

A message from your elected member representatives relating to EUROC (European Resort Owners' Coalition) - Representing and Supporting Individual Owners and Members - December 2019

In 2019 a new independent organisation was formed known as "EUROC" (European Resort Owners' Coalition).

The need for such an organisation had originally been proposed by RDO (Resort Development Organisation www.rdo.org - the trade association across Europe), which was concerned that (following the demise of TATOC in 2017) a consumer association representing timeshare owners was notably missing, leaving those consumers vulnerable and exposed, without an appropriate organisation to assist and support *their* interests exclusively.

After an initial meeting of interested Resort Committee Members in September 2018, a Working Group made up of ARDA ROC representatives, industry professionals, timeshare owners and Resort Committee members was set up to produce a report on the viability of such an organisation. In February 2019, at a further meeting, the Report was approved and EUROC was officially launched on 1 March 2019.

The structure of EUROC has been based on an equivalent consumer organisation in America (ARDA-ROC). EUROC now has an appointed Board of independent directors, the majority of whom are drawn from resort committee members of timeshare resorts located in Europe and employs a full time Member Relations Manager. The management and interactions with EUROC are directly with Board member representatives and Resort Committee members who have been appointed by timeshare owners and members at resort club and point member level to represent their interests. For more information on the structure and purpose please visit www.euroc.eu. EUROC is managed under contract by the RDO Secretariat.

The initial funding for this initiative was raised as a result of the generous financial support from RDO and ARDA-ROC in the sum of £200,000. Going forwards of course (and to maintain its independence) EUROC needs to be self-sufficient, and funding needs to come from the timeshare owners and members that it is there to represent. In 2020, EUROC's budget has been set at £200,150. Of this sum, 60% will be raised by contributions from timeshare owners and members, with the balance (£80,000) being met from donations from RDO and ARDA ROC. The aim is for EUROC to be self-funding by 2021.

EUROC's activities to date are detailed on its website, but in brief, they have ranged from:

- Lobbying in both Westminster and Scotland on proposed tourist taxes on the basis that the tax should not be levied on timeshare owners.
- The submission of a dossier to HM Treasury on the activities of unscrupulous claims management companies and the need for their regulation.
- The establishment and operation of the Timeshare Helpline, and
- Submissions in Spain on the current legal difficulties created by the Spanish Supreme Court.

There is no doubt that Government authorities have been quick to embrace EUROC's customer representative role in the UK and Europe, and are keen to hear their views on consumer and legal issues.

Diamond Resorts European Collection's Board of Directors and all of Diamond's Resort Committees agreed to support EUROC as they all saw this as a very positive development for individual members

and owners. A fixed sum was negotiated to incorporate all membership types, and membership of this organisation is now included in your 2020 annual management fees.

What is vital to the future success of this organisation is that it is maintained as a consumer association, independent of Diamond and all other timeshare developer and industry marketers. As a member, this is *your* voice, looking after *your* interests and *your* holidays. We are sure you will agree with this view.

Finally, we would stress the content of Important Notices sent from Diamond Resorts™ Legal Team that are sent to you from time to time. It is in your best interests to note this communication and protect yourself from unscrupulous claims companies.