



Resort Operations Update

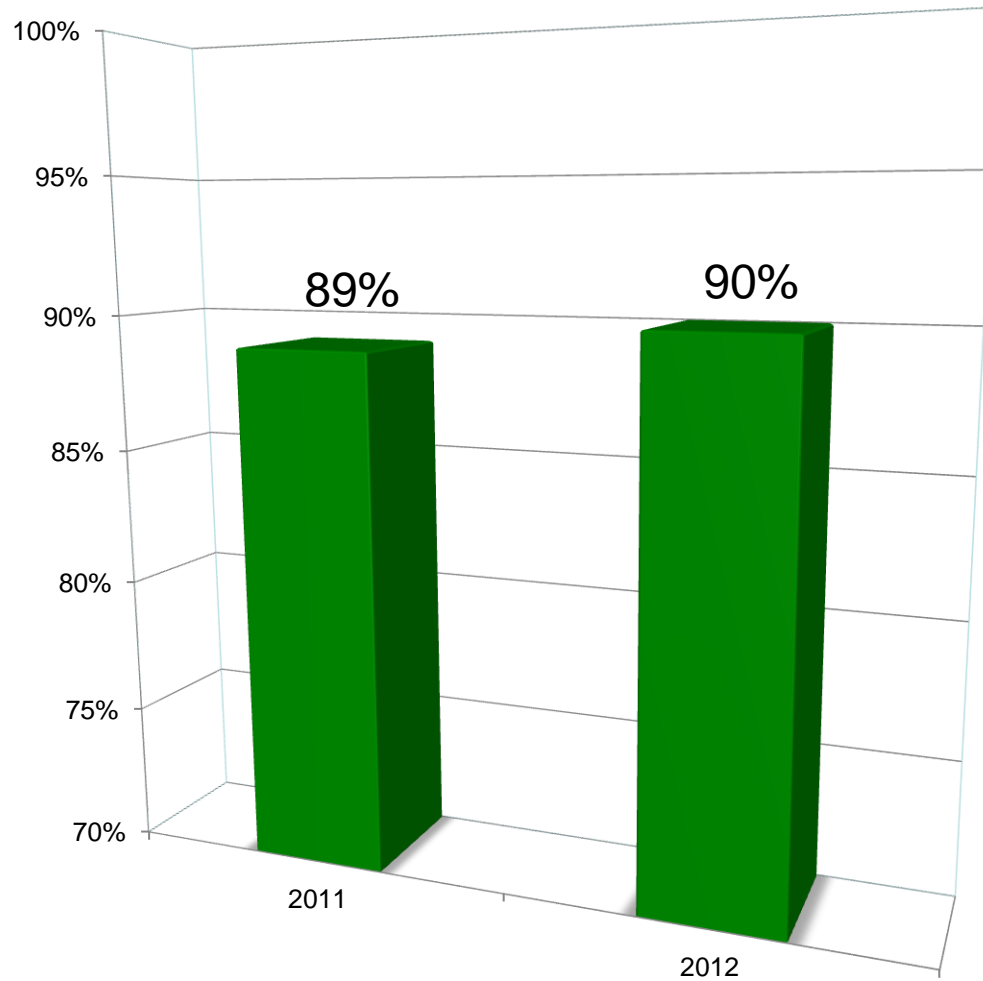
Suzana Gomercic

Guests Choice -Top 10 Resorts

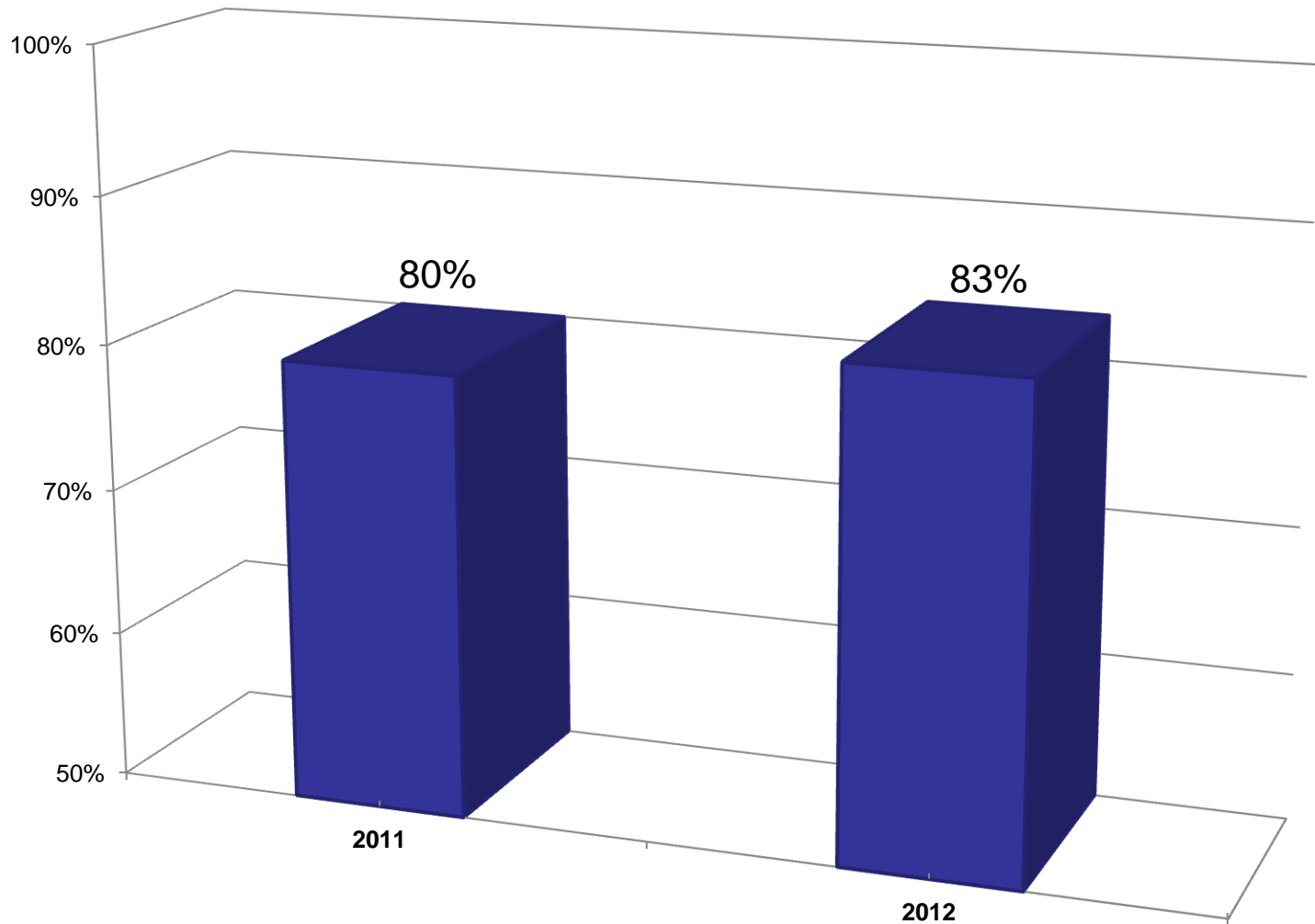


Sunset View	94%
Cromer Country Club	93%
Broome Park	93%
Jardines del Sol	93%
ROC at Pueblo Quinta	92%
Blackwater Meadow Marina	92%
Alvechurch Marina	92%
Alpine Club	92%
Vilar do Golf	92%
Palazzo Catalani	92%

Europe Average scores



Occupancy 2011-2012



Accolades

- 20 **RCI awards** out of 22 eligible resorts
- Sahara Sunset awarded with the **RCI Green Award**
- 6 resorts honoured with Premier **Interval International awards**
- 17 **Tripadvisor** Certificate of Excellence
- 12 resorts accredited by **TATOC**
- 1,544 Thank you cards/emails** from guests received in 2012 (1,48%), 10% more than in 2011



Chairman's Club



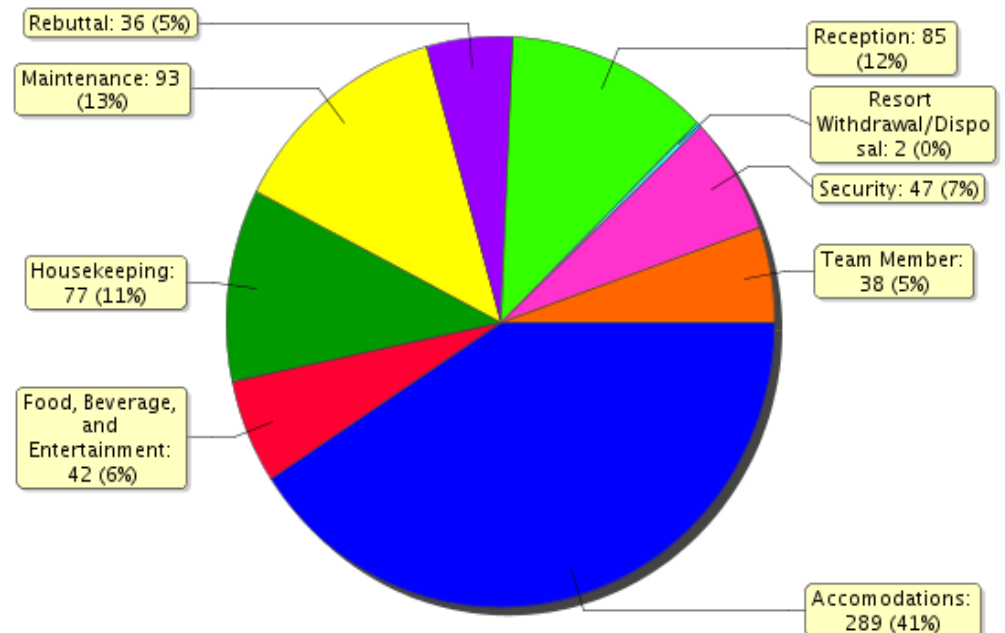
Customer feedback

Annual European Resort Operations Contact Distribution

635 complaints were received out of 106,713 total check-outs, **0.60% of all stays.**

Main complaints are:

- No Wi-Fi, or charges
- Allocated non refurbished accommodation
- Allocation in general



● Accommodations ● Food, Beverage, and Entertainment ● Housekeeping ● Maintenance
● Rebuttal ● Reception ● Resort Withdrawal/Disposal ● Security ● Team Member

Refurbishment



- A total of **30% full refurbishment** and **19% partial**
- 5 new villas in JDS
- 14 Club accommodations have been fully refurbished in Kenmore
- 14 lodges in Broome Park
- In Vilar do Golf, all villas are now two bedroom-two bathroom
- Refurbished 10 canal boats

Total Refurbishment	Full refurb	Partial refurb
Canary Islands	24%	23%
France & Italy	8%	61%
CDS, Balearics & Portugal	42%	7%
UK & Alps	39%	27%
Affiliates	0%	20%
Total	30%	19%

Refurbishment



New villas
Jardines del Sol

Refurbishment



Refurbished apartments
The Kenmore Club

Refurbishment



Refurbished accommodations
Vilar do Golf

Refurbishment



10 boats were refurbished

Guests will be able to enjoy these **renovated boats** over 35 weeks in 2013

Refurbishment



2 newly refurbished boats

Improvements

Swimming pools

- ✓ Jardines del Sol
- ✓ Los Amigos Beach Club
- ✓ Sahara Sunset
- ✓ Santa Barbara Golf & Ocean Club
- ✓ ROC at Pueblo Quinta

Leisure Facilities

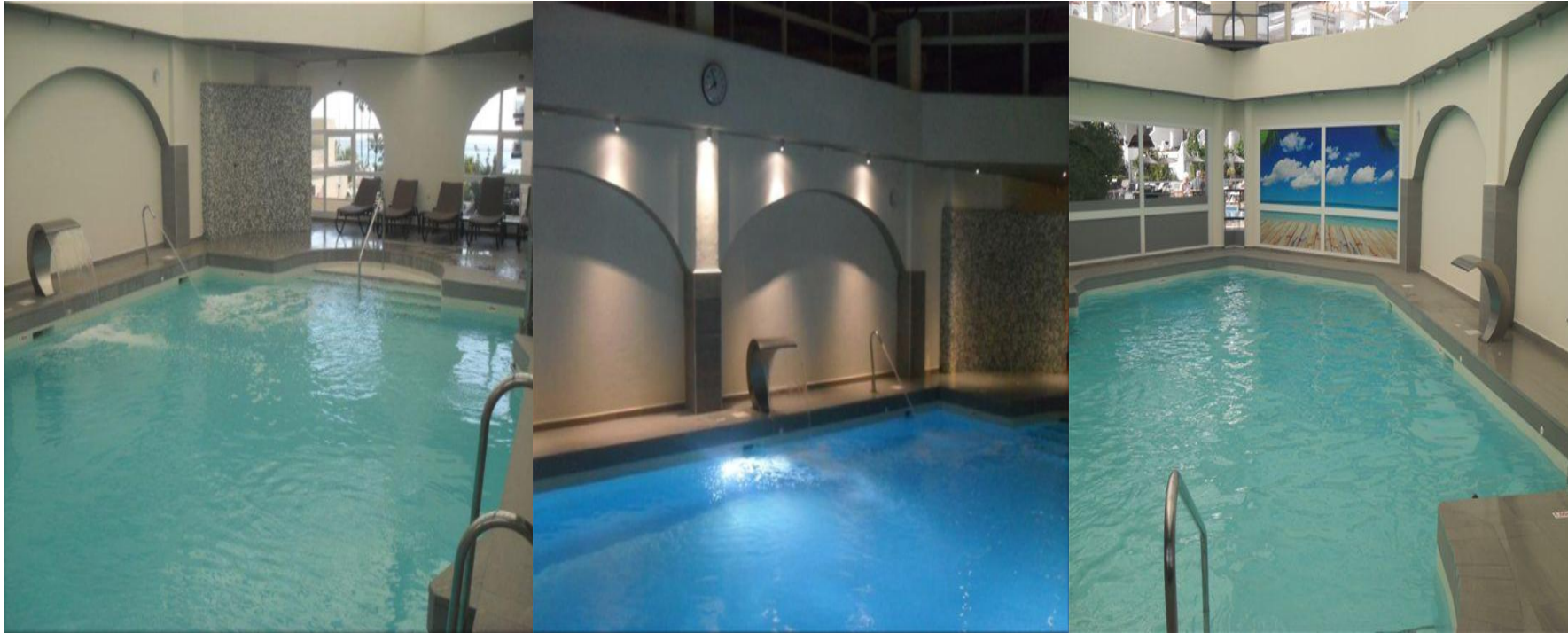
- ✓ Gym and sauna Los Amigos Beach Club
- ✓ Spa and gym Royal Tenerife Country Club
- ✓ Leisure centre Woodford Bridge Country Club
- ✓ Leisure centre Wychnor Park
- ✓ Gym Santa Barbara Golf & Ocean Club

Improvements



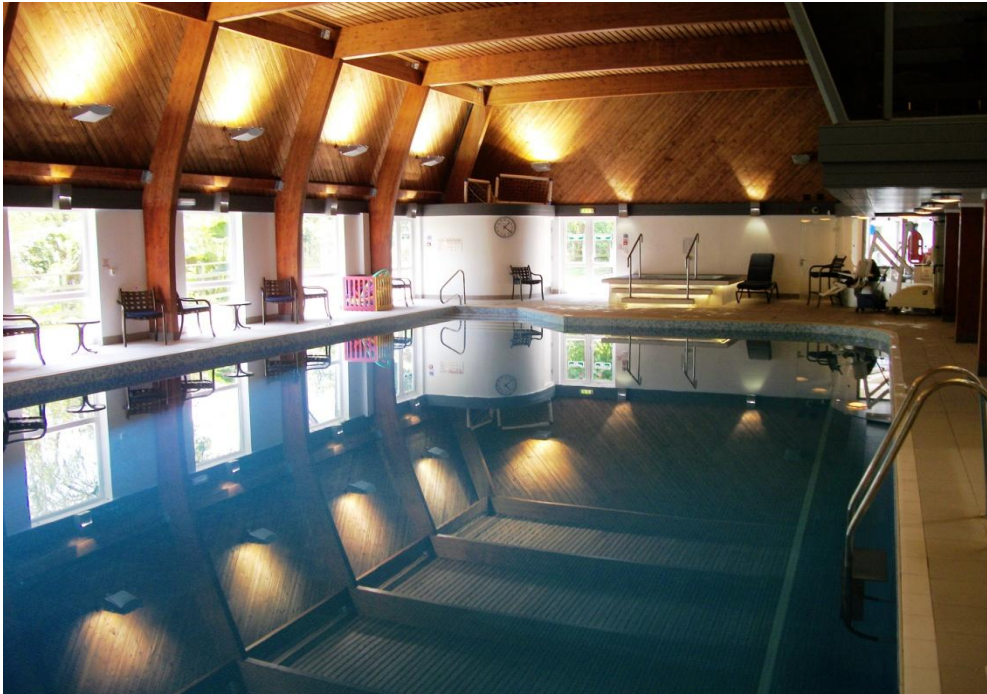
New pool and a giant outdoor Jacuzzi
Santa Barbara Golf & Ocean Club

Improvements



Indoor pool
Sahara Sunset

Improvements



Leisure Center

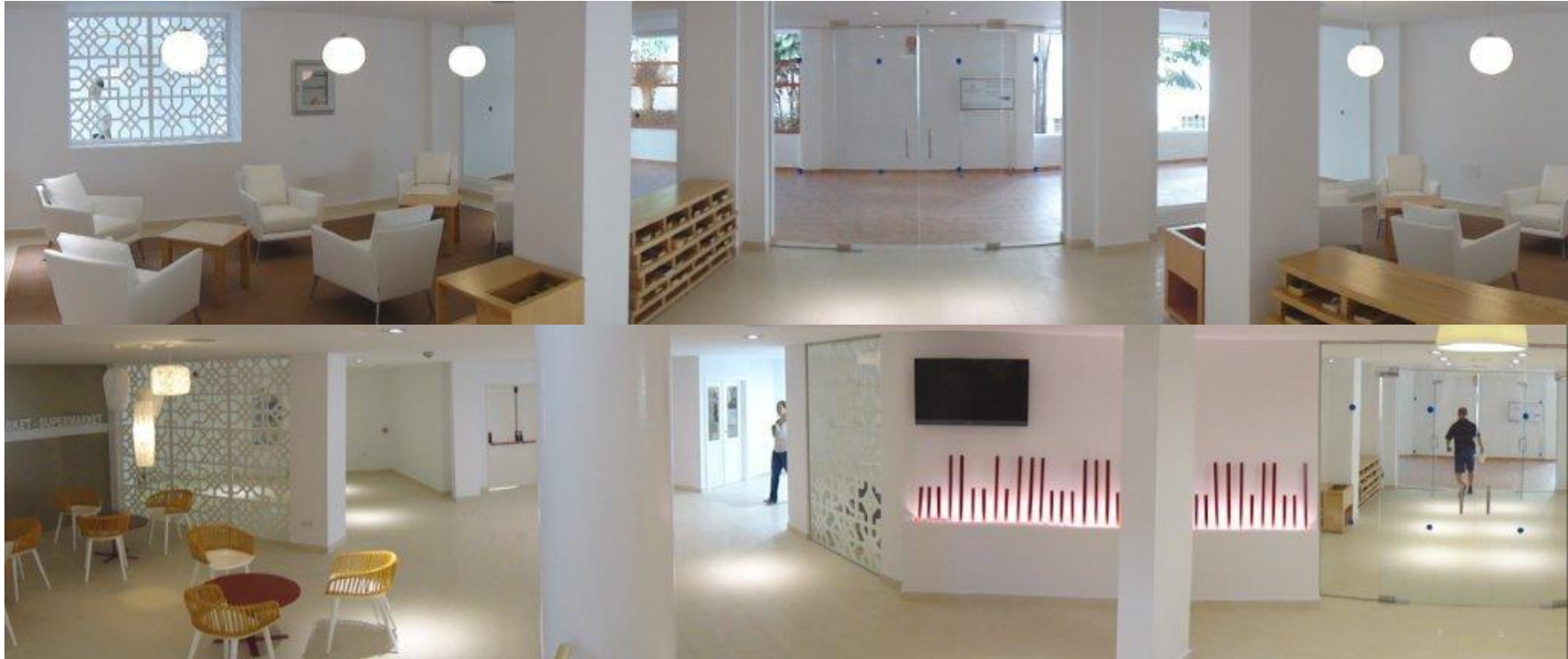
Woodford Bridge Country Club

Improvements

Common Areas

- ✓ New activity area and a full makeover of the Ocean lounge in Santa Barbara Golf and Ocean Club
 - ✓ New outdoor lounge in Club del Carmen
- ✓ All hot climate resorts now have air conditioning (except 33 apartments in Club Cala Blanca to be done in 2013)
- ✓ Remodelled reception in Los Amigos Beach Club and Cromer Country Club
- ✓ Wychnor Park common areas refurbishment, including the restaurant
 - ✓ Fence to close off Jardines Del Sol
 - ✓ New Creature Club in Los Amigos Beach Club

Improvements



Ocean Lounge

Santa Barbara Golf and Ocean Club

Improvements



Fun Area, Ocean Breeze Terrace & W-Pub
Santa Barbara Golf and Ocean Club

Improvements



Outdoor Lounge
Club del Carmen

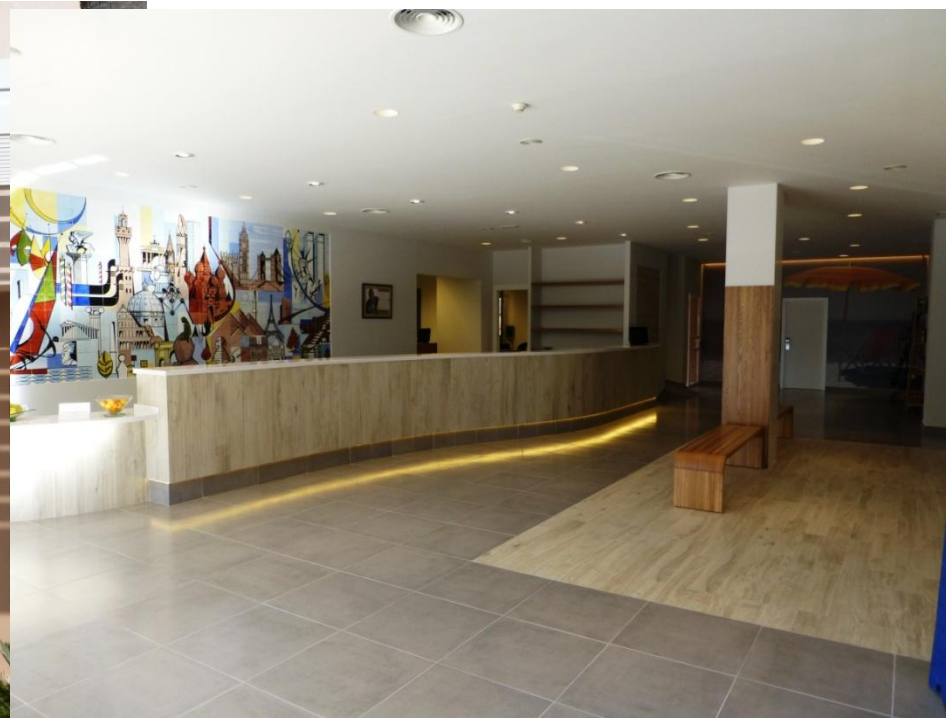
Improvements



Creature Club

Los Amigos Beach Club

Improvements



Reception

Los Amigos Beach Club

Accessibility

An **audit** has been completed on all accessible accommodations in order to further improve them for guests with disabilities in 2014

Disability Awareness training is being carried out across Europe to train all team members on interacting and communicating with guests with disabilities.

- **Standard pool hoists in all resorts**
 - **DDA catalogue - New!**

Accessibility



Lowered reception desks, new railings and ramps
Accessibility improvements

Accessibility



Wet rooms, lowered sinks and walk in showers
Accessible bathrooms

Simplicity and Comfort Standards



- ✓ **All accommodations with iPod stands** - except in Residence Normande
- ✓ **DRI Serta beds** in place, zip and link in main bedrooms, space allowing
- ✓ **All resorts have DRI linen** - except Manoir and Residence Normande
- ✓ **All resorts have a universal charger for devices, laptops, mobile phones**
 - ✓ **All new gym equipment is by Cybex**

More service, more savings

Electricity Charges

now absorbed in the budgets, except in Pine Lake where 50% charged

Beach Towels

Now included in operating costs
Cleaning is three times a week for members and twice for hotel guests

Wi-Fi in all resorts



An extra charge will be implemented for hotel guests to use a number of facilities

Guests well-being

All resorts in EU have a defibrillator

279 team members attended a training
to handle it

One life was saved!

*Dear Leanne. We really appreciate you
helping our Dad. It made all the
difference to his and our life. Thanks
so much.*

Defibrillators

Personalised service

- **Customer 360°** implementation with training of all receptions and team members on collection and use of the information

Please help us to know you better

- **Baby catalogue** with standard items on offer in all resorts
- **Bedside stories** left in rooms with children for parents to read out
3 times a week
 - **Massage by the pool** in hot climates resorts
 - **Bike rental** in Canary Islands and Portugal

Diamond Experience

The **DRI Games 2012** took place from 21 July to 17 August 2012 at all European managed resorts, with exception to the Royal Regency, in Paris.

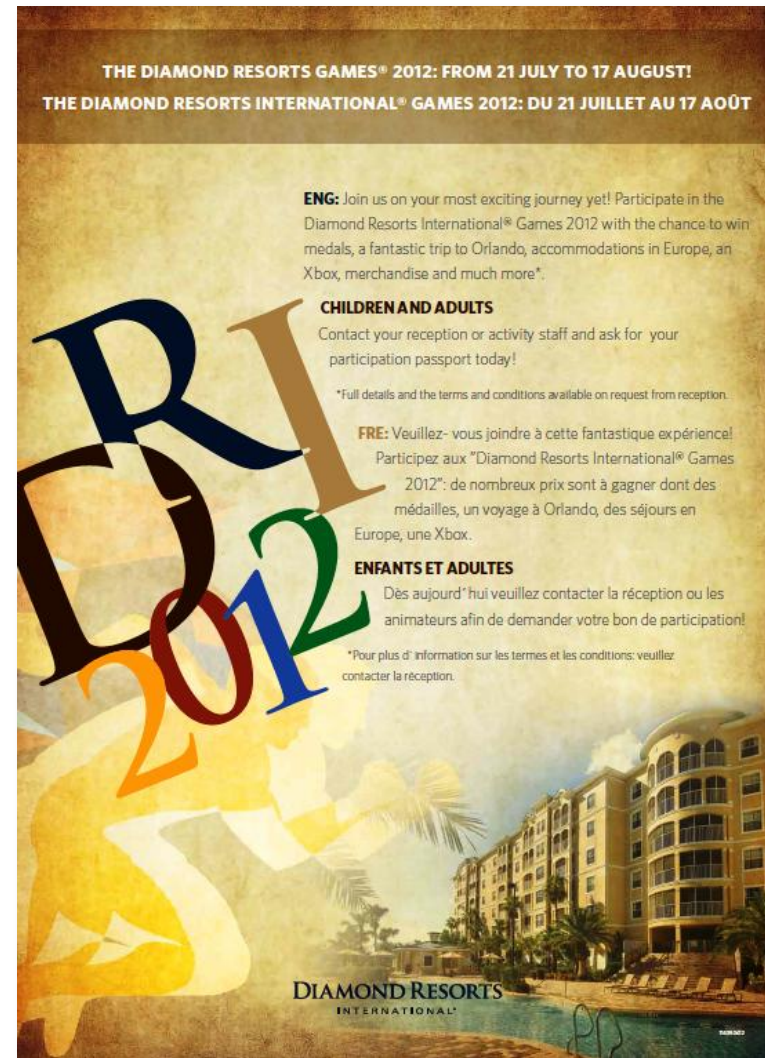
29 resorts

28 days full of fun activities

17,813 participants!!!

...and **happy guests**

DRI Games



THE DIAMOND RESORTS GAMES® 2012: FROM 21 JULY TO 17 AUGUST!
THE DIAMOND RESORTS INTERNATIONAL® GAMES 2012: DU 21 JUILLET AU 17 AOÛT

ENG: Join us on your most exciting journey yet! Participate in the Diamond Resorts International® Games 2012 with the chance to win medals, a fantastic trip to Orlando, accommodations in Europe, an Xbox, merchandise and much more*.

CHILDREN AND ADULTS
Contact your reception or activity staff and ask for your participation passport today!
*Full details and the terms and conditions available on request from reception.

FRE: Veuillez- vous joindre à cette fantastique expérience! Participez aux "Diamond Resorts International® Games 2012": de nombreux prix sont à gagner dont des médailles, un voyage à Orlando, des séjours en Europe, une Xbox.

ENFANTS ET ADULTES
Dès aujourd'hui veuillez contacter la réception ou les animateurs afin de demander votre bon de participation!
*Pour plus d'information sur les termes et les conditions: veuillez contacter la réception.

**DIAMOND RESORTS
INTERNATIONAL®**

Diamond Experience



DRI Games

Diamond Experience



Special Days and Celebrations

Diamond Experience



Cooking Lessons

Diamond Social Responsibility

Social Commitment

With our local communities...

Supporting **local artists**

Charity events:

in December 2012, all European resorts raised around **7,000 €** involving more than **600 guests**

Environmental Care

ISO 14001 certifications in 18 resorts – UK & France to follow this year

Sustainable activities:

- Vegetable, Herbs & Sustainable gardens at all resorts
 - The Earth Day
 - The World Ocean Day
- Preserving our environment with children, Captain ECO
- Cleaning the Beach Day

Diamond Social Responsibility



Charity Events

Diamond Social Responsibility



Environmental Activities

Diamond Social Responsibility



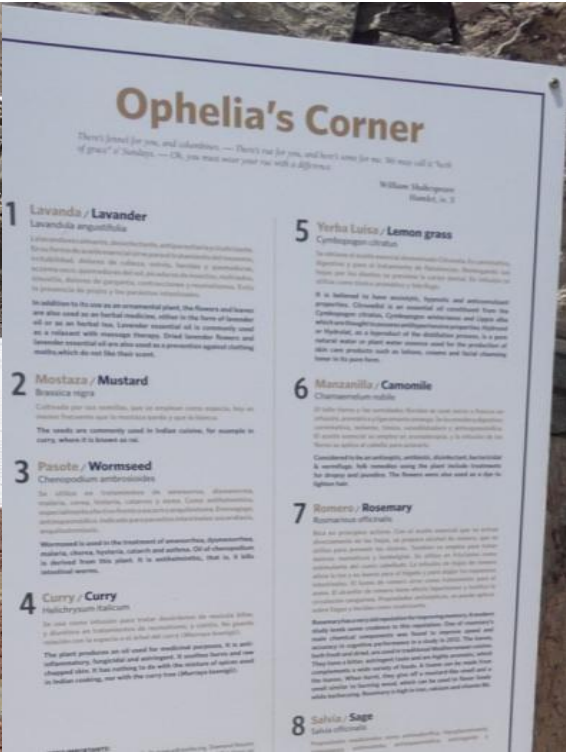
Beach cleaning

Diamond Social Responsibility



Vegetable gardens

Diamond Social Responsibility



Medicinal & Aromatic Herbs Gardens

Monscierge



- ✓ Resort maps & amenities
 - ✓ Resort events
- ✓ Flight arrivals & departures-live
 - ✓ Location search
- ✓ Real-time weather information
- ✓ Recommendations
- ✓ Social postcards

