



THE REGISTRY REVIEW

COLLECTING AFFILIATE NEWS FROM AROUND THE WORLD

FIRST QUARTER 2011

HAPPY NEW YEAR FROM ALL OF US AT *THE REGISTRY COLLECTION*® PROGRAM!

“Confidence” is the word I have been hearing a lot lately. The markets are beginning to reflect it; developers are beginning to feel it again. All of us at *The Registry Collection*® program are bullish about the future in terms of emerging projects announced, long awaited projects opening and new members transacting for the first time. *The Registry Collection* had a very successful 2010. We are working hard to help boost this rising confidence and continue our success in 2011.



Pictured at the press event in London for the launch of Baglioni Marrakech, are Gregg Anderson, global vice president *The Registry Collection*; John Hitchcox, chairman of yoo Global; Chris Boulton, CEO of yoo Global; Resort designer Jade Jagger; Alistair Emery, owner and resort developer Ajensa; and Nick Turner, vice president *The Registry Collection* Europe and North Africa.

In 2010, we met our goals for new affiliates, new members and transactions. We collaborated with ARDA and RDO to incorporate fractionals, private residence clubs and other luxury leisure real estate into the programs at these key industry conferences. We are nicely positioned to take advantage of this growing global assurance.

Looking ahead, our primary objective for 2011 is to provide even more value for your owners who have become members of *The Registry Collection*® program by expanding our global footprint with new resorts, offering more inventory overall and making the exchange process easier. We have client relations teams in place in each of our seven regional offices who are focused on helping our new and existing affiliates generate more sales and on working with resort operations to maintain our properties’ high member satisfaction scores for our inbound members.

The past couple of years have been a challenge for everyone and our luxury leisure real estate segment was certainly impacted as evidenced by the slowdown of the number of new projects announced, started and completed. However, I am a firm believer that projects that start with a strong plan and solid partners, and have the ability to wait for the right opportunity to move forward will be successful. We saw a number of projects that opened this year — despite the challenging times. Eloquent by the Bay in Miami is an outstanding example of the perseverance of a dedicated development group that would not quit and introduced a benchmark property in the area. An equally strong statement about the prospects for our industry is the high quality of projects announced. The Baglioni Marrakech is one such resort that I truly believe transforms our industry in a part of the world that has international appeal.

In 2010, another milestone was marked for us as we entered into an exciting relationship with Fairmont Heritage Place to offer reciprocal access between *The Registry Collection*® program and this exceptional private residence club. Even though Fairmont has a robust internal reciprocal use program, they recognized the added value in offering their global owners additional inventory opportunities in markets in which they are currently not operating. I feel confident that other luxury brands will see similar value for their owners and follow in the footsteps of Fairmont. We are ready to help.

The first part of the year is conference season and *The Registry Collection*® program will be very involved in a number of important industry events, as well as launching some of our own events like our innovative European Roadshows, which you’ll read more about in this issue of *The Registry Review*. We will be talking about opportunities to help with sales, servicing and support... and confidence. I have a lot of it for our industry. I hope to see you somewhere on the road trip.

Here’s to a great 2011.

Global Vice President,
The Registry Collection program

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FEATURED AFFILIATE: FAIRMONT HERITAGE PLACE

Fairmont Heritage Place is a private residence club with over 200 luxurious homes in premier destinations. Whether perched 10,000 feet up a mountain, at the base of the ski slopes, or a toe's length from a barefoot stroll along the beach, Fairmont has destinations ensuring that members of *The Registry Collection*® program receive the vacation experience they desire. The Fairmont Heritage Place property portfolio includes Acapulco Diamante (Mexico); Telluride, Colorado (USA); Ghiradelli Square, San Francisco, California (USA); Whistler, British Columbia (Canada); Miramar Beach, Florida (USA); and Zimbali, KwaZulu-Natal North Coast (South Africa). Each of the properties is uniquely exquisite in its luxurious décor and design. With uncompromising attention to detail, the combination of the finest comforts of home and the exotic influence of the traditional local cultures create the ideal vacation oasis for members of *The Registry Collection* program.

Says David Shaklee, Vice President Residential Development for Fairmont Raffles Hotels International Inc., "Identifying rich and valued offers for owners of our private residence clubs is an important consideration for Fairmont Heritage Place. We look forward to enhancing our Reciprocal Use Program by offering our owners access to vacation experiences at a select collection of *The Registry Collection* program's affiliated properties in premier destinations worldwide."

The homes have been designed with the finest attention to detail. The architecture pulls from the local environment, creating an authentic feel that allows guests to absorb the unique nature of their vacation, with all the exquisite luxuries of home. The homes offer upscale furnishings that may include custom-made furniture, marble and granite countertops, plasma televisions, original artwork, multiple jetted whirlpool bathtubs and outdoor showers, and nanny quarters.

Each destination offers privileged access to a unique array of indispensable personal services and amenities. Members-only lounges, business centers and services, and VIP access to amenities such as golf, spa, tennis, and food and beverage outlets are an integral part of the Fairmont Heritage Place vacation experience. Other services may include airport valet, private chefs, childcare, housekeeping and grocery shopping. Equally important is the intrinsic feeling of privilege that one feels at Fairmont Heritage Place. A century of experience as hoteliers has created a strong tradition of hospitality and service that continues on at Fairmont Heritage Place.

"EACH OF THE PROPERTIES IS UNIQUELY EXQUISITE IN ITS LUXURIOUS DÉCOR AND DESIGN."



Fairmont Heritage Place, Zimbali is located in a breathtakingly beautiful setting within Zimbali Coastal Resort. The residences are designed to provide a tranquil lifestyle that is in harmony with this spectacular setting.



Fairmont Heritage Place, Acapulco Diamante, is a Private Residence Club where owners appreciate worry-free ownership of luxurious private homes, complemented by exquisite cuisine, décor, and service.

FEATURED COLLECTION PARTNER: CIRQUE DU SOLEIL® INTRODUCES NEW TRAVELING SHOW: TOTEM™

Thanks to our official sponsorship, members of *The Registry Collection*® program have been enjoying the visually thrilling performances of Cirque du Soleil's US traveling shows. Members have the option to choose from two memorable experiences: the Premier Night Experience, which provides VIP access to the best seats, an excellent cocktail reception, and special entertainment; and the Behind-the Scenes Experience, with the same benefits plus an added backstage experience.

This March, Cirque du Soleil will add another stunning show to its lineup. TOTEM™ traces the fascinating journey of the human species from its primitive amphibious beginnings to its ultimate desire to take flight. Dramatizing our evolutionary progress, this fanciful spectacle of sights and sounds is inspired by the myths of many cultures and traditions. TOTEM draws from a world between science and fantasy to explore the dreams and vast potential of humankind, along with what keeps us connected with other species.

Spectacular costume designs make visually spellbinding interplay with the show's ever-changing lighting. TOTEM offers a visual feast: from a multicolored fleet of Unicyclists and a Crystal Man festooned with thousands of small mirrors and crystals, to Cosmonauts glowing in dramatic black lighting, to a Bollywood-inspired beach scene extravaganza.

FEATURED COLLECTION PARTNER: PERRYGOLF™

The Registry Collection program is proud to offer another remarkable Collection Partner, PerryGolf™. PerryGolf provides expertly personalized golf and lifestyle travel experiences to 12 of the world's most desirable destinations: Scotland, Ireland, England, Wales, Portugal, Spain, France, Italy, South Africa, China, Australia and New Zealand.

PerryGolf offers members of *The Registry Collection* program a full-time staff of highly knowledgeable golf travel specialists to coordinate the many options for golf, hotel and local transportation into a smoothly flowing, completely customized itinerary. Gordon Dalglish, one of the founders of PerryGolf states, "We take away the work and the guess work, so that every aspect of a golf tour — tee times, hotel accommodations, local transportation, caddies, dinner reservations, sightseeing, everything — is arranged into an efficient itinerary that permits our clients to enjoy these remarkable golf courses and the camaraderie of their friends."

Some other impressive features include:

- A fleet of VIP Golf Coaches with Concierge Drivers for groups of eight
- Unrivalled access to spectacular courses in great locations along Mediterranean beaches, South African safaris, intimate rivers in Provence, France, and many others
- Private use of exclusive accommodations
- Couples packages that include golf near Villa d'Este in the morning and cooking class at the Culinary Institute in the afternoon
- Marquee golf for those who wish to combine their love of the game with their passion for international travel

...And so much more! Visit www.perrygolf.com to see a complete list of offerings.

"PerryGolf – Play the game. See the world"

INDUSTRY EVENTS

March 14-16: Ragatz Associates Fractional Interest Conference — San Francisco, CA, USA

March 27-31: ARDA National Conference — Orlando, FL, USA

April 6-7: Hotel Investment Conference South Asia (HICSA) — Mumbai, India

April 10-12: Caribbean Hotel & Resort Investment Summit (CHRIS) — Miami, FL, USA

April 30-May 2: Arabian Hotel Investment Conference — Dubai, UAE

May 11-12: GNEX — Nassau, Bahamas

May 17-18: Luxury Markets Symposium — Mexico City, Mexico

May 29-31: Vacation Ownership Association of Southern Africa (VOASA) — Durban, South Africa

August 9-10: South American Shared Ownership Investment Conference — Sao Paulo, Brazil

August 30-31: Fractional Summit USA — Miami, Florida, USA

FEATURED AFFILIATE: THE RESIDENCE CLUB AT THE BAGLIONI MARRAKECH IN MOROCCO

Set in 34 acres of parkland under the gaze of the Atlas Mountains, The Residence Club, Baglioni is a stunning new property featuring villas created by world-renowned designer Jade Jagger for you who that combined contemporary flair with the traditional style and character of Marrakech's palaces and riads.

Jagger has indulged her obsession with color and textile, light and space, to create a community of unique villas that skillfully interweave ancient craftsmanship with modern design. Guests can relax in luxurious airy rooms, cooling courtyards and intimate terraces, all inspired by Morocco's architectural legacy and decorative heritage.

The mixed-use resort is comprised of a hotel, spa and 15 four- and five-bedroom villas, a selection of which have been allocated to a luxury Residence Club, which will be available to members of *The Registry Collection*® program. Here guests can relax in comfort and beauty – each of the villas is set in generous, secluded landscaped plots and feature dramatic high-ceilinged living and dining rooms with full-height windows opening onto internal courtyards and private gardens overlooking the Atlas Mountains. All have a private garden with jacuzzi as well, and access to a rooftop terrace with swimming pool. Internally, the villas offer the ultimate in upscale luxury living, with fully-fitted kitchens, internal hammam, wet room, Wi-Fi facilities and more.

“The Residence Club at The Baglioni Marrakech is the first luxury fractional ownership product to go into sales in Morocco,” said Preben Vestdam, president, Valhalla Associates. “And because Marrakech is one of the fastest-growing tourism destinations in the North African region, we expect a healthy interest from the international markets for this unique product.”

Members of *The Registry Collection* program can also enjoy the resort's 1500m² ‘Six Senses spa, fitness center, business center, restaurants and cocktail bar, as well as take advantage of 24-hour front office service, concierge and valet parking. The resort is also conveniently located just 10 minutes from the center of Marrakech, one of the fastest growing tourist destinations in North Africa, and the city's Ménara International Airport.



Sitting under the gaze of the Atlas Mountains, the resort's look and feel has been inspired by the palaces and riads of Marrakech



Each of the stunning Jade Jagger-designed villas mixes traditional styling with contemporary touches to create a unique degree of elegance and luxury

“GUESTS CAN RELAX IN LUXURIOUS
AIRY ROOMS, COOLING COURTYARDS
AND INTIMATE TERRACES”

GLOBAL PERSPECTIVE: EUROPEAN ROADSHOWS

Executives from *The Registry Collection*® program have joined forces with industry experts to spread the word about fractional property developments in Europe by organizing a series of roadshows across the region. The events are designed to help educate prospective developers on how to successfully build a fractional proposition as well as provide existing fractional developers with the latest industry developments and opportunities to discuss future expansion.

Delegates from across Europe managed to overcome the region's dramatic winter weather conditions to attend the opening event, which was held at FOTA Island Resort in Ireland in December.

In contrast to the freezing weather, the welcome was warm and the topics even warmer. Visitors were treated to an overview of the fractional real estate model by Matt Holmes of *The Registry Collection* program, and a number of presentations by leading industry figures. These included Ioannis Verdellis of the Best Group and Gabriella Gambina from King Sturge, who demonstrated the variety of different properties using the model through case studies ranging from a mixed-use development in the English county of Cornwall to a fractional resort in Kenya.

In addition, Chris Allen of Citadel Trustees and Lisa Migani from FNTC gave presentations on financial models; Jerry Cobb of Fractional Ownership Consultancy discussed a successful fractional lifestyle resort in the UK; Cheryl Stevens and Rachel Betteridge from Generator Systems provided insight into the contemporary sales process, and David Le Lacheur of Overseas Property Professional discussed the creation of a fractional agency distribution network.

The roadshow also included a Question and Answer session during which delegates discussed the needs of fractional buyers in 2011 and the type of properties and sales techniques necessary to ensure the greatest success. Among the event attendees were Mary King, Policy and Planning Officer at national tourism body Failte Ireland, who said she has been impressed by the potential of fractionals in Ireland. "I am really glad I was able to attend the European Fractional Ownership Roadshow — it was well worth the effort and I have learned so much about the industry," she said. "It was also great to hear and meet the industry experts who have so much knowledge and could answer any of the questions that were asked."

The Registry Collection program Roadshows move to mainland Europe in the first half of 2011 with events set for the following dates and locations:

- May 24, 2011 – Marbella, Spain
- June 1, 2011 - Paphos, Cyprus
- June 28, 2011 – Florence, Italy
- September 13, 2011 – Cascais, Portugal

For more information or to book a place, contact Amanda White by email at amanda.white@rci.com



Relaxing at *The Registry Collection* program Roadshow are, from left: Nevert El Sayed Wahid Rahmy of Port Mirette, Susan Duncombe of RCI, Amal Mostafa of Sunny Days Residence, Freda Hayes of The Blarney Group, and Gabriella Gambina of King Sturge.



Delegates get to know each other at the roadshow. From left: Eric Gummings of Howard Kennedy International Lawyers, Margaret Cuddigan of McCarthy Developments and Lisa Migani of FNTC.



Mary King of Failte Ireland discusses fractional developments with Tom McCarthy of McCarthy Developments.



NEW AFFILIATIONS

The Registry Collection® program is constantly striving to build upon our elite network of distinguished luxury destination properties. We are pleased to announce the following new affiliations since July 2010.

ASIA

Absolute Bangla Suites- Phuket, Thailand**
Absolute Nakalay Beach Resort- Phuket, Thailand**

CARIBBEAN

El Portillo Beach Club- Las Terrenas, Dominican Republic **
Viva Residences Las Terrenas- Samana, Dominican Republic**

NORTH AMERICA

Eloquence on the Bay- North Bay Village, Florida**
Fairmont Heritage Place, At Nature's Door, Whistler, BC, Canada
Fairmont Heritage Place, Franz Klammer Lodge, Telluride, CO
Fairmont Heritage Place, Ghirardelli Square, San Francisco, CA
Fairmont Heritage Place, Inspiration, Miramar Beach, FL
Residence Club at Cascadia- Nashville, Tennessee*

LATIN AMERICA

Aquativa Privilege- Paraná, Brazil
Eden Falls Residence Club- Puerto Vallarta, Mexico**
Fairmont Heritage Place, Acapulco Diamante, Acapulco, Mexico
Itacaré Paradise- Bahia, Brazil
La Reunion Golf Resort and Residences- Sacatepe, Guatemala
Las Gavias Grand Resort Residences- Mazatlan, Mexico**
Palazzo Park- Costa Rica*
Vista Alviento- Acapulco, Mexico**

EUROPE

Lower Mill Estate, Gloucestershire, England
The Residences at Baglioni Marrakech- Marrakech, Morocco*
Vilnius Golf & Spa Resort, Vilnius, Lithuania

AFRICA

Fairmont Heritage Place, Zimbali, South Africa

*Construction in progress; scheduled to have exchangeable inventory in early 2012.

**Property is built; inventory should be in the system by 4th quarter 2011.

THE REGISTRY REVIEW Q&As

Q: Have any updates been made to *The Registry Collection* program's web site regarding Current Sample Availability?

A: Yes, indeed! For starters, multiple updates are now made to portfolio availabilities throughout each weekday. Although not displayed in "real time", the listings are now more current than in the past. For the most up-to-date information, however, it is always best to contact a Reservation Consultant for *The Registry Collection* program during business hours.

Here are some additional improvements to our Current Sample Availability page:

- In the "Name/Location" chart: when you glide your cursor over the "Check-in Date" column, the corresponding check-in day will appear over each date.
- When your cursor runs over the unit size column (1BR, 2BR, etc.), the required number of credits for each listing now appears.
- At the top of the listing, a key now indicates availabilities that qualify for Last CallSM Getaways ("LCG") and resorts that belong to the Signature SelectionsSM by RCI program ("SS").

Q: Would you please explain how *The Registry Collection* Cruise Exchange program works?

A: It's easy! Members of *The Registry Collection* program have the option to exchange 300 credits per stateroom toward the purchase of a cruise. There is no maximum limit to the number of staterooms that may be booked with just one \$250 USD fee per transaction (subject only to availability). This exchange option applies to a select group of luxury, premium and contemporary cruise lines including: Cunard, Crystal Cruises, Silversea and The Yachts of Seabourn, among others.

If members opt to purchase their cruise, they may enjoy additional selections among popular premium and contemporary cruise lines such as: Celebrity Cruises, Holland America, Disney Cruise Line and Princess Cruises.

To learn more about Cruise Vacations, members may visit *The Registry Collection* Cruise web site at www.registrycollectioncruises.com. Members may also call their Cruise Concierge at 1-866-203-5004 or outside U.S.: 1-602-308-1971.

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.

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