

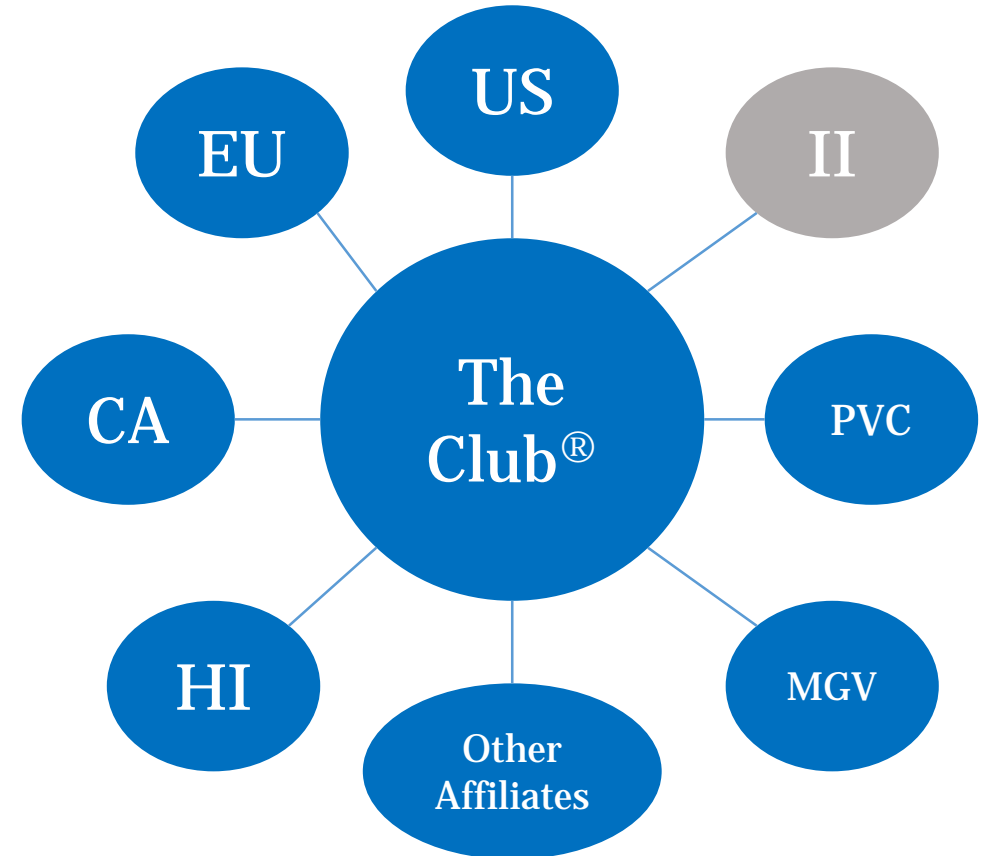
# **“How to Use The Club<sup>®</sup>” Workshop**

## What is The Club®?

We are a private Club designed from inception to simplify vacation planning for Diamond Resorts owner families, and ideal for people who take regular vacations. With our ever growing network of over 400 managed and affiliated properties and cruise opportunities, we strive to make vacation planning effortless.

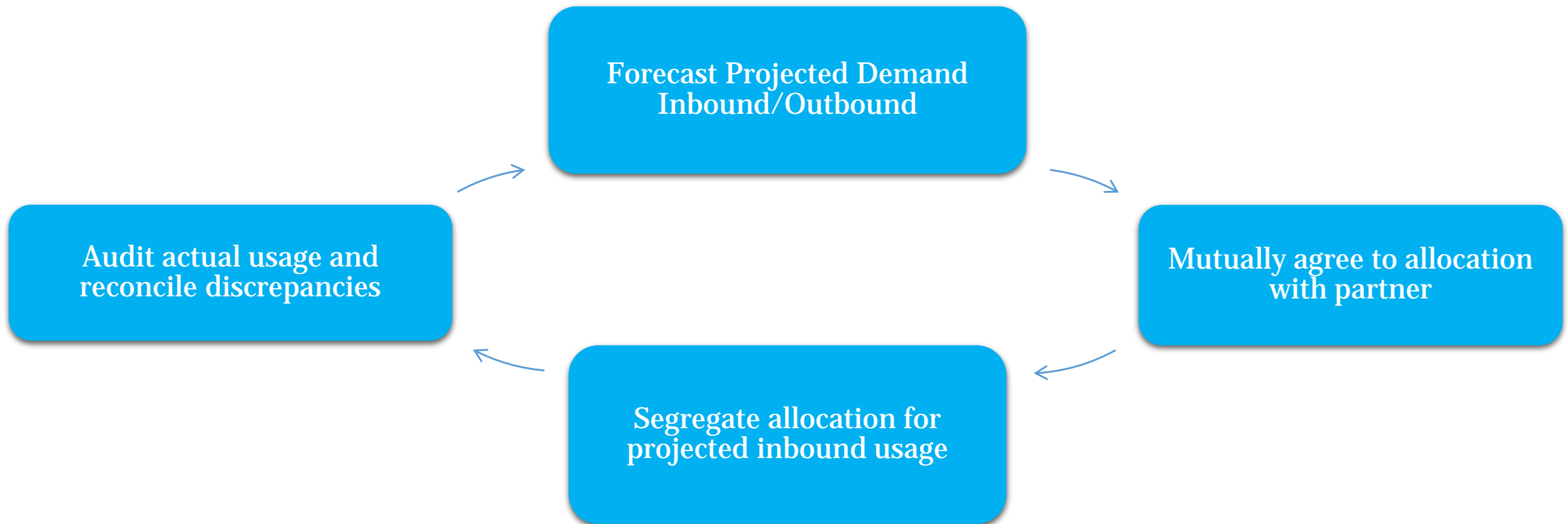
## How does The Club® work?

The Club® has affiliations with multi-site Member Associations, as well as many other resorts to expand the portfolio of destinations at which members can stay.



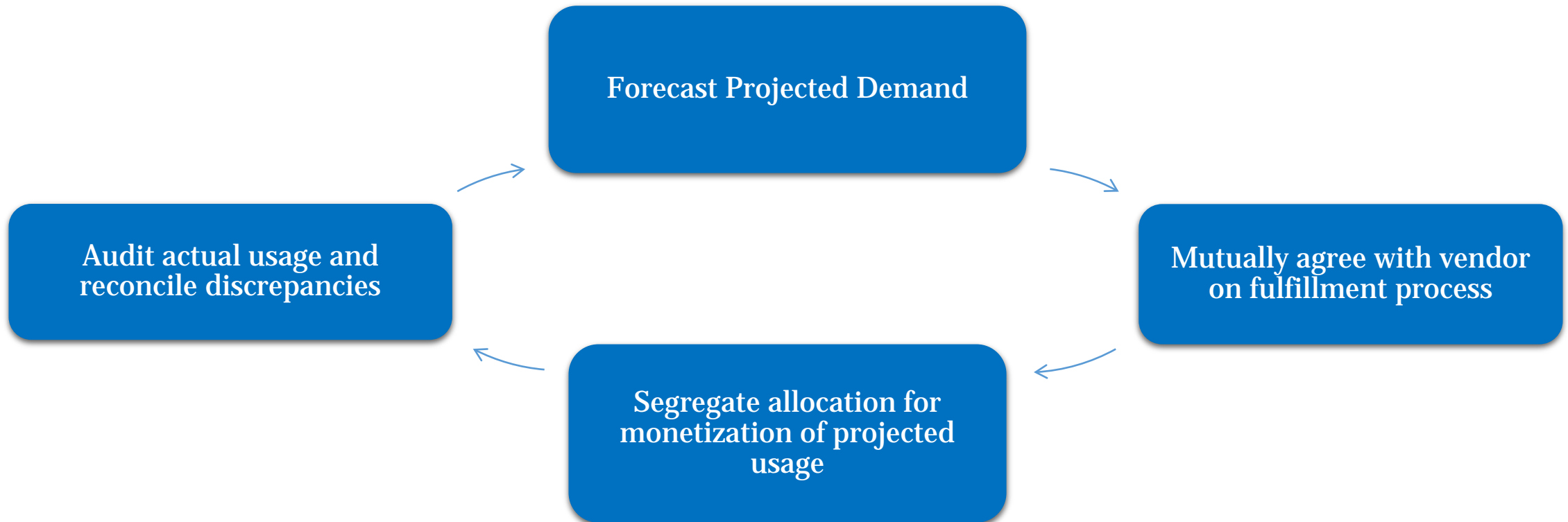
## How do affiliates and exchange partners work with THE Club®?

The Club® offers additional vacation opportunities through a network of non-DRI managed affiliates, and exchange opportunities via Interval International®.



## How do member benefits and other redemption opportunities work?

The Club® offers additional points redemption opportunities for a variety of benefits from Cruises, Flights, Escorted Tours, Sporting Events, etc.



# Understanding Availability

- **Point values:** all accommodation types within the Diamond portfolio have been assigned point value for each week. The value is determined by the location, facilities at the resort, season and size of accommodation. (refer to the benefits directory for a list)
- **Change in Points Value:** there may be value variation due to arrival day, holidays, special events etc.
- **Developer Inventory:** Diamond owns a significant amount of inventory across all collections and need to cover, or at least offset, the cost of paying those maintenance fees, hence the need to rent accommodations through reputable third party booking companies as well as our own site
- **Member Benefit Monetization:** Accommodation is withdrawn from the collections on a fair basis when members choose to redeem their points toward various member benefits: such as flights and travel discounts

- ❖ **13 months:** you have the advantage to book into any of your home collection resorts
- ❖ **12 months:** deeded owners who have enrolled their week into The Club® can book into your home resorts
- ❖ **10 months:** you can book into ANY available resort in The Club®

Platinum members currently have an extended booking window in certain resorts

Loyalty Members are given the option to place on-going search

- Silver Member may set up (1) one active search
- Gold Members may set up (3) three active searches
- Platinum Members may set up (5) five active searches

If you are booking a reservation for the following year, then a deposit may need to be paid prior to the booking being confirmed

## The art and science of maximizing your points

Points are the lifeblood of membership in The Club®; they are the currency that helps you Stay Vacationed.®

### Three key dates for ensuring that you won't lose points:

**June 30th:** save up to **100%** of this year's allocation between January 1 and June 30

**August 31 :** save up to **50%** of this year's allocation provided 50% has not already been saved between January 1 and August 31

**October 31 :** save up to **25%** of this year's allocation provided 25% has not already been saved between January 1 and October 31

### Tips from the Club®

- Once you have saved your points, you can borrow back into the current year for reservations
- Points can ONLY be banked once. If points are borrowed back into the current year for a reservation, and the reservation is cancelled, you may not bank the points again
- If a reservation is booked in the current year and cancelled after the point saving deadline, you may only be able to save a percentage of your points

**Step 1:** Select your perfect destination



**Step 2:** Log into the [Members Area](#) and select “Book With Simple Search”



**Step 3:** Choose your dates or date range, Location and number of nights and then press “Search”

Simple Search ? Flexible Search ? Find a Vacation ? Point Saver ?

### FLEXIBLE SEARCH

*Please hover over a help icon ? below for assistance with completing your search.*

Flexible Search: Our most flexible search tool, providing even more criteria you can define to assist in planning your next vacation.

[Search for Availability Tutorial](#)

Destination  ?  
[Click here to view our destinations](#)

Experience  ?

Proximity  ?

Display results as  ?

My Arrival Date is flexible  Click on the checkbox to search a range of arrival dates

Arrival Date between  and

Nights  ?

Accommodation Type  Club Affiliate  Managed  Hotel Affiliate  Cruise

Occupancy

Point Range  Min  Max

Offer Code  ?

**SEARCH**



**Step 1:** Log into the [Members Area](#) and select “Book With Flexible Search”



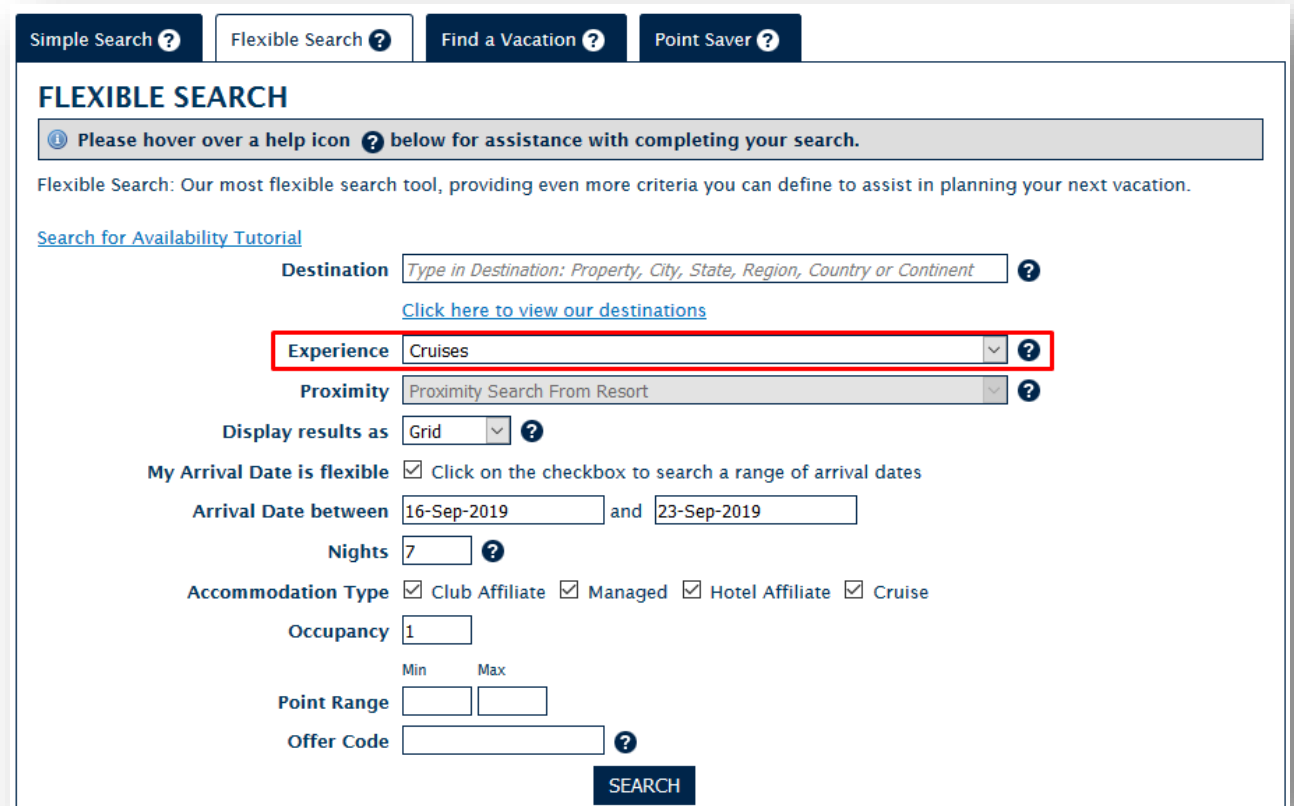
**Step 2:** In the Simple Search Criteria, click the dropdown for “Select by Experience”



**Step 3:** Select “Cruises”



**Step 4:** Input your Date Range and press “Search”



The screenshot shows the 'FLEXIBLE SEARCH' interface. At the top, there are four tabs: 'Simple Search', 'Flexible Search', 'Find a Vacation', and 'Point Saver'. Below the tabs, a message says: 'Please hover over a help icon below for assistance with completing your search.' A descriptive text follows: 'Flexible Search: Our most flexible search tool, providing even more criteria you can define to assist in planning your next vacation.' A link for 'Search for Availability Tutorial' is provided. The search criteria include: 'Destination' (text input), 'Experience' (dropdown menu with 'Cruises' selected and highlighted by a red box), 'Proximity' (dropdown menu), 'Display results as' (dropdown menu), 'My Arrival Date is flexible' (checkbox), 'Arrival Date between' (date range input), 'Nights' (text input), 'Accommodation Type' (checkboxes for Club Affiliate, Managed, Hotel Affiliate, Cruise), 'Occupancy' (text input), 'Point Range' (Min/Max text inputs), and 'Offer Code' (text input). A 'SEARCH' button is located at the bottom right.

# What is Diamond Flexibility and Value?

**Don't have enough points to complete your vacation? No problem! Take advantage of your Diamond Flexibility and Diamond Value benefit.**

## What is Diamond Flexibility?

Members can conveniently complete Club reservations by purchasing a one-time use of points

Membership Type	Rate per Point
Standard	\$ 0.36
Silver	\$ 0.31
Gold	\$ 0.28
Platinum	\$ 0.26

## What is Diamond Value?

Members may purchase a one-time use of points at an advantageous rate to complete reservations during the applicable window

Membership Type	Rate per Point	Booking Window
Silver	\$ 0.13	on non-discounted reservations when booking within 14 days of arrival
Gold	\$ 0.13	on non-discounted reservations when booking within 28 days of arrival
Platinum	\$ 0.13	on non-discounted reservations when booking within 35 days of arrival

# Pending Search Requests

**Allow Silver, Gold and Platinum members of the The Club® to place a request for an accommodation that is currently unavailable to book.**

- Requests can be placed 22 days to 10 months in advance of desired arrival date
- The request stops searching (ends) 21 days prior to arrival
- If the search finds availability, a provisional (temporary) reservation is automatically booked and points are deducted. If there are no points available in the account, the reservation will not be booked
- Upon auto booking, an email will be sent to your email on your account. You must confirm the reservation (online or over the phone with and agent) within 7 days or the reservation will be cancelled



**The number of search request a Member can hold at one time depends on their Loyalty Tier**

<b>Membership Type</b>	<b>Number of Search Requests</b>
Standard	N/A
Silver	1
Gold	3
Platinum	5

## Points for Fun

- Use your points to purchase entertainment and activity packages
- Available in select locations: St Louis, MO and Sedona, AZ
- St Louis entertainment/activities: Fox Theater tickets, Cardinal baseball game, Bailey Restaurant, etc.
- Sedona entertainment/activities: African Ambush Jeep Tours, Diamond experience helicopter ride
- It is required to complete a mandatory 60 minutes sales presentation to redeem the amazing packages

## Great American Days

- Experience Certificates may be purchased with cash or points
- Once the certificate is purchased it may be used or gifted
- Are valid for five years from the date of the order
- Can be purchased for specific experience or can be left open
- Can be purchased in the Member Area at [DiamondResorts.com](http://DiamondResorts.com) under My Benefits/Home & Lifestyle

## Air Miles®

- 6 airlines participate in this program: American, Southwest, Hawaiian, Virgin, Atlantic, Frontier and United
- Receive 2.5 air mile/reward points for every Diamond point
- A membership processing fee applies depending on your membership level
- Must exchange a minimum of 2,500 points per transaction
- Federal, state or local taxes may apply
- Must be a member of the air miles club for applicable airline

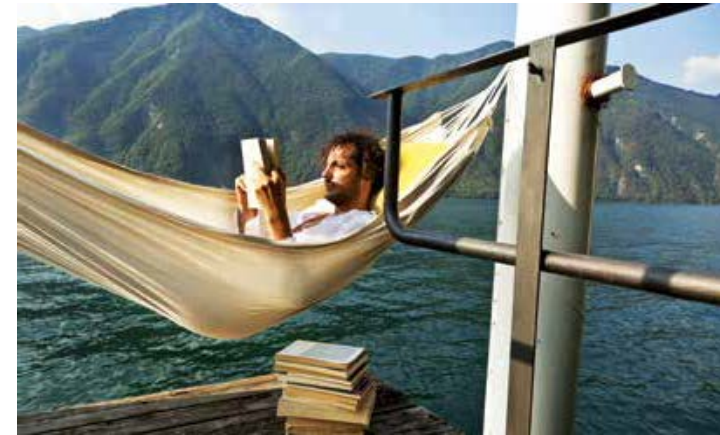
## Travel Services

- Use your points for flight or hotel stays with instant redemption towards a portion of the cost
- Standard: \$0.07 per point up to 20% of the cost for the full year
- Silver: \$0.08 per point up to 20% of the cost for the full year
- Gold: \$0.09 per point up to 100% of the cost before March 31st then up to 30% of the cost for the remaining year
- Platinum: \$0.10 per point up to 100% of the cost before April 30th then up to 30% of the cost for the remaining year

This Benefit allows all Members of DR The Club© the opportunity to travel solo but not alone, instead traveling in a group or the opportunity to socialize and meet up with other DR solo travelers.

Contact Member Services to receive the following discounts and Booking benefits:

- 5 Free RPPs on Single traveler, Studio accommodations
- 5% Discount on Single traveler Travel Services reimbursement
- Reduced single supplement fee (fee typically charged on standard tour for non-double occupancy) on Escorted Journeys and Club Events
- Access to the Club Solo Member Forums where Members can coordinate plans, review travel advise and tips from other DRI solo travelers
- 24-hour vacation helpline (DR agents available for concerns while traveling)
- Discounted Studio accommodations on non-discounted reservations
  - 25% 10 months to 6 months prior to arrival
  - 50% 6 months prior to arrival
- Website Path: Member Area>My Community>Club Solo
- Fee for all Member tiers: \$245



# Diamond Preference

Allows eligible members to select their unit preference at any Diamond Managed resort

- This benefit is exclusive to Gold/Platinum Members
- (subject to availability) at time of booking or after
- Platinum Members currently receive this benefit on 3 reservations per year
- Gold members currently receive this benefit on 1 reservation per year
- May not be used for ADA and adapted units at some resorts



- Book online or via customer service
- Explore anywhere from ocean getaways to mountain retreats to city center visits and everywhere in between
- Cancellations made prior to 7 days of arrival date are charged the price of one night stay
- Cancellations made within 7 days are refunded 50% of the total reservation amount
- Cancellations within 3 days of arrival are not refunded any amount – the entire amount is forfeited
- Refunds are not awarded for no-shows or early check-outs



# Loyalty Accommodation Upgrades

Silver, Gold and Platinum Members of The Club® may (based upon availability) upgrade their accommodation to the next level up in resort accommodation ranking.

- The upgrade (unit ranking) list varies for each property
- To view the unit ranking at any particular property, one would need to check the Benefits Directory
- The lower ranked unit must be booked 1<sup>st</sup> in order to then upgrade the unit
- Certain unit types are excluded from participation
- Discounted reservation bookings cannot be upgraded
- Upgrades are per night and limited by Loyalty type
- A nonrefundable fee must be paid, per nightly upgrade
- Each Loyalty level below currently receives the following per term
  - Platinum receives unlimited upgradeable nights at a rate of \$7.00 per night
  - Gold receives 35 upgradeable nights at a rate of \$10.00 per night
  - Silver receives 14 upgradeable nights at a rate of \$18.00 per night





- Keep up to date with the latest information from The Club® posted on the What's New Section of your Member Area
- Find information on things like: The newest Club Events of a Lifetime, Helpful Tips from the Concierge, New Member Benefits, Changes to Current Benefits, Urgent Weather advisories and more
- View special offers that you won't find anywhere else with offerings from 25% off points to 75% off points at select locations

The screenshot shows the Diamond Resorts member dashboard. At the top right, there are social media icons and a language dropdown set to English. Below this, it says "You are logged in." with links for "My Account" and "Log Off". The main dashboard area is titled "Dashboard" and contains four columns: "Account Summary", "Reservation", "Financial Summary", and "Snapshot".

Account Summary	Reservation	Financial Summary	Snapshot
Name: Online Reservation Address: 10600 W Charleston Blvd Country: UNITED STATES Email: Brad.Harris@diamondresorts.com	Next Reservation(s): <a href="#">&gt;&gt;&gt; more</a> 15-Nov-2019/ St. Louis 15-Nov-2019/ Lazio  Past Reservation(s): <a href="#">&gt;&gt;&gt; more</a> 02-Jun-2018/ Stateline 04-Aug-2018/ Southampton	Annual Fee: Balance Due: \$0.00 \$0.00 Last Payment: \$354.72	Member No.: 9-5615406 2019 Points: 18199 2020 Points: 8003 Since: 01-Jan-2013 Type: DRI Hawaii Member Association Level: Platinum Member
<a href="#">ACCOUNT INFORMATION</a>	<a href="#">CREATE RESERVATION</a>	<a href="#">MAKE PAYMENT</a>	

Below the dashboard is a "Member Area" navigation bar with a "Contact Us" button. On the left is a "My Account" sidebar menu with options like "Make Payment", "View Statements", "Account and Payment History", "Preferences", "Save Points", "Diamond Double Rewards", "Purchase Additional Collection Points", and "The Club Exchange Program".

The main content area features a "WHAT'S NEW" section with three news items:

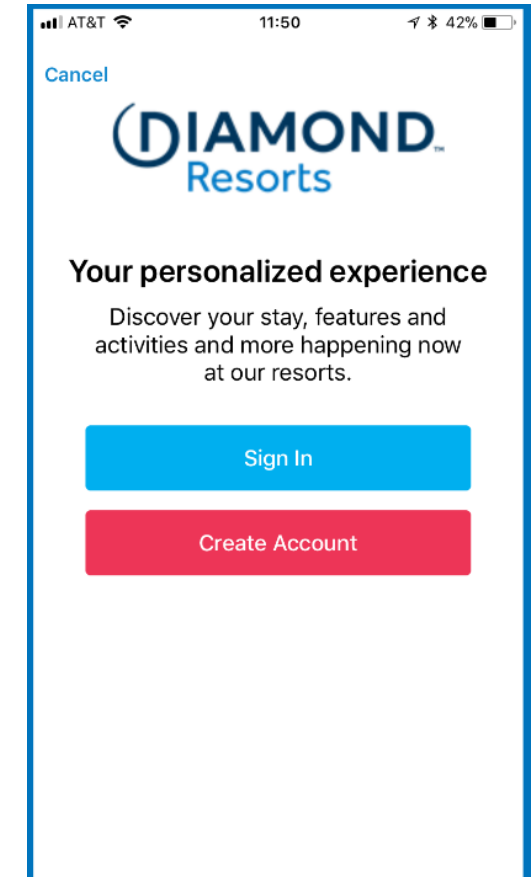
- Quarter Two 2020 All Point Cruises coming soon!**  
2020 Cruises  
3 days ago • News
- Attention members of The Club® - Here is the latest update from The Club on Hurricane Dorian**  
Lease update. All below are open with the exception of beach quarters who will r... [More](#)  
1 days ago • News
- From the Concierge: Polo Towers – Las Vegas Nevada**  
Planning on visiting The Entertainment Capital of the World? Make this experienc... [More](#)  
3 days ago • Travel Alerts [More What's New](#)

**Local Recommendations** – Find the best local food and drink, attractions, shopping and more

**Message the Resort** - directly for various in-room and on-site requests

**Resort Information** – Learn everything about our resort services and amenities, as well as event and activities happening right now

**My Vacations** – Sign on with your DR username and password to manage your current and upcoming reservations and plan your next vacation



[How to Use the Diamond Resorts App](#)



## 1. Diamond Luxury

- Exceptional value for your points
- Standard and Silver members can use their points toward Diamond Luxury Purchases to cover up to 20% of the cost at a point value of \$0.20 per point
- Gold and Platinum members can use their points toward Diamond Luxury Purchases to cover up to 30% of the cost at a point value of \$0.30 per point

## 2. Reservation Protection Plan

- Protect 100% of your points up to 31 days prior to your arrival date
- With the standard cancellation policy, 100% of your points are only protected up to 91 days prior to arrival

## 3. Events Of A Lifetime

- Incredible value for your points.
- Each event of a lifetime is unique and exciting
- Member cruises with exciting pre-planned excursions

## 4. Diamond Instant Getaways

- Short-notice reservations to affiliate resort properties
- 3000 points or less
- See the world on a budget.

---

## 5. Bank Your Points

- **June 30:** save up to **100%** of this year's allocation
- **August 31:** save up to **50%** of this year's allocation
- **October 31:** save up to **25%** of this year's allocation

---

## 6. Quick Getaways

- 50% points discount for 7 night bookings 59 days or less in advance
- 50% points discount for 2 or more night bookings 30 days or less in advance
- Book with “Point Saver” to view only discounted reservations while booking online.





# 9 Ways To Diamond Luxury

Standard and Silver members can redeem points for up to 20% of the cost of a Diamond Luxury Purchases booking at \$.20 per point  
 Gold and Platinum members can redeem points for up to 30% of the cost of a Diamond Luxury Purchases booking at \$.30 per point

## LUXURY WINE



## LUXURY CAR RENTAL



## LUXURY GUIDED TOURS



## LUXURY HOTELS



## LUXURY JETS



## LUXURY SHOPPING



## ULTRA LUXURY CRUISES



## LUXURY CRUISES



## LUXURY RIVER CRUISES



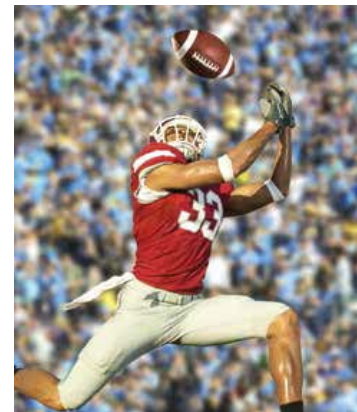
## Diamond Luxury Sports

Use your points toward official VIP experience packages to some of the best events in sports around the globe!

### 2020 SPORTING EVENTS\*

- College Football Championship
- Biggest Football Game in the USA
- The Masters: Augusta, Georgia
- Kentucky Derby
- Golf - Players Club Championship: Ponte Vedra Beach, Florida
- Formula One™ Paddock Club
- Wimbledon Tennis Championships: London, U.K.
- British Formula 1 Grand Prix: Silverstone, U.K.
- Golf - The British Open: Scotland
- English Premiership/European Soccer: Various locations and dates
- U.S. Tennis Open: New York, New York
- U.S Grand Prix Package: Austin, Texas
- Breeders Cup: California

\*Event dates are subject to change.



## Diamond Luxury Selection

A private collection of unique and luxurious vacation homes and more.

- Exclusive benefit for Gold and Platinum loyalty members
- International Destinations
- Variety of accommodations including houses, apartments, flats, boutique hotels and yachts.
- Points can vary widely from 1,000 points per night to over 70,000 points per night. Points are calculated on a per night basis
- Minimum 1-night stay
- Book Online or over the phone with Member Services



# Ways to Contact Us

## Call

The Club® Member Services  
877.374.2582

The Club® Platinum Member  
Services  
877.374.7528

Emergency Hotline  
855.624.4392

## Chat

In 2019, your personalized service as a member with The Club® now includes an online live chat function.

You can request billing assistance, book your vacations and more without ever picking up the phone!

To start exploring the new live chat function, first log in, then click on “Contact Us” in the right hand corner and select “Chat.”

**Monday - Friday: 9:00 a.m. EST - 9:00 p.m. EST**  
**Saturday: 9:00 a.m. EST - 8:00 p.m. EST**

## Email

ContactUs@DiamondResorts.com



It's back – and bigger than ever. The Diamond Resorts Tournament of Champions Presented by Insurance Office of America is one of the most unique events on the LPGA Tour, bringing together some of the world's top professional women golfers to play alongside a roster of world-class sports and entertainment celebrities.

**Choose from 6 different packages  
starting at 5,500 points \*Timeshare Sales  
Presentation Required\***

- Celebrity Mingle Event 3-Night Package
- Celebrity Mingle & Concert 3-Night Package
- Celebrity Mingle & Concert 4-Night Package
- Concert, Golf & Comedy Event 3-Night Package
- Golf, Comedy Event & Gala 3-Night Package
- Golf, Comedy Event & Gala 4-Night Package





## Club Events

Step 1: Log on to your Member Area

Step 2: Hover over “Club Experiences” and select “Global Club Events”

Step 3: Select your preferred destination

Step 4: Call 800.709.1214 to book over the phone

[Diamond Resorts - Club Events](#)

## Member Escorted Journeys

Step 1: Log on to your Member Area

Step 2: Hover over “Club Experiences” and select “The Club® Exclusive Member Escorted Journeys

Step 3: Select “View Itineraries and Book Now”

Step 4: Select your preferred destination

Step 5: Book online or call 855.624.4386 to book over the phone

[The Club Exclusive Member Escorted Journeys](#)

Primary Member Only Resorts are specific resorts that only allow the Primary Members of Diamond Resorts to book reservations using their points. Additional reservations may be booked directly with the resort at the prevailing cash rate. Alternate guests and Associate members may not check-in.

Below is a list of our current Primary member-only resorts which we hope that you will enjoy!

Hotel BLUE • The Modern Honolulu • Holiday Inn and Suites  
Vancouver • Red Lion City Center Hotel • Royal Lahaina  
Resort • Royal Kona Resort

**WARNING: If someone other than yourself, the Primary Member, attempts to check-in for a reservation that has been booked using your points, the check-in will be denied and your guest will be required to book an alternate accommodation based on availability at the prevailing rate.**

# Diamond Double Rewards

A loyalty initiative with advantages for both members and your guests.

## When a guest of yours tours the resort and attends a presentation:

- Your membership is automatically upgraded to the next loyalty level for 3 months
- Both you and your guest each receive a 5-day/4-night cruise for two people

## When a guest of yours purchases and joins the Diamond family:

- Your original membership upgrade is extended by 9 months. That's one full year at the next loyalty level\*
- The guest will be upgraded to the next loyalty level for one year



## Ship Sticks

- Have your luggage, golf clubs, skis and other items picked up from your home and delivered right to the destination of your choice.
- Receive a 15% discount on luggage delivery as a member with Diamond Resorts

## Golf Card International

- Receive an annual deluxe membership that includes access to:  
Preferred rates on greens and cart fees at any of the participating golf courses across North America • Official USGA Handicap Index® • Golf GPS Smartphone App • Annual subscription to Golf Digest • Golf bag tag • Golf Player Membership Card • 10% Discount on over 4,000 golf products, equipment and more • Social network, directory and Swing tips

## Discover my Diamond

- You can enjoy luxurious amenities of Diamond Resorts accommodations at home or give loved ones the gift of luxury
- Log in to the Member Area at [DiamondResorts.com](http://DiamondResorts.com) and log in to the Member Area at [DiamondResorts.com](http://DiamondResorts.com) and go to My Benefits > Home & Lifestyle > Diamond Amenities.



Members of The Club® will receive e-newsletters in the Spring and Fall annually. These newsletters contain information on the newest resort choices, the latest additions to your member benefits, information on upcoming vacation adventures such as escorted tours and Club Events and special Club discounts and getaways



## HOW IT WORKS: DiamondResorts.com

- Register for your login credentials and maintain your profile with up-to-date contact details, including your current email address
- Find answers to many questions in the FAQ section
- Visit “What’s New” under “My Community” for the latest notices on new resort choices, new benefits Club Events notices and travel alerts

### Important Reference materials available to you

- E-newsletters in your inbox
- Annual Member Directory
- What’s New
- Diamond Resorts App

