

THE REGISTRY REVIEW

COLLECTING AFFILIATE NEWS FROM AROUND THE WORLD

THIRD QUARTER 2011

FROM CHALLENGE COMES SUCCESS



Howard C. Nusbaum, RRP (right), President of ARDA, has been a tremendous advocate for the luxury shared ownership movement and a great supporter of *The Registry Collection* program. If you are not already a member of ARDA, consider joining to take advantage of all the programs and research available to members around the world. Gregg is an ARDA Trustee.

Now that the summer holidays are behind us, many families are experiencing that time honored tradition of transitioning our kids back to school. Even for those of you who don't have kids, you're sure to vividly remember this time of year as well. One of the many discussions we have in our house during back-to-school time centers around the challenges my sons are currently facing and those unknown that lie ahead: entering high school, getting a driver's license, trying out for a varsity sport, studying a new language. To teenagers, these are massive challenges. How they deal with them determines how successful and rounded a school year they will have. While many of these challenges seem overwhelming, my wife and I remind them that they won't be on their own. They'll have parents, coaches, teachers and peers all willing and able to support them. With this network in place and their own dedication to succeed, they'll have what it takes to do well this year and in years to come and to go on to a great future.

The key here is that nobody can become successful on their own. All the research and studying in the world won't do it. The same goes for all of us who are developing our projects and running our businesses. We have to overcome the challenges we know (limited investment capital and consumer financing, competition, inconsistent regulations) and those we don't (trying to predict the consumer mindset based on an uncertain economic future). On top of our research and determination we need guidance, support and a realistic view of the future. If you are reading this at an industry conference, I hope you take advantage of the many sessions dedicated to these issues. Lean on others to learn from their successes and challenges. Ask the tough questions. Network.

This issue of the *The Registry Review* has a lot of interesting and, we hope, helpful information. We'll introduce you to some of our newest developer affiliates of *The Registry Collection*® program and hear from a few veteran affiliates who have come through the challenges to be successful with their projects. In celebration of our outstanding growth in Asia you'll meet an employee of *The Registry Collection* program who has been busy leading her team in this very exciting region. We'll talk about sales training and introduce you to an exciting new Collection Partner.

Our business development and services teams will be on the road this fall, meeting with many of you at conferences in Miami, Scottsdale, Lisbon and Bangkok. We hope to see you at one of them, but if you can't make it, rest assured that through your affiliation with *The Registry Collection* program you have a support network in the teams at *The Registry Collection* program on your side to help you through the challenging times. Working together, we can all be successful.

Global Vice President,
The Registry Collection program

TABLE OF CONTENTS

MANAGEMENT MESSAGE	P. 1
RAIMON LAND	P. 2
NEW AFFILIATIONS	P. 2
INDUSTRY EVENTS	P. 2
FEATURED PARTNER	P. 3
INTERNATIONAL SPOTLIGHT	P. 3
THE MANHATTAN CLUB	P. 4
RESORT PERSPECTIVE	P. 4
FAIRMONT HERITAGE PLACE	P. 5
EMPLOYEE TESTIMONIAL	P. 6
Q&A	P. 6

RAIMON LAND: A SOCIALLY CONSCIOUS DEVELOPER

Headquartered in Bangkok, Raimon Land is a premium residential property developer focused on Thailand’s capital city and resort destinations. Guided by intelligence, innovation and integrity, multi-award winner Raimon Land has an impressive portfolio of completed projects and some exciting projects in the works, one of which is Northpoint in Pattaya, Thailand. As a responsible developer, Raimon Land is committed to allocating resources for its Corporate Social Responsibility program to provide a positive contribution to social, cultural, educational, environmental and sporting events in Thailand. Always socially conscious, they strive to develop properties that are respectful of, and in harmony with, the heritage, spirit and natural environment of the Kingdom of Thailand. According to a report by the U.N. World Tourism Organization (UNTWO), “investing in sustainable tourism could play a big role in creating a green economy, which could improve human well-being and social equity while significantly reducing environmental risks and ecological scarcities.”

Raimon Land offers owners an incredibly wide range of recreational options from diving, windsurfing, boating or beach going to shopping, fine dining and golf. Best of all, Pattaya is a year-round destination offering 12 months of sunshine and warm water. The development was the 2010 winner of the Thailand Property Awards for “Best Condo Development – Eastern Seaboard.”

The company has recently launched its luxury brand, The Northpoint Private Residence Club. After exhaustive research, it was decided that traditional timeshare condominiums did not satisfy the needs of wealthy vacationers as they tend to vacation at multiple destinations around the world. To address this, they partnered with IFA to provide fractional ownership opportunities at their luxury development. Owners at Raimon Land see the benefits of being 100% owners of their share in the development that can be bought and sold according to their needs. Of their relationship with *The Registry Collection*® program, Piaras Moriarty, IFA vice president, Client Management, says, “It is no secret that an exchange program is fundamental to the success of any shared ownership project and we have no doubt that our partnership with *The Registry Collection* program will bring value to our club members and owners, enabling reciprocal use access to other luxury properties around the world.” As the first Asian affiliate to *The Registry Collection* program, Northpoint brings diversity and opens up a whole new world to your owners.



Interior of one of 376 Northpoint luxury units, duplexes and penthouses, each with uninterrupted sea views.

INDUSTRY EVENTS

- Sept. 20-23: The Lodging Conference – Phoenix, AZ
- Sept. 26-28: RDO2 – Marbella, Spain
- Oct. 10-11: Alternative Ownership Conference Asia Pacific (AOCAP) – Bangkok, Thailand
- Nov. 9-11: ARDA Fall Conference – Washington, DC
- Nov. 21: Shared Ownership Fractional Summit UAE – Dubai

NEW AFFILIATIONS

The Registry Collection program is constantly striving to build upon our elite network of distinguished luxury leisure assets. We are pleased to announce the following new affiliations.

CARIBBEAN

Freedom Bay , St. Lucia

USA

The River Club, Telluride, CO
 The Manhattan Club Penthouse Suites, New York, NY
 Le Bear Luxury Residential Club and Spa, Glen Arbor, MI

MEXICO

Garza Blanca Preserve Residences, Puerto Vallarta

NORTH AFRICA

Marassi Beach Private Residence Club, El Alamein, Egypt

FEATURED PARTNER: PRESNELL SPORTING COLLECTION

A dynamic new element has just been added to our comprehensive list of Collection Partners! Presnell Sporting Collection is an exclusive, high-end membership similar in concept to an international, multi-location private country club. Whether it's hunting big game, small game, fishing, or even an African safari your adventurous owners are looking to experience, Presnell Sporting Collection has an excursion for them.

“Presnell Sporting Collection is pleased to bring its peerless outdoor experiences to *The Registry Collection*® program”, says Kevin L. Presnell, president of the company. When considering a partnership, we were impressed with the focus on quality and excellence that the program required. We believe our new partnership will enhance that for both of our companies.”

You can now give your owners the chance to stalk Rocky Mountain elk in Colorado, trophy red stag in New Zealand, embark on an African Big 5 or plains game safari, and so much more. In addition to the wide selection of activities, the Presnell Sporting Collection Guarantee of Excellence ensures that members of *The Registry Collection* program have access to only the best expert field guides. Guides are required to exceed expectations in knowledge of game, physical condition, preparedness, techniques, and knowledge of equipment. Their passion is placing members in a position where they will capture that trophy of a lifetime.

The Registry Collection program is proud to add this unique partner to our diverse array of Collection Partner offerings to your owners.

FAIRMONT ZIMBALI: INSPIRING INTERNATIONAL EXCHANGE

In the exotic South African locale of KwaZulu-Natal, you will find Fairmont Heritage Place, Zimbali. It is the only internationally branded exclusive private residence club in South Africa, allowing an exclusive few a 1/13 shared ownership of what is quickly becoming the standard by which other private residence clubs are judged. The 18 two-, three- and four-bedroom townhomes and villas range in size from 3,400 to 6,000 square feet and are designed to provide all of the comforts associated with a second vacation home. Located less than 30 miles north of Durban, Fairmont Heritage Place Zimbali owners and guests have full access to all the amenities, activities and services of the adjacent Fairmont Resort and Hotel and The Fairmont Zimbali Lodge, including the famed Willow Stream Spa, championship golf course and 24-hour concierge service.

Fairmont Heritage Place made the decision to join *The Registry Collection* program to allow current owners to have additional high-end resort homes to choose from when planning their annual vacations. In addition, Fairmont Heritage Place recognized the benefit in potentially exposing members of *The Registry Collection* program to the ownership opportunities at their newest property in Zimbali. While many of the purchasers at Fairmont Heritage Place Zimbali are from Durban and Johannesburg, there is increasing interest from Europe and the United States. Fairmont Heritage Place is working with *The Registry Collection* program's marketing team to ensure that the more than 30,000 member families hear the good news about this new world-class resort.



Fairmont Heritage Place features 5-star luxury accommodations, a spa and a magnificent pool area amongst its facilities.

A NATURAL FIT:

THE MANHATTAN CLUB AND THE REGISTRY COLLECTION® PROGRAM

*T*he Manhattan Club is New York City's first timeshare resort. Located in one of Manhattan's premier locations on West 56th street between Broadway and 7th Ave, the resort is a rare sanctuary in a busy city with convenient access to great New York destinations like Central Park, Carnegie Hall, Rockefeller Center, the Broadway theater district and the world's most desired shopping areas: Madison Avenue and Fifth Avenue.

The Manhattan Club has been an affiliate of RCI® since 1996. In the 10 years that followed, they added 24 Penthouse units to the property. Looking for an exchange company to fit the needs of their upscale Penthouse clientele, The Manhattan Club's Penthouse Suites were added to *The Registry Collection* program portfolio in June of this year. Having been a longtime affiliate of RCI, the transition to *The Registry Collection* program was a natural and easy one. What sparked the transition from RCI to *The Registry Collection* program? Michael Heller, executive vice president, Sales & Marketing, says, "It creates a good buzz amongst a group of people who will hopefully find the sights, sounds and attractions of New York City to their liking."

The Manhattan Club differs from most of the properties in *The Registry Collection* program portfolio in that it is not a fractional ownership resort. Rather, it is a flexible-stay resort, allowing owners single night stay availability while maintaining the allure one would expect from a penthouse in New York City. This property is a fantastic addition to our portfolio, and it is the perfect answer to your owners who have been looking for lavish accommodations in the world's biggest urban playground.



An unbeatable urban destination for your owners.



RESORT PERSPECTIVE: HEAVENLY COLLECTION GOLDEN SANDS RESORT AND SPA, MALTA

*W*e caught up with Mark Cushway, Managing Director of Club Paradiso and Heavenly Collection to learn more about his project and affiliation with *The Registry Collection* program.

"When we built the Heavenly Collection units in Malta we were very excited about affiliating it with *The Registry Collection* program, which is truly a first-class exchange product. For people looking for unique and exceptional products on a global scale, *The Registry Collection* program is a perfect choice. Our Heavenly members have bought into an amazing product which was designed to cater to every luxurious whim our clients could think of and what we love is that we can encourage our Heavenly members to exchange via *The Registry Collection* program with absolute confidence as the whole portfolio is stunning.

The modern up-market traveler is looking for much more than just luxury accommodation, and service standards have become ever more important. The service from *The Registry Collection* program and the concierge program means this is a truly amazing lifestyle product and not just a holiday product.

"As a company, we are proud of our affiliation and excited about what the future holds as we grow together."

AN INSIDE LOOK AT AFFILIATION

In late December 2010, *The Registry Collection*® program and Fairmont Heritage Place forged a strategic alliance that had been a long time in the works. The relationship is a culmination of intense exploration and discussion spanning two years. During the first four months of 2011, the combined efforts of the Fairmont Heritage Place and *The Registry Collection* program teams to build and implement this program were a textbook example of collaboration.

Fairmont Heritage Place entered the partnership with an existing robust internal reciprocal use program (RUP). They were ready to supplement their already successful RUP with additional exchange options for their members and decided that *The Registry Collection* program was a natural fit for their needs. The partnership's first joint effort was to create the external offering for Fairmont Heritage Place which they would then share with their members and resorts. A team of members from both Fairmont Heritage Place and *The Registry Collection* program was formed to tackle the countless integration details. Both parties shared information and worked through the decisions necessary to introduce this external offering into their RUP. Building trust among the team was fundamental to its success. This allowed everyone to work together through all the minute details of the processes, rules, positioning, and communications that were to be crafted. Months were spent on the program build, how to communicate to Fairmont Heritage Place members, how to train the resorts' Owner Services Teams, how Fairmont Heritage Place would interact with *The Registry Collection* program, and vice versa.

The partnership was formally announced in April 2011, and Fairmont Heritage Place members began opting in to *The Registry Collection* program. After months of modeling, projections and assumptions, members were elated to have additional vacation destination options, and were depositing weeks and confirming exchanges almost immediately.

Megan Kennedy, director of Owner Services for Fairmont Heritage Place, is a key team member and stakeholder in this project. Early in the collaborative program build, Megan visited our offices for a thorough program overview and to spend time with our expanded team. "We are very excited about the partnership between Fairmont Heritage Place and *The Registry Collection* program" said Megan. I was pleased to have had the opportunity to visit the Indianapolis office recently, where I met so many team members and enjoyed offering an introduction of our portfolio." During her visit, Megan monitored calls with a Registry Collection Guide and her customized presentation to the entire staff reviewed details of Fairmont Heritage Place's luxurious properties, their history, and their members. With the program still in its infancy, time was dedicated for Registry Collection Guides to meet with Megan, and talk through specifics of different scenarios – together. This gave our guides valuable time with our partner and Megan the opportunity to share firsthand her experiences with the Fairmont Heritage Place member base.

"We are looking forward to an ongoing team approach to our partnership which will benefit *The Registry Collection* program members and owners as well as Fairmont Heritage Place owners," said Megan. Just months into the launch, the team approach continues with constant meetings held to manage the business and foster the relationship. Fairmont Heritage Place member activity is reviewed to keep track of the success of the program. Together we stay in tune with members' website activity, resorts they're requesting and the resulting confirmations.

The benefit of having Fairmont Heritage Place join *The Registry Collection* program goes beyond signing the contract and offering additional destinations to members. It also includes the benefit of working together closely with our affiliates and their teams, in the small "family business" atmosphere we foster with our affiliates.



Teams from *The Registry Collection* program and Fairmont Heritage Place have been working together to create a win-win benefit for both programs' members. Pictured celebrating a successful launch in San Francisco recently are: (front row from left) Barry Landsberg (executive director Sales and Marketing Fairmont Raffles Hotels International), Cindy Shaklee (executive director Fairmont Hotels and Resorts), David Shaklee (vice president, Residential Development FRHI), Michele Combs, Renee Jacquard, Laura Salinas (Fairmont Heritage Place Acapulco) (back row from left) Gordon Gurnik, David McDonald, Bob McGrath, Gregg Anderson, Kris Jantaas, Megan Kennedy (Fairmont Heritage Place Director of Owner Services)



EMPLOYEE TESTIMONIAL: EUNICE YAP, VICE PRESIDENT MARKETING & AFFILIATE RELATIONS, ASIA



Eunice Yap manages *The Registry Collection* program in Asia from our Singapore regional office.

*I*t has been an exciting journey for me over the past four-and-a-half years; one that has been filled with challenges, continuous learning and great satisfaction. I fondly remember when *The Registry Collection*® program was launched in Asia. Today, we have a vast collection of unique properties in Thailand, Bali and Vietnam. It has been hard work getting these properties on the map together with the business development team, but I have immensely enjoyed myself. Some wonderful highlights of my time with *The Registry Collection* program include our first video shoot in Vietnam – waiting for the sun to rise so that we could begin the shoot, site inspections in Thailand to understand the intricacies of quality, and scouting a variety of fascinating locations to see how new resorts can fit into our portfolio.

My 20 years of experience in hospitality have helped me develop a keen eye for details, the importance of brand consistency and the discipline to maintain product and service integrity. These ingredients, I feel, are essential in maintaining a continuous and sustainable standard for *The Registry Collection* program. At the same time, it's important to me to be open to cultural differences and flexible to adapt to regional requirements. This ensures that we will deliver an eclectic mix of hotels and resorts so that your owners have the opportunity to truly experience unique luxury travels in their lifetime.

THE REGISTRY REVIEW Q&A

Q: Updates were made recently to *The Registry Collection* program affiliates' seasonality and credit grids. What does that mean and why has it occurred?

A: During the first nine years of our existence, *The Registry Collection* program has been closely tracking and identifying members' travel patterns – as well as studying the supply, demand and utilization of our deposited inventory. Given that historical data and recognizing that many resorts' original credit values were no longer in sync with current demand and use, a cross-functional team carefully researched and reviewed the seasonal designation for every affiliate across the globe.

To provide equity and balance, more highly demanded intervals were moved upward into a higher season, whereas lower demanded weeks were adjusted downward. All changes were executed solely as a result of regional demand and utilization, driven by the program's responsibility to offer equitable and appropriate credit values, and to facilitate ongoing and successful member usage of the program.

Q: Why does *The Registry Collection* program require "Reserve Unit" inventory from newly affiliated resorts?

A: In an ongoing effort to engage member interest with the newest properties in our exchange program, *The Registry Collection* program requires that new affiliates – particularly those in active sales – deposit an appropriate percentage of their unsold inventory into our system. In addition to driving "heads in beds," Reserve Unit deposits provide resorts with well-qualified lead generation opportunities – which have proven to be a valuable benefit to new affiliates' sales and marketing initiatives.

Reserve Inventory requirements are scaled back as affiliated resorts approach a predetermined percentage of sold-out status, at which point member deposits fulfill the need to keep a resort well represented with inventory availability in *The Registry Collection* program. Please contact your Account Specialist for additional information.

CONTACT US:

- For questions and comments about THE REGISTRY REVIEW, please e-mail us at feedback@theregistrycollection.com.
- For specific questions about your affiliation, please contact your Account Executive.
- For operational questions, please call your Account Specialist at 800-529-5581.
- A list of all worldwide office contact information can be found on www.theregistrycollection.com.

WWW.THEREGISTRYCOLLECTION.COM