

European Collection The Club Update



DIAMOND RESORTS
INTERNATIONAL®

Stay Vacationed.™

Ruth Thomas
Vice President, Club Service

The places you've been ...

In 2016, over 50,000 reservations were booked using European Collection points.

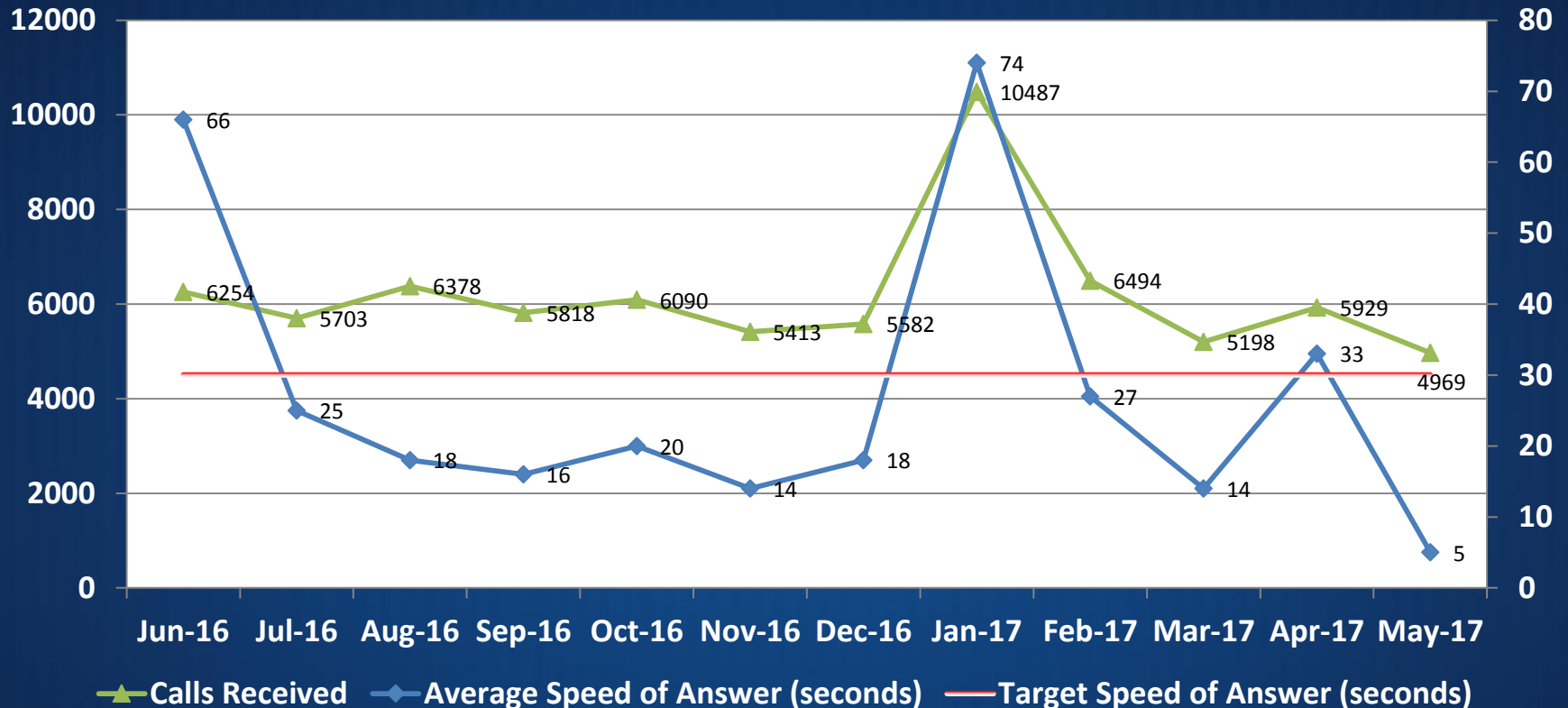
- The top (3) European resorts you booked are:
 - Santa Barbara Golf and Ocean Club
 - Pine Lake Resort
 - Sunset Bay Club

- The top (3) U.S. resorts you booked are:
 - Polo Towers Suites
 - Grande Villas Resort
 - Mystic Dunes Resort & Golf Club

- 39% of all reservations are booked for arrival dates between July and October.

Call Centre Services

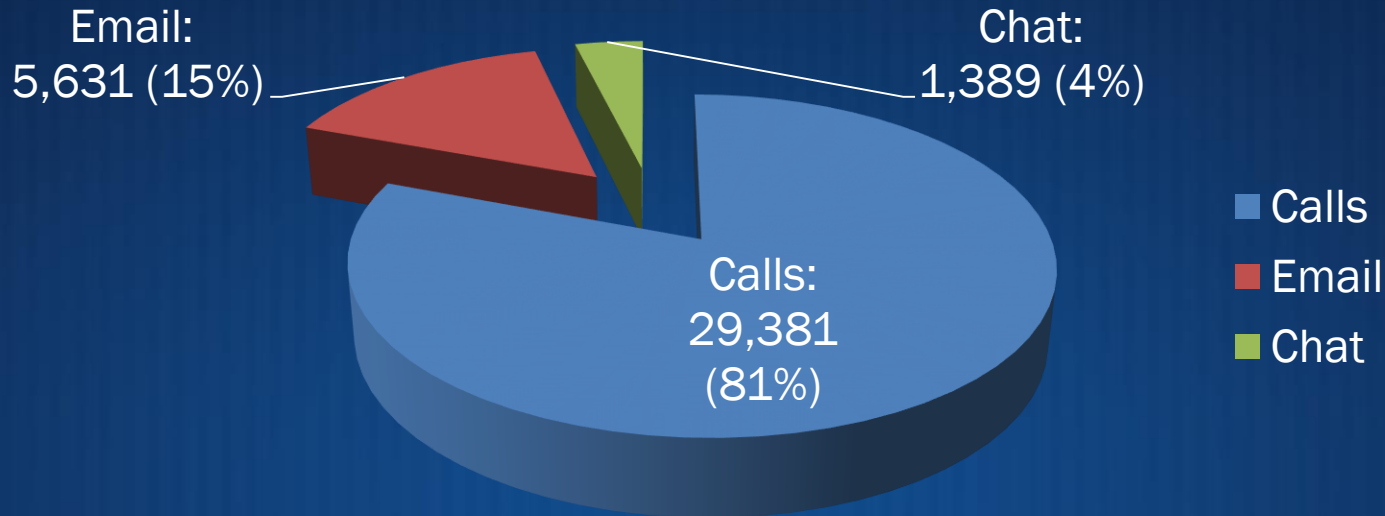
June 2016 through May 2017



The call centre contacts increased with billing inquiries in January, but generally members spent less than 30 seconds waiting for service.

Member Contact

June 2016 through May 2017



- Real-time web chat contact is the fastest growing form of contact in 2017
- We've added new online enrolment for Direct Debit applications
- The new Value Search tool will show holidays offered at 5,000 points for a 7-day stay to provide you another holiday planning tool to maximize your membership

New and Enhanced Benefits for Members of THE Club®

- Your luggage can arrive where and when you do, and your personal information is protected
- New Tour packages and River Cruises
- Hotels around the world are available to you
- Luxury Selection is online, with new hand-picked properties for exclusive dates
- Browse over 5,000 newspapers online at your resort, at your leisure
- 17 new Club affiliates

Diamond Luggage Tags with 12-month Tracking Service



Exclusively made for members of THE Club®, Diamond Luggage Tags offers a strong, durable luggage tag that can be fastened to any of your belongings when traveling. It does not display your personal information; each luggage tag is embedded with a unique serial number and barcode to connect with the airport systems around the world. With your purchase of the luggage tag, you will receive 12 months of tracking service.

NEW: Diamond Luxury Travel Tours



Exclusive to European members of THE Club®, Diamond Luxury Travel Tours features hand-picked river cruises and overland escapes to more than 60 destinations on six continents.

The Best Available Rate is guaranteed. Points are applied at a rate of £0.20/£0.30 per point for up to 20%/30% of the total cost instantly when booking one of these incredible tours.

NEW: Diamond Luxury Hotels



Book hotel getaways in towns and cities around the world with travel brands you know and love. Diamond Luxury Hotels offers a select group of hotels priced at excellent values.

The Best Available Rate is guaranteed. Points are applied at a rate of £0.20/£0.30 per point for up to 20%/30% of the total cost instantly.

NEW: Diamond Luxury Selection®

Diamond Luxury Selection® continues to provide you with a variety of destinations with exclusive booking rights. Each destination has been hand-picked to ensure the quality you expect with Diamond Resorts International®.

NEW - Diamond Luxury Exclusives and Diamond Luxury Steals, both with easy online booking!





Electronic Newspaper Loyalty Benefits

In-resort Benefit:

- Access to 5,600 newspaper and magazine choices in 17 languages for the length of the reservation
- Connect up to 3 devices
- Provided to Silver, Gold and Platinum members
- Savings of 70%+ per annum vs. paper

By Request Benefit:

- Access to 5,600 newspaper and magazine choices in 17 languages for an entire year
- Connect up to 3 devices
- Offered to Gold and Platinum members By Request

New Affiliates

- Ermitage du Lac – Quebec CAN
- Lodge de Montagne – Quebec CAN
- Place St Bernard – Quebec CAN
- Tour de Voyageurs – Quebec CAN
- Le Sommet des Neiges – Quebec CAN
- Plantation Hale Suites – Hawaii U.S.
- Makai Club Resort – Hawaii U.S.
- Royal Caribbean Resort - Belize

New Affiliates

- Los Lagos at Hot Springs Village – Arkansas U.S.
- Capistrano Surfside Inn – California U.S.
- San Clemente Cove – California U.S.
- The Steamboat Grand – Colorado U.S.
- Fraser Crossing/Founders Pointe – Colorado U.S.
- Zephyr Mountain Lodge – Colorado U.S.
- Washington Park Hotel – Florida U.S.
- Ocean Pointe Suites at Key Largo – Florida U.S.

Continued Favourites

- Club Experience Events offer New Destinations.
- Member Escorted Journeys have travelled far in the last year. Will you join us for 2018?
- Challenge yourself or loved ones with a different kind of holiday, a Member Adventure!
- 2017 Cruises for Points offers more sailings from within Europe than ever before.
- Platinum and Gold Members can use points to attend Wimbledon or a Premiership Final Match.

Club 'Experience' Events



- Use points to stay at one of our European managed resorts while spending each day on planned group excursions discovering the history and culture of the area.
- 5-6 day events include transportation, attractions and special entertainment providing an opportunity to get to know your fellow members of THE Club®.
- For 2018, the events scheduled include: Lake District at Pine Lake, Spain at Los Amigos, Portugal at Vilar do Golf and our exciting newest additions, Greece at Village Heights Golf Resort and The French Riviera at Le Club Mougins!



Member Escorted Journeys

Where we have been



Italy - June 2016



Bonjour from Paris! August 2016



River Seine – August 2016



Northern Lights - March 2017



Cuba - April 2017



Middle earth – Ecuador June 2017

2018 Member Escorted Journeys

Will you join us?



Essential Scotland
21 and 29 September



England Heritage Tour
28 July



Adriatic Mediterranean Journey
Venice to Croatia
4 July



Splendors of China
(optional Tibet extension)
11 October



Discovering Japan by Rail
(Gold & Platinum only)
13 March



Ireland (two itineraries)
10 May, 22 July and 23 September



Member Adventures



**Wyoming Horseback Riding
June 2017**



**Svalbard Polar Bear Adventure
June 2017**



**Canadian Wilderness
September 2017**



Mount Kilimanjaro - October 2017



Great Wall of China – October 2017



Antarctica - October 2017

The Galapagos Islands Adventure is sold out for November 2017. Watch our Facebook page for photos!



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2017 Cruises for Points



- THE Club® increased cruise offerings with Norwegian Cruise Line to 20 different itineraries throughout the year.



- We expanded the programme to more sailings from within Europe. 2017 offerings include Adriatic Greece, Canary Islands, Greek Isles and Norwegian Fjords, West Mediterranean, and the Baltics



- 2018 Cruises for Points are coming soon!



Diamond Luxury Sports

(Exclusive for Gold and Platinum members)

New Events in 2016/2017



The Ryder Cup



Premiership/European Football & Champions League Final



Wimbledon



The British Open - Scotland



Formula One Worldwide locations



Exclusively Yours

- Maximize your points with Diamond Luxury Cruise and Hotel Programmes with guaranteed best cash rates and the highest points redemption values
- Members of THE Club® need never run out of points before running out of holidays with Diamond Flexibility and Diamond Value!

Diamond Luxury Programmes

Diamond Luxury Cruises, Hotels and Travel Tours offer the BEST value for your points, and for your holiday cost.

You are guaranteed the BEST AVAILABLE RATE on the cash price, plus you can redeem your points for a percentage of the cost at an excellent value!

- Standard and Silver Members can redeem up to 20% of the cost of the booking at a redemption rate of £0.20
- Gold and Platinum Members can redeem up to 30% of the cost of the booking at a redemption rate of £0.30

How Diamond Luxury Programmes Work for You!



Example: A 3-night stay at Vincci Seleccion Aleya Hotel Boutique in Benalmadena, Spain for two adults travelling 5-8 August 2017 in a Classic Queen Bed Room:

For Gold and Platinum Members:

Best Available Rate: £609.06
Luxury Point Value: 609 points
Cash Remainder: £609.06 – 30%
(£182.72) = £426.34

Total Cost: £426.34 plus 609 points

For Standard and Silver Members:

Best Available Rate: £609.06
Luxury Point Value: 609 points
Cash Remainder: £609.06 – 20%
(£121.81) = £487.25

Total Cost: £487.25 plus 609 points

Diamond Flexibility



Diamond Flexibility allows members access to one time use points for cash, based on their membership level at the time of booking:

- Platinum members: £0.15/€0.18 per one time use point
- Gold members: £0.17/€0.20 per one time use point
- Silver members: £0.19/€0.22 per one time use point
- Standard members: £0.22/€0.26 per one time use point

You can request to use Diamond Flexibility on THE Club® reservations, Diamond Luxury Sport Events, and Club Travel benefits giving you the option to Stay Vacationed® as much as you want.

Look for the Flex logo online!

Diamond Value

Silver, Gold and Platinum Members of THE Club® have access to the Diamond Value benefit to complete a points reservation with one time use points at a deeply discounted rate!

When you choose to complete non-discounted reservations by purchasing one-time use points, and you are within the booking windows below:

- Platinum members booking within 35 days of arrival
- Gold members booking within 28 days of arrival
- Silver members booking within 14 days of arrival

You will automatically receive the Diamond Value rate of only £0.08/€0.095 per point.

Commitment to Service

Introducing
Maria Kalber,
Senior Vice President
Global Club Operations