

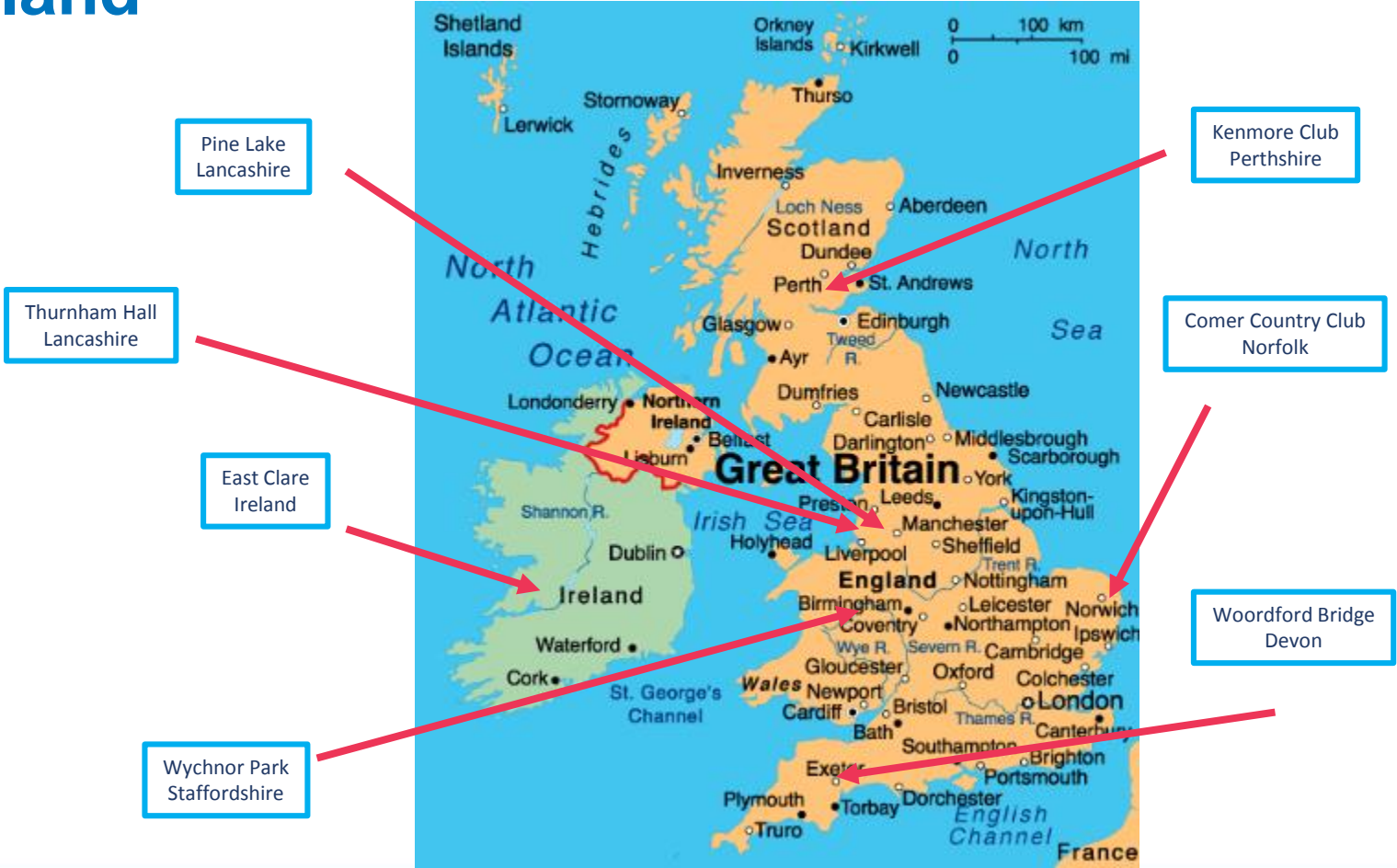
# Resort Management

Suzana Gomercic, SVP EU Resort Operations

27<sup>th</sup> June 2018

# **A quick tour around European resorts...**

# UK & Ireland



# Canal Boats



# Continental EU Resorts

## Austria

- Alpine Club

## Italy

- Palazzo Catalani

## Spain

- White Sands Beach Club
- Pueblo Quinta
- Sahara Sunset
- Los Amigos Beach Club

## Portugal

- Vilar do Golf

## France

- Royal Regency
- Le Club Mougins

## Malta

- Diamond Suites on Malta



# Canary Islands



Sunset Bay Club

Sunset Harbour Club

Royal Sunset Beach Club

Sunset View Club

Santa Barbara

Royal Tenerife CC

Club Cala Blanca

Jardines Del Sol

Club Del Carmen

# Resort of the Year 2017



**Small: Cromer Country Club**



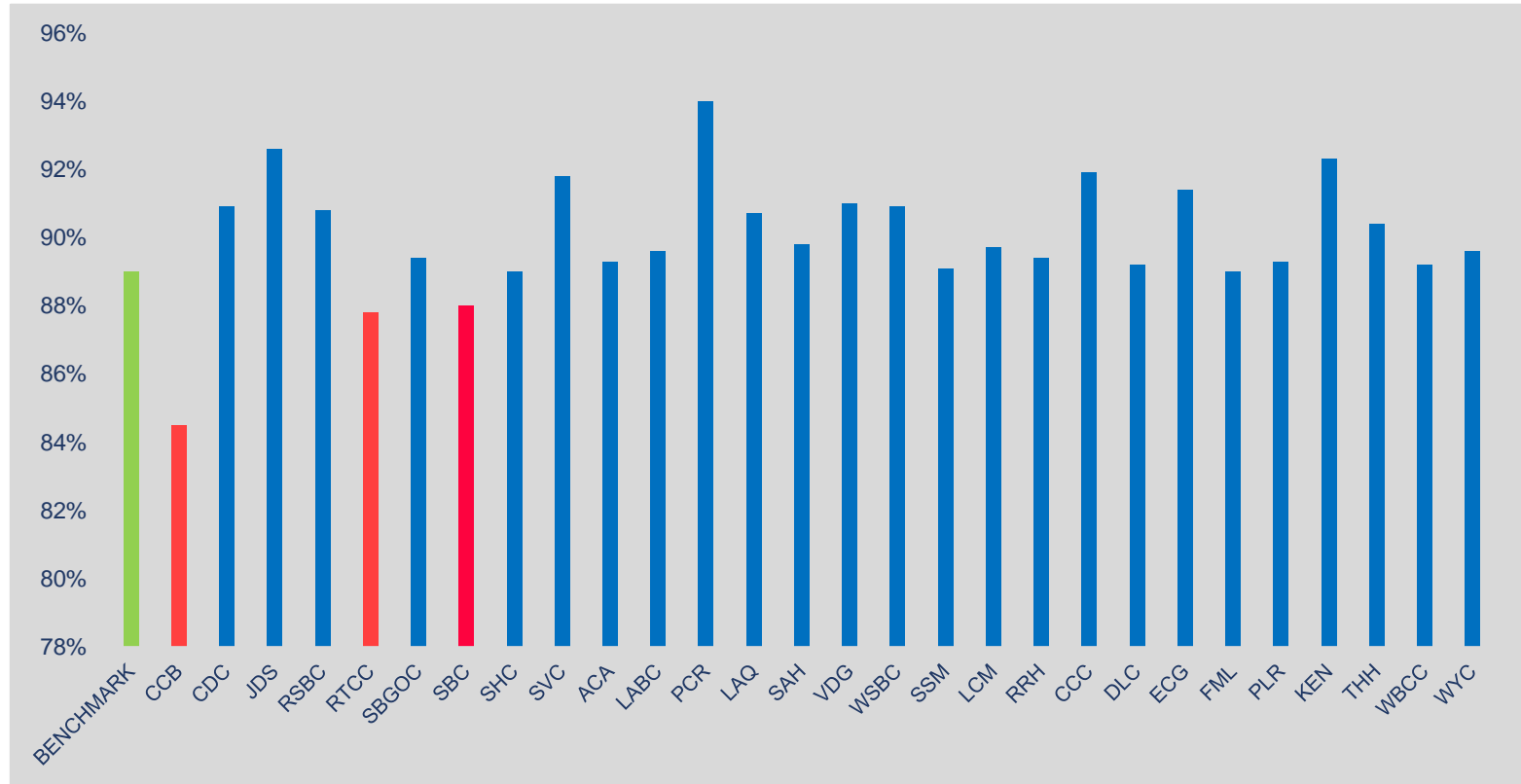
**Big: Sunset Bay Club**

# Some numbers..



**89.8%** of Diamond  
owners, members and guests  
scored their stay as extremely  
satisfactory

# Full Survey scores 2017



We appreciate your **FEEDBACK**  
during your stay in resorts

From **40,000** mid-stay surveys in 2017  
the average rating for “vacation experience” is  
**4.4 out of 5**

# Service rules in Diamond managed resorts

Members and owners receive more service and attention than hotel guests

Members and owners receive the same service even when they book as hotel guests

Hotel guests pay for the use of facilities and extra services (i.e. wifi)

Loyalty members' registered associates receive the same benefits

**COMING  
SOON!**

**ONE DEVICE**  
per bed



# How do we operate?

All resort budgets are prepared and reviewed in June/July, including capital expenditure

Level of staffing and most costs are driven by occupancy

Capital expenditure is prepared prioritising accommodations and facilities

Each resort committee approves their budget in September/October

The overall Club Budget is approved by the Board in October

Fees are sent out starting October

# Resort Improvements

**55%** of accommodations are **FULLY**  
refurbished

**25%** have been partially refurbished

**20%** work in progress



# Club del Carmen



NOW refurbished in its totality

# Santa Barbara Golf & Ocean Club



83 soft refurbishment & bathrooms

# Santa Barbara Golf & Ocean Club



# Royal Tenerife Country Club



27 soft refurbishment & bathrooms



# Sunset Bay Club



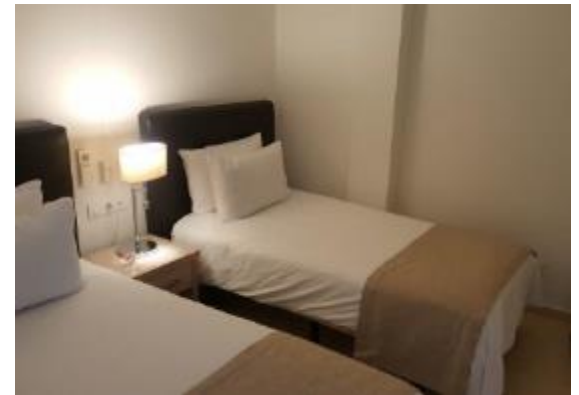
7 full refurbishments



# Sunset Harbour Club



3 full refurbishments



## Palazzo Catalani restaurant – newly refurbished



# White Sands Beach Club



3 full refurbishments





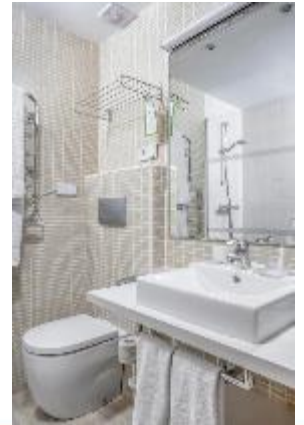
# White Sands Beach Club



# Pueblo Quinta



Resort now FULLY refurbished



## Pueblo Quinta – Dolce Vita restaurant



# Los Amigos Beach Club



6 full refurbishments



# Sahara Sunset Club



10 full refurbishments



# Sahara Sunset Club





## Vilar do Golf – NOA Café- new operator



# Vilar do Golf – Il Vero restaurant- new operator





# Royal Regency



# Cromer Country Club



3 full refurbishments

# The Kenmore Club



3 full refurbishments



# Thurnham Hall



3 partial refurbishments

# Thurnham Hall



# Woodford Bridge



9 full refurbishments

# Wychnor Park

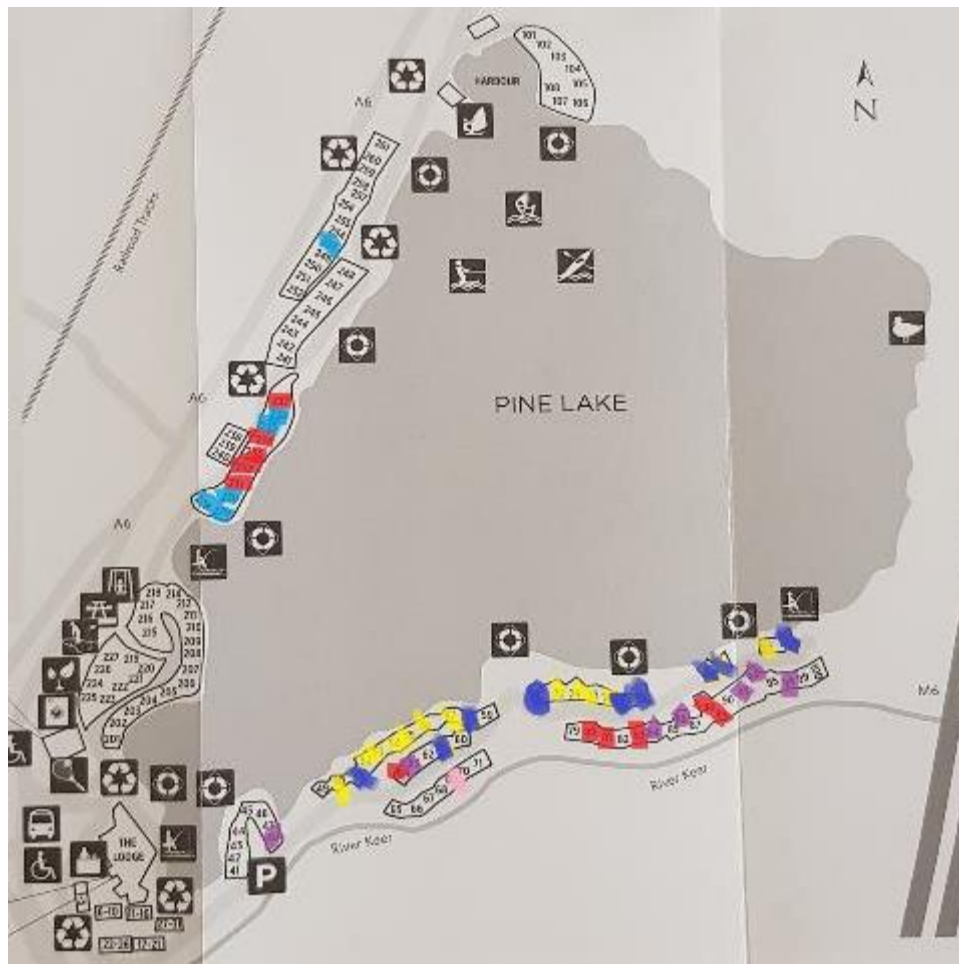


Will be fully refurbished by end 2018

# Pine Lake floods

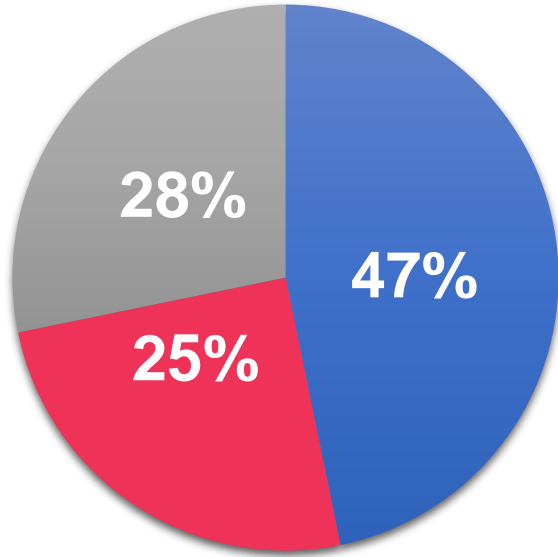
6 Lodges impacted in 2015

7 Lodges impacted in 2017





# Accessible accommodations



- Accessible
- Partially wheelchair accessible
- Fully Wheelchair accessible

**123** accessible  
apartments in EU  
Resorts

20 in UK & Ireland  
2 in France  
68 in CDS, Balearic, Italy, Portugal, Austria  
33 in Canary Islands

# Sustainability

## Some FACTS for 2017 vs 2016



Reduced energy consumption by 3.1%



Reduced water usage by 5%



Carbon emissions have reduced 4%

# Our goals to reduce utility bills

Our main goal is to create the environment with all comforts in our resorts, yet mindful of limited resources

Twice a year we carry out special initiatives with our guests to share best practices to save WATER, PAPER & ELECTRICITY and our youngest guests are invited to join **GREEN ACTIVITIES** to learn more how on to improve their future

**All resorts to  
have 100% LED  
by end 2018**

We have sustainability ambassadors in all EU resorts. Contact them in resorts if you are not sure where to recycle any specific waste (glass that might not be glass, paper that might go to the yellow bins, etc.)

# Did you know...straws were initially PAPER in 1900s.....

## HISTORY OF STRAWS

**1900s**

When polio was rampant, soda fountains offered rye or paper straws to prevent contact with shared glasses. <sup>2</sup>

**1950s**

Fast food restaurants replaced washable glassware with low-cost, disposable packaging for meals and drinks on the go. <sup>3</sup>

**1960s**

Plastic replaced paper, shifting straws from a renewable to an oil-based, single-use product.

UK and US  
toss nearly  
**550  
million**  
plastic straws  
per **DAY!!!!**



It takes **200  
years** for a  
straw to  
decompose



It breaks down into  
tiny **TOXIC**  
particles



# Therefore, we have decided to reduce PLASTIC in our resorts.....

We will gradually eliminate **PLASTIC** from resorts.

We appreciate that you join us in our efforts to work for a better future

We will gradually replace **single-use plastics** with reusable and refillable tools (straws, take away trays, etc.)




We will establish a **plastic waste management system** for annual analysis on plastic consumption and waste generation

We look for suppliers through a consistent criteria based on **sustainability certifications and standards**



# If you reuse towels during your stay, did you know that....

In a resort like Woodford Bridge, with 103 accommodations, if **50%** of the guests used the option of not changing the towels during their stay in 2017, we would have saved:

-  The washing of 38,686 towels
-  Over 210 thousand litres of water
-  A cost of £19,343



| Towels per wash | Total washes | Litres per wash | Energy per wash |
|-----------------|--------------|-----------------|-----------------|
| 40              | 967          | 212,773 lt      | £19,343.00      |

At Woodford Bridge each wash uses 220 litres of water, 1.7 KW of electric and costs £20

# **Diamond Experiences**

## **Social Media**

### **Diamond App**



# Diamond Experiences Plus

**EXCLUSIVE**  
events

Unforgettable  
**MEMORIES**

**CHECK** on your pre-arrival, twitter, facebook & Diamond App

Almost **5,000** participants in 2017

Rocio PM Retweeted  
**Joan M.** @joantalban · 17/05/2018  
 #diamondexperiences time in #puebloquinta ☀️ the hidden #Benalmadena ☀️ #GoodVibes with members & guests from #diamondresorts #letusenertainyou #CostadelSol #butterfly 🦋



🗨️ 5 ❤️ 21 📤

Antonella Retweeted  
**Sara\_pampana** @Pamp... · 18/04/2018  
 And in the afternoon another #DRexperienceplus discovering the secrets of #oliveoil...only #PalazzoCatalani #diamondresorts #EUDpoints #Soriononecicino #Italia @A\_Alegrini



🗨️ 2 ❤️ 10 📤

Maria Luisa Rtcc&Svc Retweeted  
**Noemi García** @Noemi... · 13/06/2018  
 Our owners, members and guests at #RoyalTenerifeCountryClub learning more about our local food in our "#Honey & Other #Canarian Secrets" #DiamondExperience #StayVacationed #Dperfectservice #DiamondResorts @Rtccsvc\_juisa @DavidRTCC8



🗨️ 3 ❤️ 10 📤

**Claudia LCM** @ClaudiaB\_LCM · 2d  
 Cannes Lions award show... #DiamondExperiences #DRITrchSavvy #LeClubMougins #DiamondResorts



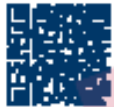
🗨️ 1 📤

## Experiences all over Europe



# Social Media

Follow #DiamondResorts



Facebook



Twitter



Pinterest



Instagram

Download the Diamond App







NOA Café

18/14 às 10:39

Especiais ao Almoço todos os Dias no NOA Café | Take Away disponível

Lunch Specials everyday at NOA Café | Take away available



Gosto Comentar Partilhar

Tu e 11 outras pessoas

Veronique Frey Retweeted



Magnolia Viña @MagnoliaVina · 1d

Mr Dunn is one of our guests who refused to use the #DiamondResorts #app, but once we explained him how easy & useful is, now he makes all his requests through the App & enjoys our #specialoffers. Come on! Download our APP & take advantage of the great offers we have available!



3 14



Giulia Granara @GiuliaSBGOC · 1d

Do we really need a straw? So happy about this new project!!! Working together with our F&B to raise awareness on #Sustainability and #Nomoreplastic #WorldEnviromentDay2018 #DiaMundialdelMedioAmbiente #DiamondResorts #SantaBarbara #DiamondCareers #LifeatDiamond @IvanLorenteRM



1 3 19

 Twitter accounts  
 Twitter hashtags

**@DiamondResorts**

**@DiamondCareers**

**#DRITechSavvy**

**#DiamondStories**

**#DiamondGoGreen**

**#EUDPoints**

**#LifeAtDiamond**

**#DiamondExperiences**

**#DiamondApp**

**#DiamondCareers**

**#StayVacationed**

**#DiamondResorts**

**#DiamondOrganic**





# Diamond App

All resort information  
is on the app!  
Don't miss out great  
discounts

**CONTACT  
US BEFORE  
ARRIVAL**

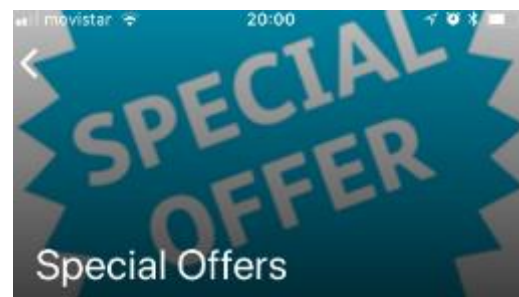


Make your experience at Woodford Bridge Country Club even more enjoyable by taking advantage of the great offers we have available. These offers are limited so check here for regular updates to make sure you don't miss anything.

Note: These offers are only available if booked through the Diamond App. Use the "Request" tab from the resort's app home page to make your reservation. Ask reception for instructions on how to download our mobile application.

#### CURRENT OFFERS:

- FREE glass of house wine when enjoying a 3 course meal in the onsite restaurant (175ml measures of red or white).
- The Perfect Gift - 10% OFF the marked price on any piece of jewellery in the cabinets located in the reception area (applicable for jewellery cabinets only).



Make your experience at Alpine Club even more enjoyable by taking advantage of the great offers we have available. These offers are limited so check here for regular updates to make sure you don't miss anything.

Note: These offers are only available if booked through the Diamond App. Use the "Request" tab from the resort's app home page to make your reservation. Ask reception for instructions on how to download our mobile application.

#### CURRENT OFFERS:

- 10% OFF the price of Rafting Tour.
  - Adults = €31.50 (normal price is €35)
  - Children (6 to 15 years old) = €28.80 (normal price is €32).
- FREE tombola ticket and Schnapps when you book any hiking tour.
- 2x1 Washer or Dryer tokens (the normal price is €4 per token per load so you save €4).
- €2 OFF the price of Bath Robe rental (normal price is €2).





# WHAT ARE WE OFFERING?



- Meals
- Messages
- Beauty Treatments
- Airport Transfers
- Nearby Attractions
- Excursions & Tours
- Experiences

# INFORMATION



- **Resort Facilities & Services**
- **Recommendations**
- **Flights**
- **Weather**
- **Maps & Directions**



Google Play

App Store

# ENTERTAINMENT



- **Diamond Experiences Plus**
- **Resort Activities & Games**
- **Excursions & Tours**
- **Nearby Attractions**

THANK  
you!