



# Diamond Resorts European Collection Update

# Stay Vacationed™



Diamond Resorts International<sup>(R)</sup> want to ensure that everyone has the opportunity to Stay Vacationed.™ so that you can:

- Spend time planning your trip
- Enjoy the anticipation
- Travel and try new places, experiences and flavors
- Cherish and share the amazing memories
- Feel as if the vacation never ends

# Stay Vacationed™

## Our Ambassadors



**Dr. Leigh Vinocur**  
Diamond Resorts  
Vacation Doctor

- Emergency Room Physician
- National spokesperson for the American College of Emergency Physicians
- Frequent guest on the TODAY Show in the US



**John de Graff**  
Stay Vacationed.™  
ADVISOR

- Founder of Take Back Your Time, an org challenging time poverty, and overwork
- Frequently quoted expert in US
- Dedicated advocate of the Stay Vacationed.™ messaging mission



## 10 Reasons Why Vacations Matter

1. Vacations Relieve Stress
2. Vacations Help Prevent Heart Disease
3. Vacations Help Maintain Focus
4. Vacations Help Prevent Illness
5. Vacations Improve the Romance in your Life
6. Vacations Make You Happier
7. Vacations Strengthen Relationships
8. Vacations Make You More Productive At Work
9. Vacations Improve Your Sleep Quality
10. Vacations Help You Get Thinner

# Finances



## Management Fees

- Average increase of 0.9% in pounds Sterling for 2015, 7.8% for those paying in Euros due to the exchange rates
- What impacted the fees...
  - General inflation
  - Modest salary increases
  - Sterling / Euro exchange rates
    - Budgeted at 1.25 Euros to GBP currently running at 1.39
    - Already purchased approx. 60% of Euros needed for this year
  - Strong belief that the operational budget will suffice for this year

# Additions to the Resort Offerings



- ◆ Over the years the resort offering has changed... providing more choice

<b>Resorts and Affiliates</b>	<b>End 2007</b>	<b>2015 (current)</b>
Europe	33	85
North America	61	148
Rest of World (including cruises)	10	110
TOTAL	104	343