



Diamond Resorts European Collection Limited AGM

Suzana Gomercic,
VP European Resort Operations
Lancaster, June 24th 2014



Resort Improvements 2013

- Significant renovations to some common areas were undertaken resulting in smart new receptions, improved leisure centres and swimming pools at many resorts
- Great work has been made on integrating restaurant franchises into our resort operations to ensure they deliver excellent service and variety of menu



Improvements 2013- EU

- Other improvements include water savings and installation of motion sensors with subsequent cost savings
- Resort Activities: 13,000 members & guests joined DRIVEN to Fun activities and raised €3,000 raised for a good cause



Resort Improvements 2013 – Canary Islands

Road resurfacing works and new lighting throughout the resort
– Jardines del Sol





Resort Improvements 2013 – Canary Islands

Full refurbishment of Royal Sunset Beach Club Reception





Resort Improvements 2013 – Canary Islands

Full refurbishment of the Reception area – Royal Sunset Beach Club





Resort Improvements 2013 – Canary Islands

Full refurbishment of the Bar – Royal Sunset Beach Club





Resort Improvements 2013 – Canary Islands

Full refurbishment of the Restaurant – Royal Sunset Beach Club





Resort Improvements 2013– Canary Islands

Full refurbishment 21 apartments, some elite: Santa Barbara





Resort Improvements 2013 – Canary Islands

Refurbishment– Santa Barbara





Resort Improvements 2013 – Canary Islands

Refurbishment – Santa Barbara





Resort Improvements 2013 – Canary Islands

Full refurbishment of Reception – Sunset Harbour





Resort Improvements 2013 – Canary Islands

Brand New Gym – Sunset Harbour





Resort Improvements 2013 – Canary Islands

New Children's Playground – Sunset Harbour





Resort Improvements 2013 – Costa del Sol and Balearics

Pool refurbishments – Sahara Sunset





Resort Improvements 2013 - Italy

Palazzo at Soriano - Bedroom





Resort Improvements 2013 - Italy

Palazzo at Soriano – Garden Villa





Resort Improvements 2013 - Italy

Palazzo at Soriano – Spa





Resort Improvements 2013 - Italy

Palazzo at Soriano – Spa





Resort Improvements 2013 - UK

Partial refurbishment – Pine Lake





Resort Improvements 2013 - UK

New Accessible apartment – Pine Lake





Resort Improvements 2013 - UK

Leisure Centre, swimming pool – Thurnham Hall





Resort Improvements 2013 - UK

Leisure Centre, gym – Thurnham Hall





Resort Improvements 2013 - UK

Leisure Centre, changing rooms – Thurnham Hall





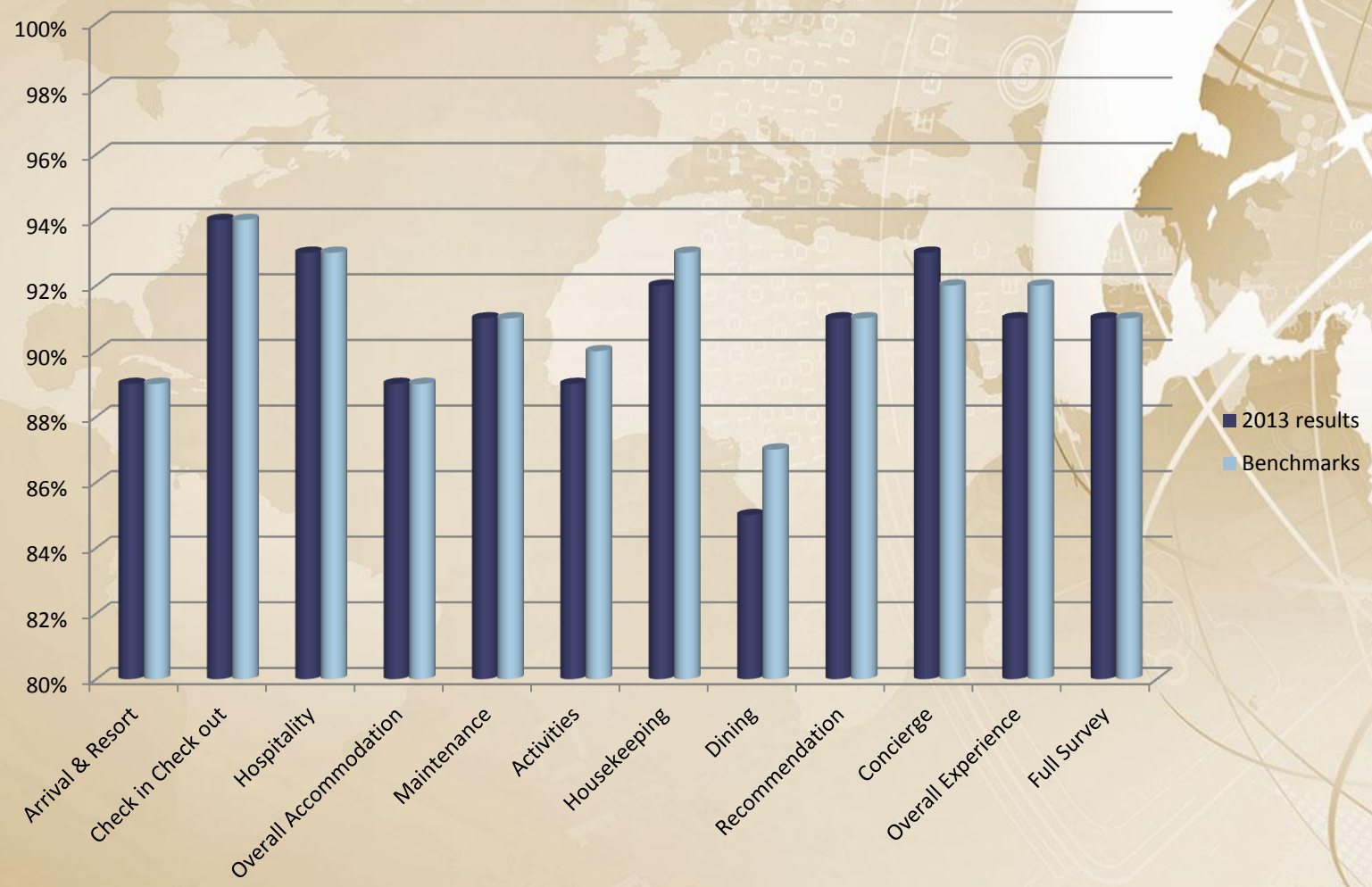
Resort Improvements 2013 - UK

Tennis court – Wychnor Park



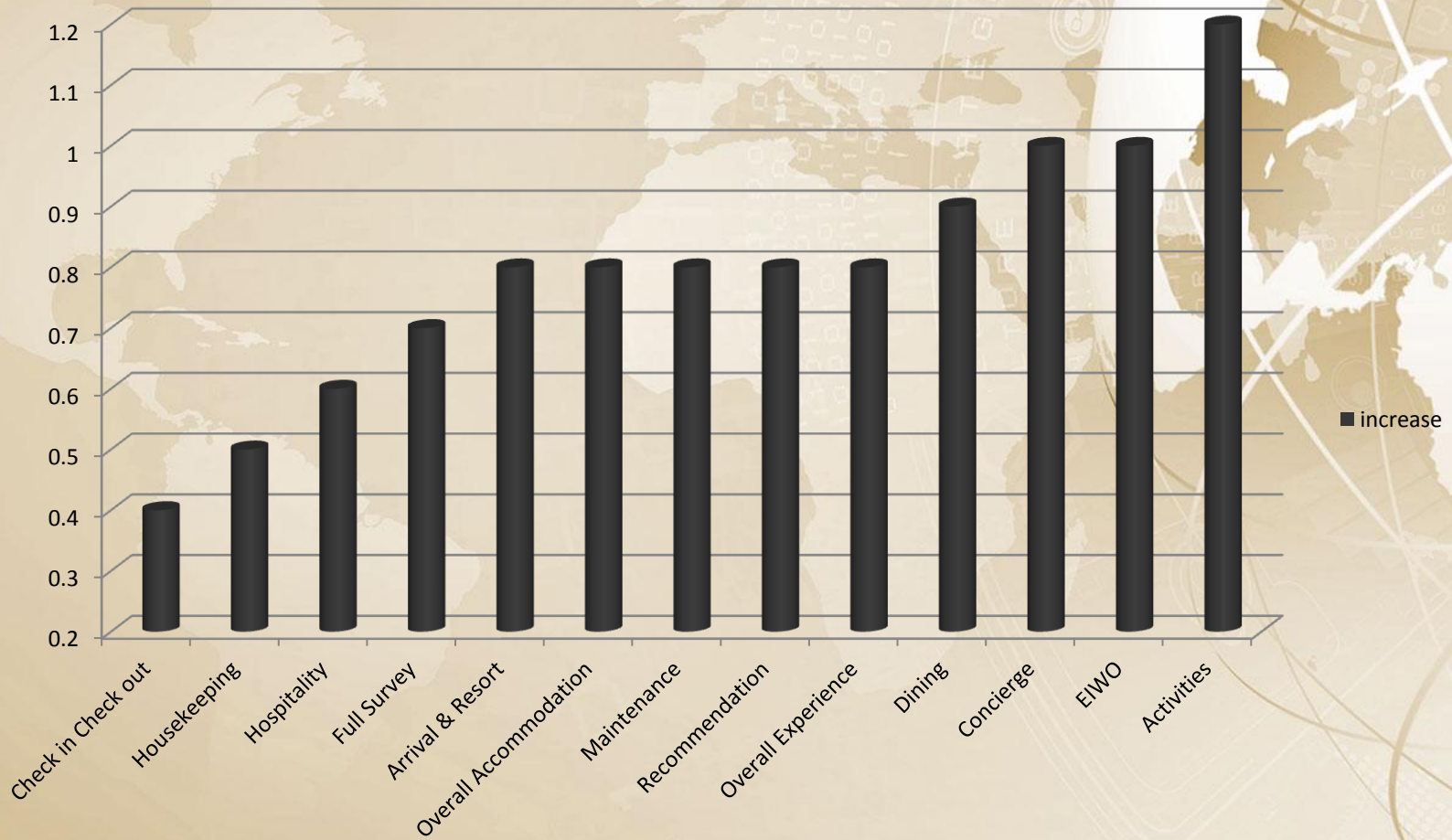


2013 Results





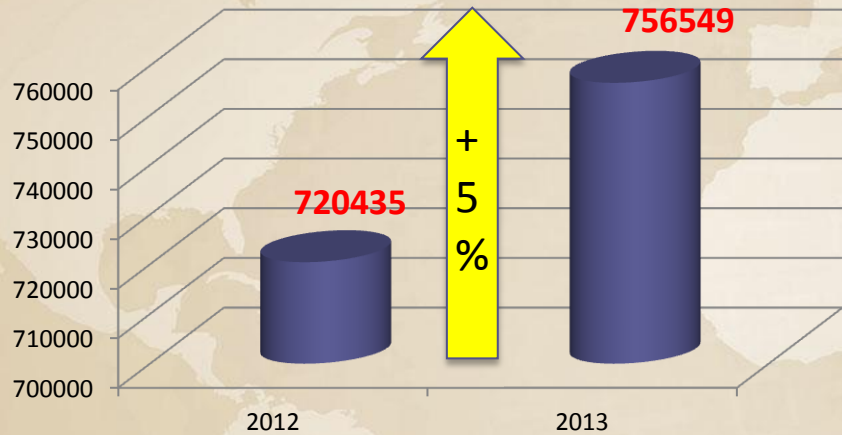
2013 Increases per categories



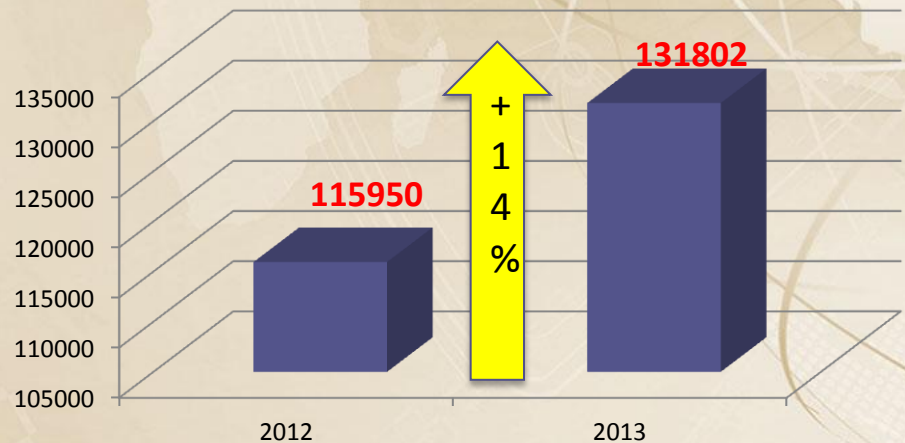


Occupancy 2012/2013

Room Nights



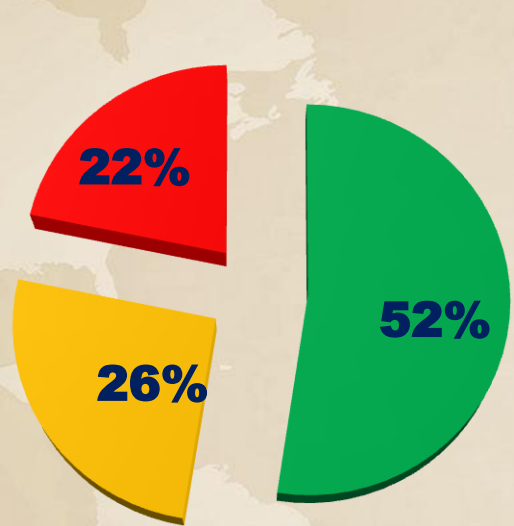
Check outs





Food and Beverage

Score variances after the conference



- Increased
- Equal
- Decreased

- | | |
|--|-----------|
| The Kenmore Club | 1 |
| Cromer Country Club | 2 |
| Palazzo Catalani | 3 |
| Royal Oasis Club At Pueblo Quinta | 4 |
| Le Club Mougins | 5 |
| Wychnor Park Country Club | 6 |
| White Sands Beach Club | 7 |
| Sunset Harbour Club | 8 |
| Alpine Club - Austria | 9 |
| Sunset View Club | 10 |

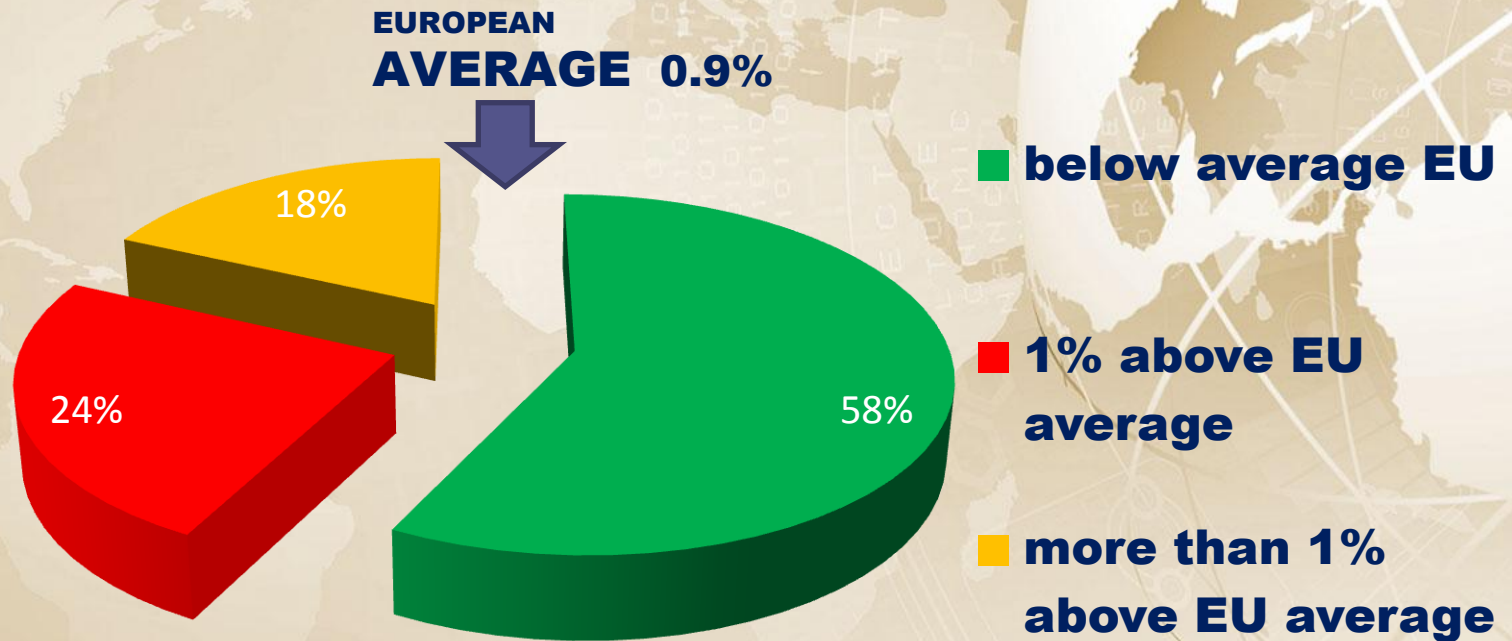


ACTIVITIES 2013 vs 2012





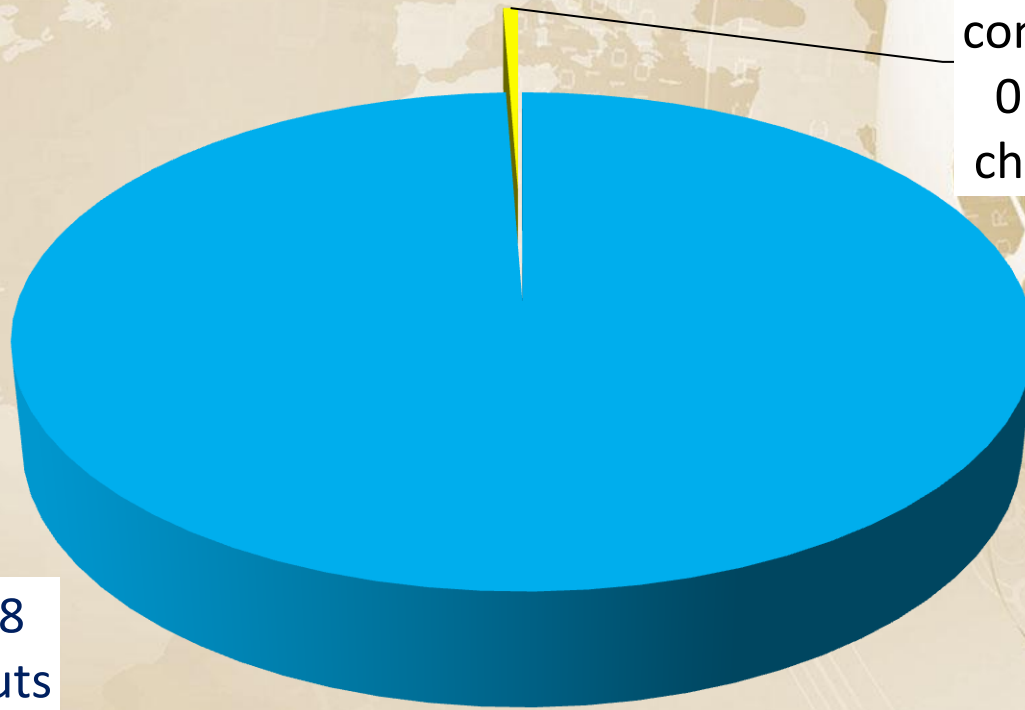
2013 – PDS Alerts





2013 – Member contacts

131,468
check outs



781
complaints-
0.59% of
check outs



Resort Fees

THE KENMORE CLUB

Facilities and Services	Members	Non-Members
Auxiliary Accessories	Free	Free
Baby Accessories	Free	Free
DVD Library	24 hours £3	24 hours £3
Gym Towels	Free	Free
Internet Kiosk	20 Minutes Free 1 Hour £13.60	20 Minutes £4.60 1 Hour £13.60
Internet WiFi	Fee Per Connection 1 Day £6.45 3 Days £18.55 7 Days £27.90	Fee Per Connection 1 Day £6.45 3 Days £18.55 7 Days £27.90
Launderette	Washer/Dryer Token £1.50	Washer/Dryer Token £1.50
Leisure Centre • Gym, Indoor Pool and Spa Facilities	Fee Per Apartment Free	Fee Per Apartment 1 Day £13 3 Days £35 7 Days £70
Leisure Centre • Gymnasium	Fee Per Apartment Free	Fee Per Apartment 1 Day £5 3 Days £12 7 Days £30



AWARDS

- **RCI**

Gold Crown	17 resorts
Silver	2 resorts
Hospitality to Silver	1 resort - Cala Blanca
Silver to Gold	3 resorts – Pine Lake / Royal Tenerife Country Club/Sunset View

- **Interval International**

Select	11 resorts
Premier	6 resorts
Premier Boutique	1 resort

- **Palazzo Catalani Vojola d'oro**

- **Tripadvisor**

20 Resorts have reached an average of 4.5
7 resorts have reached an average of 4

4 Resorts have increased from 4 to 4,5
Resorts with Tripadvisor award →27% increase

- **Booking.com 25 resorts with award**

- **Expedia JDS Top Ranking- Position 138**





Team Member Acknowledgements

- **Jardines del Sol** **Maria Cobos** **Reception** **11%**
- **Club del Carmen** **Maizie Moore** **Reception** **7%**
- **Broome Park** **Karen Hodgkiss** **Activities** **6%**
- **Garden Lago** **Darren Selby** **Activities** **4%**
- **Vilar do Golf** **Alexander Brazao** **Activities** **4%**



CONGRATULATIONS TO THE 2013 WINNERS

- **The Alpine Club - The Best Small Resort**
- **(Kenmore Club - Finalist)**

- **Los Amigos Beach Club - The Best Big Resort**
- **(Vilar do Golf - finalist)**



Chairman's Awards Finalists

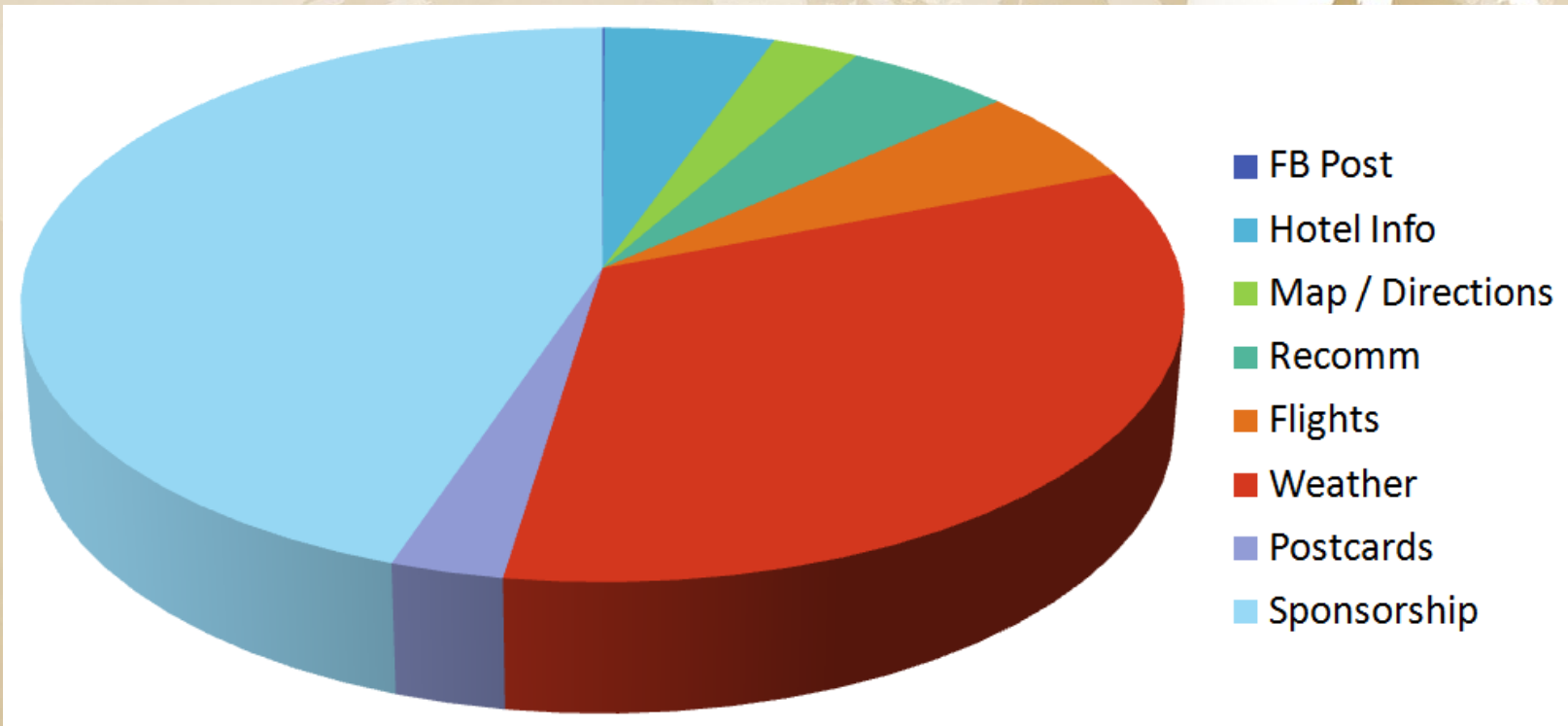
- **Francisco Javier Martín and Jose Gascueña - Dennis Walker Award on behalf of Costa del Sol team**
- **Jim McKirdy-Kenmore Club**
- **Sandra Colaço-Vilar do Golf**
- **Sunset View team**
- **José Expósito-Santa Barbara**



**Resort Guides
Monscierge
Canal + in Spain
Accessibility Training
In Room Directories**



Monscierge





Monscierge 2014

The current content is only using 40% of its capacity

What is coming :

- **Diamond App**
- **Two way messaging**



Monscierge 2014

Connect Mobile

Connect Mobile is the most direct way to put everything you have to offer in the hands of your guest. It complements Connect Lobby by offering detailed, unique information about the resort, from the resort.

Content is stored in carrier grade cloud networks ensuring minimum reliability of 99.95%, industry leading security levels and content availability which has been stress tested far in advance of any likely usage load. Furthermore, Connect Staff enables team members to communicate with guests through phone calls and in-app messaging - all from within the Monscierge platform.



Home Screen



Zapping in the resorts

- Previously most analogue TV channels were freely accessible
- Nowadays most European channels can only be received in other countries via satellite and by means of the correct code card
- Thus, for the reception of BBC or ITV a special decoder card is required. However, this card can only be sold to UK residents which means unfortunately resorts on the Continent can no longer broadcast British channels





Accessibility Training

- Accessibility training has helped to increase awareness among our team members of how to address different situations in order to offer the best service to our guests with disabilities.
- More than 1,000 people attended this training in each of our European resorts, including Sales & Marketing team members





Brand new In Room Directories

SANTA BARBARA GOLF AND OCEAN CLUB
 Avd. Del Atlántico
 Urb. Golf del Sur
 38620 San Miguel de Abona
 Tenerife, Canary Islands, Spain
 T: + 34 922 73 80 32
 F: + 34 922 73 82 42
 E: SantaBarbaraGolf&OceanClub@diamondresorts.com
 diamondresorts.com

CHECK-IN 16.00 H
CHECK-OUT 10.00 H

DIAMOND RESORTS (EUROPE) LIMITED,
 SUCURSAL EN ESPAÑA

DEAR VALUED MEMBERS, OWNERS AND GUESTS,
 Diamond Resorts International® is delighted to welcome you to our resort. We are dedicated to providing you with a relaxing holiday experience that you will remember for years to come. Santa Barbara Golf and Ocean Club truly cares about your satisfaction and we welcome any suggestions that can help us improve our services to you. We appreciate the opportunity to serve you and are honoured that you have selected Santa Barbara Golf and Ocean Club as your resort destination of choice. Enjoy your holiday!
 Sincerely,
 Resort Manager



WE ARE HERE FOR YOU

RECEPTION SERVICES

For the following services, please dial 999 for reception: anniversary and birthday arrangements, computer centre, transport, wake-up calls and anything else you might need.

MAINTENANCE SERVICES

Anything to report? We are at your service. Dial 999.

HOUSEKEEPING SERVICES

This is your home away from home, so relax, we will look after you. If you are a member, your accommodation will be cleaned every other day. For non-members, every third day. Additional cleaning services and towels are available for a charge.

LOST AND FOUND

Any items found will be stored for a reasonable period of time. The resort cannot take responsibility for items left at the resort.

ROOM INVENTORY

You can find an inventory list in the accommodation. Should you need any additional items, please contact reception on 999.

REFURBISHMENTS

We are making improvements to enhance your holiday experience. Please be aware that the resort may be undergoing refurbishment. Disruption is expected to be minimal.

LEISURE FACILITIES, SPA AND POOL REGULATIONS

Regulations are posted in front of each facility. We recommend you study those regulations prior to using them.

GET CONNECTED

INTERNATIONAL DIALLING:
 0 + 00 + Country Code + Area Code + Number

NATIONAL DIALLING:
 0 + Area Code + Number

ACCOMMODATION TO ACCOMMODATION:

Please contact reception.

WIFI - INTERNET:

Internet kiosk available in the Ocean Lounge. Codes available at Reception.

DISCOVER MONSIEURGE!

Explore all that our resort and surrounding area has to offer.

VISIT RECEPTION or the OCEAN LOUNGE and try MonsieurGe today!

RESORT FACILITIES	MEMBER'S SUITE		NON-MEMBER'S SUITE	
	Y/N		Y/N	
Air conditioning	N		N	
Bar/Restaurant	Y		Y	
Games room	Y		Y	
Gymnasium	N		Y	
Heating	N		N	
Housekeeping/Cleaning	N		N	
Internet kiosk	N		Y	
Laundry/Laundrette	Y		Y	
Outdoor swimming pool	N		N	
Parking	Y		Y	
Playground	N		N	
Pool table	Y		Y	
Reception	N		N	
Safety deposit box/Safe	Y		Y	
Sauna	N		Y	
Supermarket/Shop	Y		Y	
Table tennis	N		N	
Telephones	Y		Y	
Whirlpool	N		Y	
WiFi (reception)	Y		Y	

THIS RESORT IS ISO 14001 CERTIFIED.
 Diamond Resorts International® joined the International Feature Network (IFN) based in London, United Kingdom in May 2012. Licensed at a meeting hosted by His Royal Highness The Prince of Wales in 2014, a unique organisation that brings together leaders in the hospitality industry who share the same commitment to collaborating on finding practical solutions to the challenges of environmental impact and sustainable development.



WELCOME

BIENVENIDO • BIENVUENE • BENVENUTO • WILLKOMMEN • BEM-VINDO • VELKOMMEN • VÄLKOMMEN



SANTA BARBARA GOLF AND OCEAN CLUB

POST DEPARTURE SURVEY
 At Diamond Resorts International® we strive to deliver the HIGHEST QUALITY OF SERVICE EXCELLENCE. We value your feedback and invite you to complete our Post Departure Survey, which you will receive via e-mail one day after departure.



Sustainability Focus Group

- **Diamond is a member of ITP (International Tourism Partnership)**
- **Resorts have been implementing sustainable practices and need your cooperation to make further savings**
- **Example - 15,000 m³ of water were saved in 9 Canary Islands resorts over 5 years despite the increase in occupancy**



CHARITY EVENTS



Diamond Resorts International®
celebrates and honors women on

International Women's Day





DIAMOND RESORTS INTERNATIONAL®

DRIven® to FUN

Celebrate the summer with us!





DIAMOND RESORTS INTERNATIONAL™

DRIven® to FUN

Celebrate the summer with us!



DIAMOND RESORTS INTERNATIONAL™ invites you to
Celebrate the summer with us!

DRIven® to FUN 



Name/Nombre