-class dining, sleek modern design and innovative amenities, Nickelodeon Hotels & Resorts Punta Cana will offer an unforgettable getaway for Nickelodeon fans and luxe resort lovers alike.

Karisma is poised to continue its growth and expands the

Karisma Gourmet Inclusive® Experience

enjoy Got You Covered amenities like complimentary baby food, strollers, cribs, kids' spa robes and baby bottle warmers for infants and toddlers.

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Karma Group and Sanctum Hotel Group Join Forces to Develop Luxury Rock Styled Hotels

John Spence, Chairman and Founder of award-winning international travel and lifestyle brand, Karma Group and Mark Fuller, hotel legend and CEO of Sanctum Hotel Group have announced a joint venture to develop a series of authentic luxury rock styled and orientated hotels in strategic locations around the world, accompanied by an exclusive private membership club.

Spence and Fuller have identified a huge gap in the market for this style of hotel, which will combine the credibility and glamour of being frequented by rock royalty and music industry management. Combining the ultimate in luxury and comfort with a rock edge, the hotels will be the number one destination for the discerning traveller accustomed to a stylish and vibrant lifestyle. Boasting the finest quality furnishings and impressive attention to detail, the hotels will feature top of the range facilities such as recording studios, cinema screening rooms, spas, world-class restaurants and bars.

Additionally, there will be a highly aspirational and exclusive membership

club based around these properties, providing members not only great rates and discounts at the properties, but also 'money cant buy' benefits such as preferential tickets to rock concerts as well as VIP experiences like meeting bands and back stage tours. Initially the members club will focus on the existing Sanctum Hotel Group properties in England, as well as Karma Group's stable of resorts, but the partnership is currently investigating options to roll out new hotels, primarily in major music hubs visited by leading touring artists, such as New York, Los Angeles, Melbourne and Berlin.

"Bringing together our enormous collective experience, in both the music and hospitality industries, to plug the gap in the market for authentic, quality rock and roll inspired hotels seems only natural," said John Spence. "Both Mark and I feel that our brands are ideally aligned to create an extremely successful venture and, above all, we share the mantra is that we are not in the accommodation business, but rather the entertainment business. Our global partnership uniquely opens the world's finest locations to lovers of music and followers of our philosophy of life being a celebration of hard work followed by hard play."

"We've created a strong brand in the UK and our existing hotels, year upon year continue to achieve fantastic



success," said Mark Fuller, CEO of The Sanctum Hotel Group. "We provide a unique offering; a five star hotel experience, a twist of rock 'n' roll and an abundance of incredible facilities. We're thrilled to be working with Karma Hotels to bring our vision to 20 key cities across the world."

Spence and Fuller have both enjoyed extensive and successful careers in both the music and hospitality industries. In the early '80s, John cut his teeth as a music agent in London and it was during this time that he formed a friendship with Fuller who has had huge experience over the years setting up and running some of the leading clubs and venues in London. Mark's partners at Sanctum Hotel Group, Rod Smallwood and Andy Taylor are two of the most prominent managers in the music business who have looked after many high profile bands and artists, including Iron Maiden.



Dick Pope Legacy Awards Luncheon

Celebrating The World of Hospitality



*The Late
Gary Sain*



Arnold Palmer



John Hitt



Steve Jayson

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C.A.R.E. Announces Fall Conference Schedule with Extended Keynote Feature

The Cooperative Association of Resort Exchangers (C.A.R.E.) is excited to welcome back renowned author, speaker and leadership expert, Jim Madrid. Madrid will present an extended keynote address at C.A.R.E.'s 63rd Semi-annual fall conference to be held October 22-25, 2016 at the Hyatt Regency Lake Tahoe Resort, Spa and Casino in Incline Village, NV. In a half-day session titled *Invent Your Future*, Jim will conduct an interactive workshop from his 'Leadership in a High Performance Culture' series and conceptually lead attendees through creating and achieving a compelling life vision in both personal and professional settings.

Jim Madrid is the CEO/ Founder of Advance Sports Technology, Inc. (AST) a global management development firm with mental technology solutions for athletic and corporate organizations. From Fortune 500 companies like Boeing, Nordstrom, Mercedes Benz, Lexus, Karisma Resorts, Pueblo Bonito Resorts, Banco Santander, Oakley to professional sports teams like the Seattle Sounders FC, Washington Redskins, Utah Jazz, along with collegiate teams to youth sports clubs, Jim Madrid and AST have helped these organizations and individuals achieve unprecedented, record breaking results.



An extraordinary value to attend this conference is an understatement. With Jim's participation in this extended presentation, attendees are ensured an immediate return of investment of time and money just to hear Madrid speak. Attendance of this session easily returns more than the entire cost of one registration fee as attendees would not otherwise be able to secure a spot at one of Jim's training sessions outside of this C.A.R.E. conference for

such an incredible value.

With that immense value on the schedule, other conference sessions become a true bonus at this 63rd semi-annual event which will also feature several panel discussions from C.A.R.E. member participants like Impact and Opportunities of Alternative Lodging OTA's moderated by Ryan Monson, National Sales Director with Access Development. With HomeAway and Airbnb's rising presence in travel, this

panel will try to navigate and lead attendees through understanding who the players are and what you need to know about them to remain a player in the vacation lodging game.

C.A.R.E. President Linda Mayhugh, partner with Advantage Travel/ Accommodations Unlimited, is slated to host an International Industry Updates panel that should prove important in today's uncertain times while traveling abroad. Mayhugh hopes to share perspective from all of C.A.R.E.'s industry association partners such as ARDA, CRDA, TATOC, AMDETUR and NTOA as well as C.A.R.E. member representatives.

Back by popular demand, C.A.R.E.'s Preferred Media Sponsor, Paul Mattimoe of Perspective Group, will conduct a special session on *How Customer Profiling Will Improve Your Business*. Mattimoe will present attendees with knowledge of how Customer Profiling is possible through the centralization and analysis of customer data. Sign up and learn more about the hottest trend in marketing and how it can be applied to your business to increase transactional revenue, improve customer engagement and satisfaction and provide you with invaluable insights that will help you make informed business decisions.

North America

C.A.R.E. Recognizes Industry Leaders at its 62nd Annual Conference While CRDA Announces the Growth and Success of its Members

The Cooperative Association of Resort Exchangers (C.A.R.E.) held its 62nd Semi- Annual Conference on May 21st, honoring the success and hard work of its members.

Meanwhile, members of the Canadian Resort Development Association (CRDA) showcased the recent and exciting updates of their talent pool, vacation destinations and partnerships.



C.A.R.E. Brings Magic and Laughs to Its 62nd Semi-Annual Conference



CRDA: Round Up of Recent Happenings and Need to Know News

C.A.R.E. Brings Magic and Laughs to Its 62nd Semi-Annual Conference



C.A.R.E. Attendees Participate in Matt Jones

"Victory is a Marathon" Keynote

The Cooperative Association of Resort Exchangers (C.A.R.E.) held its 62nd Semi-Annual Conference on May 21st through the 24th at the Crowne Plaza Tennis and Golf Resort in Asheville, NC. Attendees were treated to local scenic tours, exciting networking events, special live entertainment and conference sessions focusing on pertinent industry topics with the Key Note Address presented by the world class professional speaker and author Matt Jones.

Starting Off Strong

The excitement of the conference started early on the morning of Saturday May 21st as attendees had the opportunity to visit the Biltmore Estate, America's largest home, and participate in an optional, self-guided tour of the property. In addition to enjoying the beautiful architecture and Gilded Age artwork of the Biltmore Home, attendees were also invited to participate in a free Winery tour and tasting at the Antler Hill Villa and Winery.

The official formalities of the conference began later that afternoon where attendees, sponsors and guests could tour the Exhibitor Marketplace and confirm their registration with conference officials. First time attendees, as well as new C.A.R.E. members, were treated to an orientation session where they had the chance to meet with returning members and get tips on how they could get the most out of their experience at the conference as well as the ins and outs of their membership.

The evening progressed with the Welcome Dinner where attendees and guests enjoyed an evening meal in a relaxed environment. While they enjoyed the meals and cocktails in the opening event, attendees also had the opportunity to bid on several different items in a live, silent Auction. The proceeds from all the auctioned items would go to support the marketing efforts of the association in all its future endeavors.

Core Strengths and Recognitions

On Sunday, Endless Vacation Rentals (EVR) sponsored the keynote presentation "Victory is a Marathon: How to Stay Fired Up, Pumped Up, and Inspired" with guest speaker Matt Jones. Attendees and guests were inspired by Jones' incredible life story of overcoming adversity and hardships. Jones challenged his audience to excel and succeed in all aspects of their business and life by developing a "Marathon Mentality" that would



Corina Violette (left) (RTX-Resort Travel & Xchange) accepts the 2016 Richard Gallardo Service Award from prior year recipient Andrea Najarian (right) (Travel Advantage Network)

help them reach their full potential by overcoming hardships, challenges and striving to reach a greater sense of fulfillment in their careers as well as in their personal life.

Attendees returned from their lunch break with new motivation and excitement as the popular Speed Networking event started off strong. Attendees had their business cards ready for this fast-paced event as they mingled and made new business contacts. After the event concluded, attendees prepared for an unforgettable evening of food and fun with the awards dinner and ceremony co-sponsored the locally founded companies RTX - Resort Travel & Xchange and CondoWarehouse.com.



C.A.R.E. President Linda Mayhugh (right) presents Chris Duval (left) (The Welcome Center) with the Rookie of the Year Award

The aptly named "Magical Evening of Recognition" recognized conference sponsors and presented awards to outstanding members of the association. The most notable awards of the night went to Chris Duval, of The Welcome Center, and Corina Violette, of Resort Travel & Xchange. Duval received the "Rookie of the Year" award for his outstanding performance this past year and Violette was the recipient of the prestigious "Richard Gallardo Award".

The ceremony wrapped up with a surprise guest entertainer as the multi-award-winning magician Bryan Saint treated attendees to his unique style of magic and comedy. The audience was drawn into the performance as Saint

used his entertaining brand of close-up magic and audience participation to impress and delight attendees and ended his performance with a motivational presentation that included his own brand of comedy.

Town Hall Session

On Monday, Melanie Gring from Global Connections, Inc. moderated a discussion panel on the importance of Corporate Social Responsibility. Attendees were encouraged to ask questions to the panel and explore the impact that this topic could have on their existing or future business partnerships. After the questions were asked and all the topics were discussed, there was a brief networking break scheduled in preparation of the C.A.R.E. Town Hall session where the members were set to discuss and plan the upcoming 2017 Conference Schedule, among other important topics.

Attendees returned from their break ready to participate in the Town Hall meeting where they were set to discuss the frequency of future conferences. One important decision reached by members during the Town Hall meeting was the date in which the members would vote

Bryan Saint, Award Winning Magician



After the meeting ended, attendees were treated to a networking lunch where they had the opportunity to meet with other C.A.R.E. members and learn more about the top vacation destinations and locations currently held in the industry. With renewed energy, attendees continued to enjoy the entertainment options that were planned for the event with a historical, and hysterical, city tour led by the

Giving Back

The conference concluded with attendees volunteering in the C.A.R.E. "Gives Back" event at the Veterans' Restoration Quarters, a residential program that provides homeless veterans with housing, meals, counseling and education. The volunteers spent most of the morning weeding, moving mulch and helping in the local gardens. The conference closed with the same energy that it opened with as the volunteers gave back to the community and showed their determination and appreciation for the veterans.

About C.A.R.E.

C.A.R.E. (www.care-online.org), established in 1985, is the vacation industry's premier trade association. Its member companies, comprised of Resort Developers, Management and Exchange companies, HOA's, Travel Clubs and Wholesalers, provide each other with opportunities for vacation fulfillment, exchanges and revenue enhancement through increased inventory utilization and yield management. C.A.R.E. members are required to comply with a strict Code of Standards and Ethics and benefit from outstanding professional and personal development opportunities at their semi-annual conferences. Contact: Bonnie Kosco, 800-636-5646

Jones challenged his audience to excel and succeed in all aspects of their business and life by developing a "Marathon Mentality" ...

to revise the standing bylaws so that the Board of Directors can determine the frequency of future conferences. The members decided that this vote would take place during the fall conference that will be held in Lake Tahoe, October 22-25, 2016. The results of the election were announced at the end of the meeting and they showed that James Kwock, The Timeshare Kahuna, LLC (incumbent) was reelected for a three year term and Corina Violette, Resort Travel and Xchange, was elected for a three year term.

LaZoom comedy group. The comedic tour around Asheville gave attendees plenty of laughs and information on the historic neighborhoods and locations of the city.

The night ended with attendees testing their luck at the "Betting it All on C.A.R.E." casino night sponsored by Reservation Services International. Members experienced a truly authentic casino experience with drinks, heavy hors d'oeuvres and plenty of fun in a relaxed and casual setting.



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CRDA Member News



Concord Appoints Bobby Coates as Director of Business Development

Scottsdale, Arizona based Concord has appointed Bobby Coates as Director of Business Development, responsible for strategic planning and continued growth in the shared ownership arena while developing new opportunities in the areas of renewable energy and web-based lending products.

A 20-year timeshare industry veteran, Bobby has held positions in the industry with highly respected companies and timeshare resorts, including RCI, Streamside Resort in Vail, Colorado, Christie Lodge in Avon, Colorado and TLC Resorts Vacation Club in Las Vegas. He has earned the ARDA designation as a Registered Resort Professional (RRP) and served his country for six years in the U.S. Air Force while based in California and Colorado.

“Bobby’s expansive and well-rounded knowledge of timeshare gives him the ability to evaluate our clients’ sales and operations model and offer the best options from within our extensive portfolio of products and services,” said

Concord President and CEO, Robert “Bob” Bertrand. “We are excited to have him with us as an integral part of meeting our clients’ needs.”

Since 1988, Concord has been a driving force in developing highly flexible receivable servicing solutions for the timeshare industry and also began designing and implementing primary and master servicing solutions in 2010 for the growing energy financing marketplace. The company offers exceptional services, robust technology, an experienced and tenured workforce, and a variable cost model that affords scalability and operational efficiency.

In the timeshare sector, Concord works with developers, vacation clubs, homeowners associations, travel clubs and campground memberships with a specialized house of branded tools including Blackwell Recovery®, a highly refined default collections service; Qualifly®, a mobile-friendly application that identifies in real time an individual’s FICO® credit score range; C2 – Command

and Control®, a workflow solution that empowers users to manage collection strategies; DOCKit®, a tactical task scheduling and tracking tool; and Interlink®, an award-winning software platform which allows the user full control of consumer touch points.



Concord works with originators in all 50 States and Mexico for retail installment loans in a multitude of asset classes, including energy efficiency, hospitality, home improvement and land holdings.

The company presently services in excess of 1.7 million loan and maintenance fee obligations with a portfolio value of \$4.5 billion, making Concord by far the largest servicing and financial technology company (FinTech) in the timeshare industry. More than 180 dedicated professionals are located between company headquarters in Scottsdale, AZ and satellite offices in Buffalo, NY, Orlando, FL and Mexico City, Mexico.

Diamond Resorts to Be Bought by Apollo in \$2.2 Billion Deal

Diamond Resorts International Inc., an operator of timeshare properties, said it agreed to be acquired by affiliates of Apollo Global Management LLC for about \$2.2 billion.

The \$30.25-a-share cash offer for the Las Vegas-based company is 58 percent more than Diamond Resorts’ closing share price on Feb. 24, when the company said it was exploring strategic options, according to a statement Wednesday.

“We look forward to bringing Apollo’s resources to bear and working with

the Diamond Resorts team to continue to grow and enhance their business,” David Sambur, an Apollo partner, said in the statement.

Apollo has been on a dealmaking spree this year, announcing three other acquisitions valued at more than \$1 billion since the start of February. The firm agreed in March to buy grocer The Fresh Market Inc. for about \$1.4 billion in cash, following the \$1.1 billion buyout of Apollo Education Group Inc. and the purchase of home-security monitoring company ADT Corp. for about \$6.9 billion.

Diamond Resorts rose 24 percent to \$29.77 at 9:44

a.m. New York time. The shares had fallen 23 percent in the year through Tuesday. The company manages more than 420 resort properties in 35 countries and sells timeshares through its Vacations for Life program.

Centerview Partners advised Diamond Resorts. Barclays, Royal Bank of Canada and Jefferies are providing financing for the purchase, according to the statement. PSP Investments Credit USA LLC also is providing debt financing.



CRDA Member News

Interval International Employees Surprise Students at Great Heights Academy with Special Makeover

While students from Great Heights Academy, a school for children with intellectual and developmental disabilities enjoyed an outing, Interval International employees prepared a surprise makeover as part of its annual Community Service Day. More than 60 employees volunteered over the course of two days to repaint classrooms, create murals, and build a new kitchen and workspace area for the students.

“Giving back to the communities where our employees work and live is an important part of our company culture,” said David Gilbert, president of Interval International. “We are proud to support this wonderful school and demonstrate the positive impact that businesses can make.”

Since its founding 40 years ago, Interval has supported a variety of other community organizations and initiatives. These include the United Way of Miami-Dade, American Red



Cross, and sponsorship of yearly holiday food drives and toy fests in conjunction with the City of South Miami.

weholi Confirms Bronze Sponsorship for CRC 2016

weholi, an innovative online vacation community and marketplace, confirmed Bronze Sponsorship at the Canadian Resort Conference (CRC 2016). The conference will take place at the Hilton Niagara Falls in Niagara Falls, Canada on September 13th and 14th.

The yearly Canadian Resort Conference is produced by Perspective Group on behalf of the Canadian Resort Development Association (CRDA) and attracts senior level officials operating in the resort industry from across Canada, USA, Mexico, the Caribbean and beyond.

“We support what the Association stands for and appreciate being a part of the event this coming September. It has always served as a great catalyst for networking with other companies working with and for Canadian

timeshare owners,” said Fermin Cruz, VP of Sales and Marketing for weholi.

weholi will sponsor one of the main panel sessions during the conference. weholi is a global marketplace where vacation owners rent and sell their resort vacation time to a worldwide audience of active travelers. At weholi, timeshare owners can sell and rent their timeshare to resort vacationers through their online marketplace and get paid, while resort vacationers can rent luxury vacation properties at incredible owner prices they can’t find anywhere else.

“We’re thrilled to welcome weholi as a CRC sponsor, and look forward to having them sponsor this exclusive event amongst fellow top level industry executives,” said Paul Mattimoe, President & CEO of Perspective Group.

CRDA is an industry-based association dedicated to advancing vacation ownership all across the world.



The CRC is an annual opportunity for association members and non-members to further their understanding of vacation ownership and the resort world.

The conference provides an interactive session format with knowledgeable speakers and excellent networking opportunities. This year, the event will open with a popular Speed Networking session and cocktail reception at the sleek Myst lounge on the 33rd floor of the Hilton. A full day of general sessions will follow.

CRDA Member News



SellaTimeshare.com promotes Chris Hand to Director of Membership Acquisitions

SellaTimeshare.com is proud to announce the promotion of Chris Hand to Director of Membership Acquisitions. Hand, based in New Hampshire, will lead all business development efforts for the company, including the development of new partnerships, product offerings and membership retention strategies. Hand will also work to secure memberships in all leading timeshare associations.

"I'm excited to spearhead the company's innovative platform to new levels," Hand said. "This is an exciting time for SellaTimeshare.com, and I'm honored to be a part of it. There really isn't another product out there that can do what ours does, and I intend to keep it that way."

Hand joined SellaTimeshare.com in 2009 as a Customer Service representative. Soon after starting he developed new protocols to make the department more efficient. Management took notice of his contributions and quickly promoted him to Customer Service Manager. With his new position he wasted no time training others and providing better, faster services to customers. His knack for handling surprises and willingness to listen to customer needs with empathy truly set Chris apart. His dedication to the job and attention to detail have had a direct result on the success of SellaTimeshare.com.

Chris grew up in Londonderry, New Hampshire and previously worked as a Marketing Coordinator for InnSeason Resorts. In the midst of a 12-year career

in the timeshare industry, Hand also found time to broaden his horizons by studying at the New England Institute of Technology in Warwick, RI.

SellaTimeshare.com has helped connect timeshare owners with those looking to buy or rent timeshare on the resale market since 2000. Existing timeshare owners pay just \$14.95 per month to advertise their timeshares for sale on SellaTimeshare.com's network of websites receiving an average of one million website visitors per year. Owners negotiate directly with interested parties, so the company does not collect any commission or transaction fees when a sale or rental is made. The company is proud to be members of top timeshare resale associations including the NTOA, CRDA and more.

Sunset World Receives Recognition for its Commitment to Quality and Service

Sunset World Resorts & Vacation Experiences has secured its leadership as one of the hotel chains that is most committed to quality in tourist services in the Mexican Caribbean receiving 10 Distintivo H certificates for its hotels Sunset Marina Resort & Yacht Club and Sunset Fishermen Beach Resort.

In a ceremony held at Four Points by Sheraton in Cancún, in the presence of authorities and representatives from the private sector, the Minister of Tourism of the State of Quintana Roo, Raúl Andrade Angulo, presented six Distintivo H certificates to Sunset Marina Resort & Yacht Club and four more to Sunset Fishermen Beach Resort for fulfilling the highest standards of quality and hygiene during the preparation and handling of food and beverages in their restaurants and bars.



Mr. Andrade Angulo thanked the executives and team members of the

hotel chain for uplifting the name of Quintana Roo and Mexico and motivated them to work every day with greater excellence and commitment to keep on making this destination the favorite spot for national and international tourists.

Sunset World is one of the hotel chains in the Mexican Caribbean to have received the greatest amount of Distintivo H certifications from the Tourism and Health Ministries in the present year, totaling 45. In March of this year, 35 certifications guaranteeing quality were given to four of the chain's hotels: 14 certifications were granted to Hacienda Tres Ríos Resort, Spa & Nature Park in the Riviera Maya; Sunset Royal Beach Resort and Ocean Spa Hotel in Cancun in turn received 9 each and Laguna Suites Golf + Spa obtained 3.



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Westgate Park City Resort & Spa wins Best of State Statue for Hospitality, Travel & Tourism

Westgate Park City Resort & Spa earned the coveted Best of State Statue for Hospitality, Travel & Tourism at this year's Best of State Awards.

The Best of State Awards were created to recognize outstanding individuals, organizations and businesses in Utah that represent the very best within their respective category, use innovative approaches or methods and contribute to a better quality of life in Utah. There are 28 award categories within the hospitality, travel and tourism awards division and the Best of State Statue is awarded to the one organization that represents the very best of all companies within that division.

Prior to winning this year's Best of State Statue, Westgate Park City Resort & Spa was the 2015 Gold Medal winner for the category of Best Ski Resort in



the State of Utah, a recognition the property has claimed for the past four consecutive years.

Over the past four years, Westgate Park City Resort & Spa has invested millions of dollars in renovations, transforming the property into one of the most recognized resorts in Park City and earning numerous awards in the process. During this period of time the resort and its amenities have won more than 25 best of State

Gold Medals, with Edge Steakhouse at Westgate Park City Resort & Spa as a two-time winner of the Best of State Statue for restaurants in the State of Utah.

In addition to their Best of State awards, the resort was awarded the AAA Four Diamond designation, Serenity Spa by Westgate was named a Forbes Four-Star spa and Edge Steakhouse was named a Forbes Recommended restaurant in 2016. In 2015, Westgate Park City Resort & Spa earned the TripAdvisor Certificate of Excellence and the Interval International Elite rating. Edge Steakhouse was named among the top 12 steakhouses in the United States, as well as honored with the 2015 Wine Spectator Award for Excellence. Both Westgate Park City Resort & Spa and Edge Steakhouse were recognized in USA Today's 10Best lists for hotels and restaurants.

Coral Resorts Family of Properties Receives Coveted Distinction by Worldwide Leader in Vacation Exchange

"President's Club" Honor Recognizes "Best of the Best" Hospitality Properties Around the World

Four premium Hilton Head Island resorts—Coral Reef Resort, Coral Sands Resort, Island Links Resort and Port O'Call—collectively referred to as the Coral Resorts family of properties, have received the 2016 President's Club Award from RCI, the largest vacation timeshare exchange-network in the world.

The most coveted designation presented by RCI, The President's Club Award, is presented annually to a select number of properties around the world. As a prerequisite to qualify for

The President's Club Award, recipients must first receive the "Gold Crown" award, a distinction the Coral Resorts properties have been awarded for the past 12 consecutive years. The President's Club Award recognizes The Coral Resorts properties for a consistent commitment to excellence while growing their business in order to transform the vacation experience. The Coral Resorts family of properties has qualified for The President's Award every year since RCI started the award in 2012.

In addition, The Coral Resorts family of properties has received RCI's highest "Gold Crown" rating every year since the rating system was developed and has served more than 30,000 satisfied customers since developing the brand's first resort more than 25 years ago.



Latin America

Mexico is Currently One of the Top Destinations for Tourism in Latin America

Tourism in Mexico is undergoing one of its best moments in history. In 2015, Mexico returned to its place in the ranking of the top ten countries for tourism in the world, welcoming more than 32 million visitors and rising from 22nd to 17th place in terms of foreign-currency attraction through tourism, with a total of 17.40 billion dollars.



AMDETUR Update: AMDETUR Holds Its Thirtieth Annual Convention



Cancun for Canadians Makes Impression as Gold Sponsor at Canadian Resort Conference

AMDETUR Update

MEXICO IS AT ITS BEST MOMENT FOR TOURISM - AMDETUR Holds Its Thirtieth Annual Convention



Ribbon cutting. Left to right: Jorge Herrera Rivadeneyra, AMDETUR Chairman of the Board; María Teresa Solía Trejo, Under Secretary of Planning and Government Policy for the Federal Government; Miguel Torruco Marqués, Secretary of Tourism for Mexico City; Héctor Martín Gómez Barraza, General Director of FONATUR; Juan Ignacio Rodríguez, Vice President of Business Development, RCI Latin America; and Ricardo Montaudon Corry, Chairman and CEO of RCI Latin America.

Tourism in Mexico is undergoing one of its best moments in history. In 2015, Mexico returned to its place in the ranking of the top ten countries for tourism in the world, welcoming more than 32 million visitors. In the same year it rose from 22nd to 17th place in terms of foreign-currency attraction through tourism, with a total of 17.40 billion dollars.

Another highlight of the recent round of figures is that tourism to Mexico outpaced the global average for growth in the last three years, expanding at almost double the rate of other countries. But clearly, one of the most important features of all of this is that in recent years, Mexico has become increasingly popular among US

air travelers, rising from 1 in 10 tourists in 2011 to 1 in 5 in 2015; the target for 2018 is 1 in every 4.

The numbers for timesharing in Mexico are also encouraging--the industry has now once again surpassed its 2008 results, a record year for our industry, with sales of close to 210,000 weeks or memberships* and there are now close to 550*1 timeshare resorts in the country.

The most interesting figure, however, is the industry's weight in the Gross Domestic Product (GDP) of Mexico, where currently Timeshare contributes a little more than 1% . This is impressive considering that tourism as

a whole accounts for around 8.5% of Mexican GDP.*2

Recognizing the importance of our industry, every year AMDETUR holds an annual convention, and this event has become one of the most important tourist events in Mexico.

AMDETUR held its Thirtieth Annual Convention and its Twenty-Sixth annual Expo, whose keynote was "Resilience: Transforming Adversity into Opportunities," this year with a new format and different themes.

As part of the new format, the convention offered Work Tables on a variety of

topics, and each attendee had the opportunity to choose the Table that was most interesting or relevant to them in their day-to-day jobs and activities. Among the topics discussed this year were “Differentiated Tourist Products” and “Air Connectivity: A Challenge for Tourist Destinations.”

This year’s conference included top-rated keynote speakers, like Lani Kane-Hanan, Vice President for Business Development at Marriot Vacation World Corporation, who spoke on industry trends and the consumer of the future, as well as urban timeshare projects. Also participating was Dr. Francisco Madrid, Director of the Tourism Research Center at Universidad Anáhuac del Norte, addressing the topic “The Footprint of Tourism,” undoubtedly one of the best presentations of the Convention. Closing out the event in grand style was a motivational speech by the famous writer Gaby Vargas, whose most recent presentation was coincidentally entitled “The Advantages of Resilience.”

Also attending the conference this year was María Teresa Solía Trejo, Under Secretary of Planning and Government Policy for the Federal Government, Miguel Torruco Marqués, Secretary of Tourism for Mexico City, and Héctor Martín Gómez Barraza, General Director of the National Tourism Fund, all of whom were present at the opening ceremonies and witnessed the swearing-in of AMDETUR’s Board of Directors for 2016-2017.

But clearly, the most outstanding facet of the Convention was the presence of Mexican Minister of Tourism Enrique De la Madrid Cordero, who held a private meeting with Mexican tourist resort developers to discuss key issues affecting our industry.



Enrique De la Madrid Cordero, Mexican Minister of Tourism, and AMDETUR Chairman of the Board Jorge Herrera Rivadeneyra



Dr. Francisco Madrid, Director of the Tourism Research Center at Universidad Anáhuac del Norte and Macros Agostini, Senior Vice President of Services for Latin American Complexes and Business Development at Interval International



Swearing-in of AMDETUR’s Board of Directors for 2016-2017



Ricardo Montaudon Corry, Chairman and CEO of RCI Latin America and Lani Kane-Hanan, Vice President for Business Development at Marriot Vacation World Corporation



Gaby Vargas during her presentation

Perspective News Latin America

Lifestyle Holidays and Presidential Suites Punta Cana Win Top Two Awards at 2016 Punta Cana Food & Wine Festival

The joint team of chefs and food and beverage professionals from Lifestyle Puerto Plata and Presidential Suites Punta Cana won 1st Place in Best Display and 1st Place in Best Creativity at the 2016 Punta Cana Food & Wine Festival in the Dominican Republic, with more than 20 hotels in the region competing for top honors.



“It was an amazing event and an opportunity for us to showcase our combined food and beverage talents in Puerto Plata and Punta Cana,” said Manny Slomovits, Corporate Director of Food and Beverage, Lifestyle Holidays Vacation Resort. “I couldn’t be prouder for the terrific job our entire team did in bringing home the gold for Lifestyle.”

The distinct developments of Lifestyle Holidays Vacation Club in the Dominican Republic include: The Tropical, The Crown Suites, The Crown Villas, The Royal Suites, The Royal Villas, The Residence Suites, The Presidential Suites Puerto Plata, Dream Suites by Lifestyles Puerto Plata, The Presidential Suites Punta Cana, The

Presidential Suites Cabarete, Dream Suites by Lifestyles Punta Cana, Dream Suites by Lifestyles Bávaro, Dream Suites by Lifestyles Bayahibe, Dream Suites By Lifestyle and Presidential Suites by Lifestyle in Boca Chica, Cofresi Palm Beach & Spa Resort, and Costa Esmeralda Villas, as well as Villa Park Villas & Suites and Cap El Limon in Samaná, both currently under construction.

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.

Holiday Inn Club Vacations® Brand Opens Two Resort Sales Centers

Orange Lake Resorts, home to the Holiday Inn Club Vacations® brand, recently opened a renovated on-site vacation ownership sales center at its Holiday Inn Club Vacations Holiday Hills Resort property in Branson, Missouri and a brand new sales center at its Holiday Inn Club Vacations Smoky Mountain Resort property in Gatlinburg, Tennessee. The sales centers promote the benefits of vacation ownership and provide customers the opportunity to become members of the points-based Holiday Inn Club® program, which offers access to the growing Holiday Inn Club Vacations network and other family vacation experiences and services. The brand has added eight sales centers since October 2015 at resorts across the country to meet consumer demand for its product. Additionally, this expansion marks a period of unprecedented growth for the company.

Holiday Hills Resort joined the Holiday Inn Club Vacations brand in April 2016, while Smoky Mountain Resort branded in 2009.

Holiday Inn Club Vacations Holiday Hills Resort sits in the heart of the Ozark Mountains. Just minutes from downtown Branson, Missouri, the resort features numerous indoor and outdoor activities including an 18-hole championship golf course, a catch-and-release fishing pond, basketball and tennis courts, movie theater and The Grille on the Greens restaurant. In addition to the resort’s amenities, Branson’s world-famous country music and live entertainment makes a trip to Holiday Hills Resort the perfect family vacation getaway.

Holiday Inn Club Vacations Smoky Mountain Resort is located near the

natural wonders and breathtaking views of Great Smoky Mountains National Park. The resort offers spacious lodge-inspired villas with resort amenities that include indoor and outdoor pools, fitness center with spa services, activities center and a family game room. Adventure seekers and outdoor enthusiasts will enjoy the area’s more than 800 miles of hiking trails, horseback riding, many fishing options and thrilling whitewater rafting on local rivers. Historic Gatlinburg boasts a number of family-oriented attractions, such as unique museums, the world-class Ripley’s Aquarium, interactive venues, miniature golf, variety shows, plus an almost endless array of restaurants that will delight all ages and tastes.
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Asia Pacific

Asia Pacific Brings Unity and Successfully Raises Funds for Charity

This year's 11th Industry Foundation Golf Day was held at the Palmer Colonial Golf Club on the Gold Coast and with 144 players, raised over \$30,000 for TLC for Kids Gold Coast and its RAPID TLC Request Program.

Meanwhile, Advocacy for Australia's accommodation industry has been strengthened by the creation of a formal alliance between two major representative organisations.



Time To Share as the Timeshare industry raises over \$30,000 at the industry Annual Foundation Golf Day.



Strengthened Advocacy For The Accommodation Industry



ATHOC Update

ATHOC Annual Conference

**“The Timeshare Economy”
5 - 7 September 16
Crowne Plaza Hotel
Queenstown, New Zealand**

Queenstown sits on the shore of crystal clear Lake Wakatipu among dramatic alpine ranges; it's rumoured that gold prospectors - captivated by the majestic beauty of the surrounding mountains and rivers - gave this now cosmopolitan town its name. With a smorgasbord of outdoor activities, Queenstown is the home of the ultimate adventure bucket list.

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

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

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

Some speakers include: Sir Eion Edgar; Harry Taylor – CEO of TATOC; Bruce Harkness Senior Vice President Human Resources Wyndham Vacation Resorts Asia Pacific; Megan Singleton – Blogger at Large, Ramy Filo- CEO Classic Holidays/

For the full Conference website go to: www.athocconference.com.au

This year there will be 10 awards that will be presented at the Conference in Queenstown. More information will come out soon but start having a think about which of your star performers you would like to nominate.

- Corporate team of the year
- Excellence in customer service
- Innovation program
- Resort of the year
- Marketing team of the year
- Sales team of the year+
- Sales Staff member of the year
- Resort Staff member of the year
- Resort GM/Senior Manager
- Hall of Fame

New Zealand Reia Taipa Beach Resort Rebrands to Ramada

Wyndham Hotel Group continues to expand its presence in the South Pacific with the rebranding of the absolute waterfront, 32-room Reia Taipa Beach Resort on New Zealand's North Island to Ramada Reia Beach Resort Taipa.

“We are very excited to enhance Ramada's portfolio in New Zealand with the opening of our sixth resort in the country,” Wyndham Vacation Resorts Asia Pacific President and Managing Director Barry Robinson said. “New Zealand is experiencing a development boom at the moment and with our growing presence in the region, we are well placed to capitalise on this growth.”

“In addition to a highly sought-after location, the resort provides excellent services and facilities, meeting the expectations of travellers who associate our world-acclaimed brands with quality accommodation options. It is somewhat ironic that my father, David Robinson, originally developed the property in the 1980s and now, here we are years later franchising it as a Ramada. How the wheels have turned,” he added.

The beachfront property has been refurbished by its owner, New Zealand-based Taipa Management Limited.

@Work International Celebrates 30 Year Milestone

@Work International, the leading software solutions provider in the timeshare industry, is celebrating an important 30 year milestone this month.

May 2016 marks 30 years since the first Australian timeshare resort installed the groundbreaking Viewpoint Resort Management Software, at Lake Eildon Country Club – now Mansfield Country Resort, in Victoria in May 1986. Interestingly, May 2016 also marks 25 years since software was installed at Port Pacific Resort in Port Macquarie.

Thirty years on, Viewpoint is the leading reservations and property management software used in 90% of resorts throughout Australia and New Zealand.

@Work founder, Peter Vanderhorst reminisces on the rollout of the resort management software over the past three decades. “The early adopters included Murray Valley and Lake Edge Resorts in July of 1988, followed by Sunraysia Resort in Mildura,” said Mr Vanderhorst, who has just returned from installing Viewpoint at Royal Aloha Vacation Club based in Hawaii, which manages eight resorts in Hawaii, the US and Spain.

“It is incredible to think back on how far the company has come. I started as an owner myself, seeing the need for an advanced software system to manage our resort operations.”



From the Australasian market, @Work is expanding its international portfolio with resorts in the Pacific now using Viewpoint as their complete PMS solution.

“Importantly, Viewpoint has continued to evolve to remain at the leading edge of resort software. It has become a one-stop-shop for resorts and owners, including a full suite of Member Online facilities and network services.”

@Work was the first company to develop a live online booking system for timeshare resorts with an exchange platform interface. DAE’s exchange software, EMS, was developed by @Work in 1997, and is still the platform for its award-winning worldwide exchange system.

@Work was acquired by leisure group Beneficium in December 2014 to facilitate the expansion of the leading software provider into new global markets.

RCI President’s Club Award for ULTIQA Lifestyle

The RCI’s coveted President’s Club Award formally recognises consistently outstanding affiliates who share a commitment to transforming the vacation experience and to growing their business. RCI presents this award annually and it includes RCI’s top performing affiliates globally. The President’s Club Award consists of a beautiful crystal award, a wall plaque and other great rewards and benefits to honour the receiving resort’s achievement.

ULTIQA Lifestyle is proud to be a recipient of this award again this year.

Other RCI Awards for ULTIQA Resorts – 2015/2016

Specific resorts are recognised in RCI’s three distinguished award recognition program that awards resorts for attaining high levels of excellence in accommodation, hospitality and member experience. We are pleased to announce that our resorts have received the following awards:

RCI GOLD CROWN RESORT AWARD:

- ULTIQA at Calypso
- ULTIQA at Amalfi Resort
- ULTIQA at Fiji Palms

RCI SILVER CROWN RESORT AWARD:

- ULTIQA at Village Resort

RCI HOSPITALITY AWARD:

- ULTIQA at Atrium Apartments
- ULTIQA at Fiji Palm



Accor Vacation Clubs Refurbished Rooms Get The Seal Of Approval At Legends Hotel Surfers Paradise

Accor Vacation Club has continued its refurbishment program with Legends Hotel Surfers Paradise receiving a fresh new look. The “Hotel Series | Coastal” room design takes into consideration the environmental and climate conditions while maximising the spectacular views available due to the idyllic Gold Coast location. Room inclusions feature Bluetooth accessories, wall installed media hubs and 48 inch flat screen smart televisions.

Time To Share as the Timeshare industry raises over \$30,000 at the industry Annual Foundation Golf Day.

This year's 11th Industry Foundation Golf Day was held at the Palmer Colonial Golf Club on the Gold Coast and what a fantastic day it was. With 144 players there was a lot of enthusiasm and excitement on the course.

Just over \$30,000 was raised on the day which is a fantastic outcome. This year we are very proud to become a major sponsor of TLC for Kids Gold Coast, and have helped to secure the funds needed to introduce the RAPID TLC Request Program, where healthcare professionals now get hold of TLC to place a request for a sick child in the Gold Coast and Tweed Hospitals.

Our industry Foundation has very similar objectives, which makes this such a great partnership. We are so excited to be able to offer a child something that will make them happier whilst they are in hospital."

"What is most exciting is that we have had 7 teams on a waitlist to try and get a game to support this great cause.

Key sponsors on the day were out in force on the holes offering us a variety of activities around the course as well as a bit of lubrication to help protect us from the heat!

Congratulations to the winners, The Wyndham Resorts team captained by Ross Nicholas with Trevor Elborne, Brett James and Terry Simpson. Second place



went to One of the Wyndham Sales Teams with Kieron McKenna, Clint Sailes, Stuart Harvey, Matt Cafe; and third place to a team from ICE Vacation including: John Williams, Jim Twentymen, Marc Carriere and Alan Gill.

Thank you to every-one who attended and help support this day. It would not be the huge success that it is and the ATHOC Foundation wants to thank you for this. Special thanks to our Platinum sponsors and Gold sponsors – Accor Vacation Club, ICE Vacations, Interval International, Marriott Vacation Club, RCI Asia Pacific, Wyndham Vacation Resorts Asia Pacific, and Gold Sponsors Classic Holidays, Host Plus and Crowe Horwath.

The lucky raffle winners on the day were: June Harrison-RCI, Patrick Bardon-Hostplus, Travis Grant-Austel Marketing, John Williams-ICE Vacations, David McDonald-Variety, Sarah Korin-Wyndham Vacation Resorts Asia Pacific, Nicole Pomroy-ATHOC and Tim Kewming-Korora Bay Resort.

Men's nearest the pin winner was James Millicen and Women's was Rochelle Elborne

Men's longest drive winner was Trevor Elborne and Women's was Rochelle Elborne

Men's straightest drive was James Milliken and Women's was Nicole Daly



2016

ATHOC Annual Conference 2016

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

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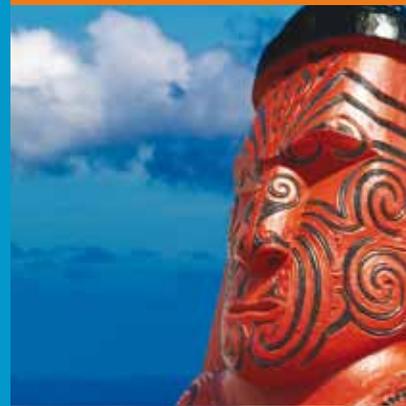
A popular holiday spot at any time of the year, Queenstown is renowned for its four distinctive seasons. Winter brings crisp, blue-sky days, spring retains the snow but blooms into longer, warmer days, summer offers sunshine and long twilights, and autumn a burst of brilliant red and gold. Queenstown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

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

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New Zealand



Ph 61 7 5526 7003
www.athoc.com.au

Barry Robinson, ATHOC President
(L) with Julian Clark, Accommodation
Association President (R)



Strengthened Advocacy For The Accommodation Industry

Advocacy for Australia's accommodation industry has been strengthened by the creation of a formal alliance between two major representative organisations.

The tie-up is between the Accommodation Association of Australia and the Australian Timeshare and Holiday Ownership Council (ATHOC), the main body for the timeshare industry.

"The new Accommodation Association-ATHOC alliance will help to unite the entire accommodation industry in all political, industrial and commercial forums," said the President of the Accommodation Association, Julian Clark.

"For many years, the Accommodation Association has endeavoured to establish strong working relationships with other representative bodies for the tourism and accommodation industries, through both formal and informal arrangements.

"The more the accommodation industry can speak with one voice to government - and

other key external stakeholders - the lower the regulatory risk to the industry."

The Accommodation Association-ATHOC alliance adds to the Accommodation Association's existing formal membership agreements with the Australian Resident Accommodation Managers Association (ARAMA), the Caravan Industry Association of Australia (CIAA), the Caravan and Camping Industry Association (NSW) (CCIA) and the administrative support the Accommodation Association provides to the Motor Inn and Motels Association of Australia.

"Combined with our close connection with the Backpacker Operators Association and Hosted Accommodation Australia, this is another step forward in securing the interests of one of Australia's leading employment sectors," Mr Clark said.

ATHOC President (and Managing Director of Wyndham Vacation Resorts), Barry Robinson said: "This is a fantastic outcome for Australia's timeshare sector.

"ATHOC and the Accommodation Association have enjoyed a terrific working relationship for years and ATHOC looks forward to assisting the Accommodation Association with an enhanced presence in Queensland, delivering even more benefits for members of both organisations."

The alliance, which commences today, will see the Accommodation Association and ATHOC share membership benefits, events, office space and resources, among other things.

Sharing resources means the role of ATHOC General Manager, Laura Younger is being expanded to include her leading support for the Accommodation Association in Queensland.

In addition, Mr Robinson has become a Director of the Accommodation Association to ensure regulatory challenges facing the timeshare industry continue to be addressed in a strategic manner which minimises risk and maximises outcomes for operators of timeshare businesses.

Europe, Middle East & Africa

TATOC Chairman and CEO Sets the Scene for the 2017 TATOC Conference

TATOC Chairman and CEO, Harry Taylor, welcomes future attendees to the TATOC 2017 Conference with a brief synopsis of what to expect based on the successful 2016 Conference.

Additionally, writer Paul Gardner-Bougaard provides a thoughtful comparison between William Shakespeare's "War of the Roses" and the current events of the Brexit vote in the United Kingdom.



TATOC: 2017 Conference Update



The Hollow Crown

TATOC: Update

Conference time comes around so soon so on behalf of TATOC and the TATOC board, I would like to welcome you to the TATOC Conference 2017.

The TATOC conference is a unique event in the timeshare calendar – it is the only conference where timeshare owners and timeshare professionals sit side-by-side to debate the issues and challenges facing the industry and find solutions that we can all implement and support. It is also one of the most cost-effective with a number of delegate options available.

In March each year TATOC invites some amazing speakers covering a range of important topics – as well as some regular presenters who provided updates on what TATOC, as Europe's leading consumer association, has achieved in the previous 12 months.

I hope that you will take the opportunity to attend conference 2017 and look forward to seeing you at the Park Royal Hotel, Warrington England.

To get the feel of the conference I have penned a brief synopsis of Conference 2016.

The Challenge of Change was in the air again when delegates to the TATOC annual conference met in Warrington in early March.

Timeshare owners, developers, marketers, financiers and exchange companies were among the 168 present to discuss – and try to solve – current problems and opportunities.

First to address the conference was motivational speaker Michael Jackson (self-styled 'The other Michael Jackson') who talked about 'The road ahead' when "only the best will do". He explained that everyone was part of a changing world.



Examples that he gave were the enormous increase in computer capacities, the use of Facebook and YouTube and how all of us "are one click away from 150 million working in business around the world."

With Google, innovation that once took a generation. now happens in weeks.

Timeshare has to simplify, specialise and embrace these changes.

"Identify what is important in life," he said. "Life is really simple, but we insist on making it complicated. By 2020, we are going to be 44 times busier than we are now, how is the Timeshare industry going to embrace this change?"

Ramy Filo (chairman of Beneficium) developed the conference theme by outlining a 'timeshare white paper'. Client

demographics have changed; competition from low-cost airlines had resulted in more holiday options; many owners were giving up.

The product has to be changed to meet with client demand; it needs to be flexible and satisfy what new members are looking for. Developers have to manage

'delinquent' owners and develop loyalty plans. "Say 'no' to rental pools – but develop a rental plan and take control of it" he said.

He urged resort delegates to be pro-active and educate themselves on industry benchmarks.

Paul Gardner-Bougaard (CEO of the Resort Development Organisation) considered the recent review of the Timeshare Directive. The commission had

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concluded that no changes were needed, he said. But holiday clubs were attracting an increasing number of complaints and better enforcement was needed.

Turning to future challenges, he said that claims companies were still aggressively targeting timeshare owners and added that the Spanish authorities were not enforcing legislation. The industry's Task Force had worked on 150 cases during the past year: three court cases had been won and three more were under review. Support was being given in a civil case against ITRA.

RDO is undertaking a world survey into the state of the timeshare industry and a digital strategy is being devised in conjunction with the Bournemouth University School of Tourism to evaluate social media.

Priorities for the coming year were to put in place for a strategy to pursue through the courts those companies that defraud timeshare owners to try to have their websites banned, operations halted and individuals prosecuted.

Howard Nusbaum (CEO of the American Resort Development Association) reviewed developments in the U.S.A. The owner base is ever changing, he said. There were different perceptions between older and newer purchasers but throughout the world there are buyers and resorts providing different

expectations and goals. There needed to be a common set of rules but these must not downgrade the product.

The industry has to undertake research into getting its facts correct and examining public relations attitudes towards the industry.

During a question and answer session delegates made it clear that resorts had to maintain high standards and that it was "very negative" to keep maintenance fees down resulting in resorts "going into a downhill spiral."

Roy Fosdick (commercial director at Worldwide Timeshare Hypermarket) presented his ideas on how a resort can build its own website and likened the

delegate questions. It comprised Dimitris Manikis (RCI), Chris Sheldon (Interval International), Howard Nusbaum (ARDA), Ramy Filo (Beneficium) and Phil Watson (Worldwide Timeshare Hypermarket).

Among its findings/suggestions/comments were:

- New products must be flexible to meet "all criteria" with selling prices that are realistic; a consumer 'bill of rights' should be displayed in all sales rooms including cancellation rules and cooling off periods;
- Better use should be made of rental weeks provided by the resort as against weeks placed for rental by private owners;
- Owners' committees are recognising resort problems and trying to rectify them;

Owners' committees are recognising resort problems and trying to rectify them.

process to designing a new garden. There was need for a solid foundation, it has to be well designed, simple to work with and attractive to the eye. It has to be easy to attract pollination such as Google, handle software programmes and undertake regular maintenance.

An 'international' panel reviewed current developments and answered

- Exit strategies are being looked at with many developers "grasping the nettle" and making positive steps forward;
- While some resorts are showing a decline in confidence others are 'sold out'; and
- Owners and developers are now talking to each other on ways to improve their product to the satisfaction of all.



Dr Liam Fox (MP for North Somerset) updated the conference on the EU Timeshare Directive, emphasising the legal and moral obligations inherent in the industry. He gave an in-depth analysis into the new law and how it applies across the member states. Care was being taken, he said, to ensure that one sector did not disadvantage another.

He touched on how these laws might affect the EU should Britain leave, but repeatedly emphasised that the public must be given the “true facts”.

*Since the UK referendum voted to leave the EU Dr Liam Fox has been appointed the Secretary of State for International Trade and President of the Board of Trade.

Dr Fox made special mention of his charity Give Us Time, founded in 2012. Its mission is to give military families time together, recognising “the vital role” family life plays in providing a support system for the military

Diana Aitchison (managing director of Silverpoint Hotels) up-dated delegates on the progress of Christel House, the TATOC-supported charity which operates schools for under-privileged children in several overseas countries. Further sponsored events were planned for this year.

Since the UK referendum voted to leave the EU Dr Liam Fox has been appointed the Secretary of State for International Trade and President of the Board of Trade.

She outlined the successful educational results the schools had achieved and reported on the dedication of the Ron Haylock Music Room at Christel House, South Africa, which TATOC delegates had financially supported. She expressed sincere gratitude for the organisation’s on-going support.

TATOC, Geoff Chapman (TATOC director) explained how the organisation’s accreditation works and how the



programme tailored to fit each individual resort. The body was formed 27 years ago and is proud of its code of conduct, core beliefs and recognition by industry organisations.

TATOC has brought to the public’s attention the on-going scams affecting the industry, emphasising in particular the TATOC Consumer Helpline’s role in halting cold callers and infringements of the 14-day cooling off period. The industry is faced with problematic issues as it prepares for the evolution of new markets for a new generation who want something different and something special.

An unexpected programme change allowed delegates to discuss the U.K.’s in/out referendum on EU membership. Asked to vote on their preference, delegates voted by quite a small majority to stay in.

Robert Webb (partner at Baker Hostetler) gave a comprehensive presentation on opportunities and challenges for legacy resorts in the U.S.A.

He gave details of a typical U.S. resort management structure and emphasised that directors should be transparent with any conflicts that might arise.

Patrick Duffy (global director of vacations, Diamond Resorts International) delivered a

lecture on ‘The Meaning of Hospitality and Delivering’. He asked if resort managers and members had changed from last year to now. What had we contributed towards the on-going change taking place in the industry?

Holidays and vacations are not luxuries, he said, they are a necessity in today’s lifestyle. The industry has to look at itself and pause for thought: hospitality not hospitals, vacations not vascular microsurgery.

“What is important in our lives?” he asked and gave delegates a quiz sheet with true or false questions ranging from: “I spend frequent and quality time with those I love” to “I create meaningful memories with my vacation time.”

He then asked delegates: “Next year when we convene let us ask ourselves the question – Have we performed?”

The 2017 TATOC Conference will be held on the 3rd to the 5th March 2017 at the Park Royal Hotel, Stretton, Warrington Hope to see you there!

Harry Taylor



TATOC

Website: www.tatoc.co.uk
Phone: 0044 (0)161 2373611
Email: info@tatoc.co.uk
Facebook: www.facebook.com/TheTimeshareAssociationTATOC/



TATOC Consumer Helpline

Website: www.tatocconsumerhelpline.eu
Phone: 00 44 (0)845 230 2420 / 00 44 (0)345 230 2430
Email: info@tatocconsumerhelpline.eu

Perspective News Europe, Middle East & Africa

DAE Egypt Expands Footprint in Turkey

DAE Egypt, the newest regional office of worldwide vacation exchange provider, DAE, is expanded its footprint in the Middle East, welcoming Turkey to their territory.

Previously under the banner of DAE Europe, the Egyptian office will now service DAE members in Turkey as well as focus on developing the exchange industry in the country.

DAE Egypt will support their newest members with Turkish language call centers and guides from their Cairo office.

Regional Managing Director of DAE Egypt, Ahmed Adel, said it was timely, with demand increasing for vacations in Turkey from Middle Eastern and international DAE members.

"Turkey is ranked at number 6 in the world's top 10 international holiday



destinations according to the UN World Tourism Organization's, and more of our

members have expressed an interest in taking a holiday in Turkey," said Mr Adel.

"We are making it our priority to ensure their requests can be met. Through the addition of our Turkish speaking customer service consultants, we're providing a greater understanding of the local market to be able to service members here in the region," he said.

DAE Egypt will pursue further partnerships with the timeshare industry in Turkey to enhance owner satisfaction through their award-winning combination of customer service and flexible business solutions.

"We are thrilled to welcome Turkey into our territory and we looking forward to developing the exchange industry in this magnificent destination for more local and worldwide members to enjoy."

CLC World Resorts & Hotels' Resorts Garner Trip Advisor Certificates of Excellence

Eleven of CLC World's resorts have earned Trip Advisor's (TA) Certificate of Excellence in the 2016 awards – demonstrating CLC's ongoing commitment to improving the holiday experience.

In 2015, three resorts – CLC Duchally (Scotland), CLC Hustyns (Cornwall) and CLC Monterey (Tenerife) – were inducted into the TA Hall of Fame for achieving Certificates of Excellence for five consecutive years. These resorts have added to their already impressive collection with further Certificates of Excellence in the 2016 TA Awards.

Certificates of Excellence, awarded for consistently high scoring reviews,



were again awarded to CLC Trenythor Manor (Cornwall), CLC Sunningdale Village (Tenerife), CLC Paradise (Tenerife), CLC Encantada (USA) and San Diego Suites at multi-resort Club La Costa World (Spain). New recipients of the award were: Club La Costa World (Spain), CLC Kusadasi

Golf & Spa resort (Turkey) and CLC Alpine Centre (Austria).

A company spokesperson said: "Trip Advisor is well-known as the international travellers' review site and these rewards demonstrate how important guest feedback is. They confirm our commitment to providing memorable and quality holiday experiences."

VRI Management España, a subsidiary of VRI Europe, a joint venture between Interval Leisure Group and CLC World Resorts & Hotels, manages CLC World resorts in Spain and Tenerife; others are managed by the company's own resort management decision.

The Hollow Crown

By Paul Gardner-Bougaard

2016 CONFERENCE
Taking Ownership
20-22 September
2016, London

This was the collective title of the Shakespeare “Wars of the Roses” trilogy recently on BBC television here and no doubt will appear on Public broadcasting networks shortly (if not already) in the USA. Those three plays are separately titled Henry VI Parts 1 and 11 and Richard 111. Without wishing to bore anyone reading this, for the sake of clarity, the Wars of the Roses, so called, lasted between 1455 and 1485 when Richard III was defeated at Bosworth and Henry Tudor became Henry VII and the rule of the Plantagenets gave way to that of the Tudors (Henry VIII and Elizabeth I etc). Richard as you may know, was the “King found under the car park” in 2012 and was the last English king to die in battle

If this seems a long way from today’s world, then the reason why I mention the series (these productions are excellent by the way), is because as I sat watching them during the EU Referendum debate here in the UK, I couldn’t help but be struck by analogies with the events of the last few weeks in the UK, particularly the week following the referendum result on 24th June.

Back in 1455, you had the start of a power struggle for the throne of England amongst the most powerful families in the land. Over the next 30 years, alliances shifted, son fought against father and father against son, the butchery was intense and

So here we are, weeks out from probably the most important decision made by the UK in decades.

the battles bloody with no quarter spared (the Battle of Barnet where Warwick the Kingmaker was killed – he had changed sides from York to Lancaster - was fought in fog). As I watched the series, I could



not but be struck by the unprincipled self interest and hunger for power of the principal characters – very similar to what we were seeing in the UK as the referendum campaign unfolded in front of our eyes over the weeks. Whether the Director had this current political drama in mind when the plays were recorded is not clear, but there were undoubted parallels here – to my mind at least.

So here we are, weeks out from probably the most important decision made by the UK in decades. Facing a break-up of the

Minister, the Labour Party engaged in a civil war against its own leader, financial markets in a turmoil and no-one with a road map or blueprint for the future. I think anyone is allowed to ask in these circumstances – how on earth did we get here? One seasoned political commentator asked recently if she saw any signs for optimism in the near future answered bluntly “no”.

Still, no doubt we will continue to do business, the rest of the world will watch to see how we get out of this, and I will be back reporting from Europe (and here I still include the UK) in the Autumn. I think it was Oliver Hardy whose famous line was – “well here’s another nice mess you’ve gotten me into” – how very true.

UK if Scotland decides to seek a second independence referendum in 2018 as a result of the Brexit vote. Government ministers stabbing each other in the back in a bid to succeed David Cameron as Prime

If you want to find out more about how the European industry is faring, don’t forget RDO7 starts in London on 20th September, and more details can be found on www.rdoconference.org.

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