

# DISTINCTIVE



MACDONALD  
HOTELS & RESORTS

## LOOKING AHEAD TO 2009

A WARM WELCOME FROM SIMON JACKSON,  
MANAGING DIRECTOR, MACDONALD RESORTS

## REFLECTIONS ON THE SUCCESS

OF THE REFURBISHMENT PROGRAMME

## PROFILES

### DAVID LILLEY,

MANAGING DIRECTOR, DIAL AN EXCHANGE  
SPEAKS EXCLUSIVELY TO DISTINCTIVE

### HARRY TAYLOR,

CHIEF EXECUTIVE, TATOC

### MARJ ANDERSON,

AFFILIATES SERVICES MANAGER, GROUP RCI

# WELCOME TO OPTIONS

THE ULTIMATE HOLIDAY CURRENCY



OPTIONS GIVES YOU A WONDERFUL OPPORTUNITY TO VISIT EXCITING DESTINATIONS, ENJOY A RANGE OF FUN ACTIVITIES AND STAY IN TOP QUALITY ACCOMMODATION WORLDWIDE, INCLUDING EVERY MACDONALD HOTEL IN THE UK.

In an ever demanding world, let us show you why Options by Macdonald Hotels & Resorts is the right lifestyle choice for today.

Choose from:

- Over 40 Macdonald Hotels
- 9 Macdonald Resorts across the UK and Spain
- 2,000 affiliated resorts worldwide including long haul destinations
  - Thousands of cruise holidays
- Holiday at a time of year that suits your lifestyle

Visit the Preview Centre at each Resort for further information



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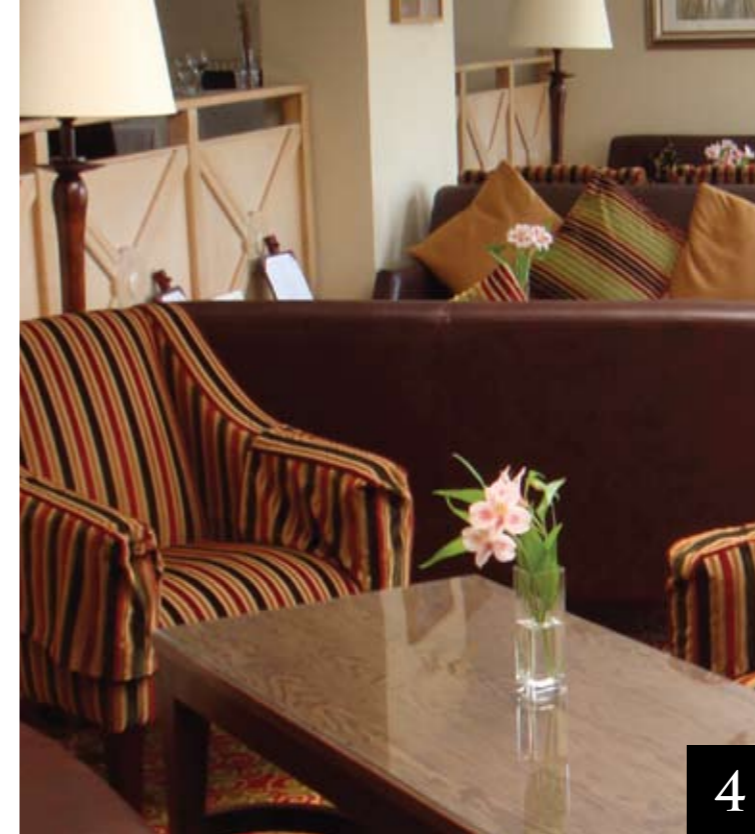
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# LOOKING AHEAD TO 2009

*A very warm welcome to the Macdonald Hotels & Resorts owners new look magazine for 2009.*

Last year over 25,000 copies of this publication were issued across our resorts and feedback from you, our owners, exchangers and renters who also read it have been very positive. This edition brings you the latest resort news, views of owners and key industry insiders, special offers, and of course features on a range of topics that we hope are of interest to you. The last 12 months have been exceedingly busy and in many ways more challenging than previous years. Huge variances in the Euro exchange rate for one have created a challenging environment for our teams to work in on our Spanish sites, while the doom and gloom of the credit crunch back in the UK have meant that we have had to look at new ways to differentiate, not only our product, but also our service levels for you our owners.

Many of our sites have had significant work carried out on them in the last twelve months and I am sure you will find the latest refurbishment updates later in this edition of great interest. Forest Hills Lochside Resort has seen the completion of the new £2 million+ leisure facility, while at La Ermita, the build out of the £4.5 million phase III and IV development (which will include 31 new apartments and indoor swimming pool) is now under way and due for completion in the late summer of 2009.

Plas Talgarth Health & Leisure Club in Wales has seen a complete facelift in all of its public areas with a new reception area, indoor leisure facility along with upgrades to the gym, beauty area, main farmhouse bar and upstairs restaurant.

The Welsh resort along with Elmers Court Country Club, Doña Lola, and Leila Playa are also having broadband internet and movies on demand services installed into every on-site lodge, while Lochanhully Woodland Club in Scotland now offers an internet wireless facility in each woodland cottage. Similar plans are being looked at for Forest Hills Lochside Resort and Dalfaber Golf & Country Club. Much work has been done by your elected committees within the last twelve months and I am sure you will all join me in thanking all committee members for their voluntary efforts during the year.

Relationships remain very strong between Macdonald Hotels & Resorts and your elected committees and the proactive approach that has been adopted can clearly be seen in the improvements made on each of the resort sites. Following on from last years agreement at Elmers Court Country Club, Plas Talgarth Health & Leisure Club also renewed their Management Agreement following smooth negotiations with the committee.

From January 2009 each Macdonald Resort will again become members of TATOC, the only European consumer led timeshare body. Led by Harry Taylor, TATOC is an organisation with consumers in mind. I encourage all of our owners to read his article in this edition of Distinctive and look at their website which can be found at [www.tatoc.co.uk](http://www.tatoc.co.uk)

Each Macdonald Resort again obtained a prestigious RCI award in 2008 and the result of the awards for 2009 will be announced later this year.

Interval International changed its rating system this year removing the old 5 star rating system, which was confusing. Macdonald Resorts received 'Select' status on all of its affiliated sites however both Doña Lola in Spain and Dalfaber Golf & Country Club in Scotland acquired the prestigious Premier award, ranking these resorts in the top 15% of Interval International resorts worldwide for facilities and service.

If you are reading this magazine and are not a Macdonald Hotels & Resorts owner then owning time in a second home for when you want it could not be easier and makes solid financial sense.

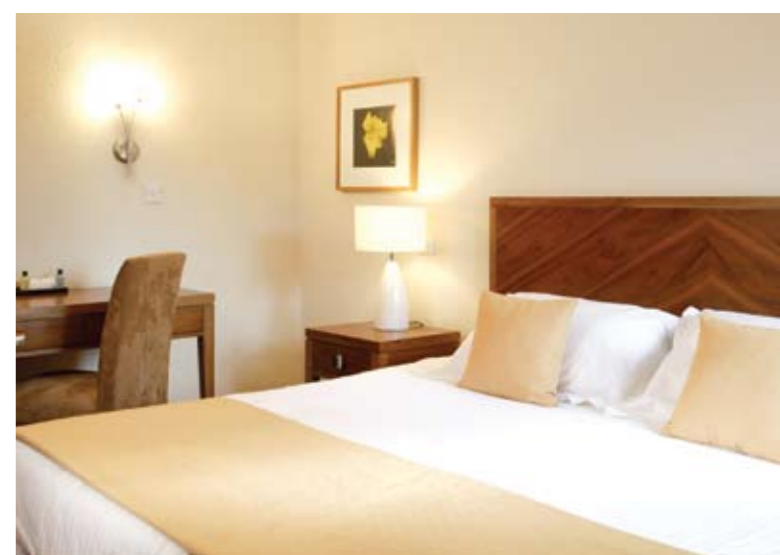
Our owner resale department offers fantastic value with huge savings off the original build prices, whilst if you are the type of person who takes and enjoys short breaks, then you should look at our holiday currency Options, that not only allows you to stay on our 9 resorts but also at over 40 Macdonald Hotels across the UK. The choice is yours but whatever you decide to do call our toll free number 00800 1909 2008 to book your appointment today.

As an owner remember the owner referral programme. For every friend or family member that attends one of our ownership presentations on site, you will receive a £50 voucher to redeem against your Management Fees.

I do hope you enjoy and find this edition of our magazine of interest and along with our teams, we all look forward to welcoming you back in the very near future.



**Simon Jackson,**  
*Managing Director, Macdonald Resorts*



## REDUCE THE COST OF YOUR MANAGEMENT FEES

Why not spread the word by recommending Seasonal Ownership by Macdonald Hotels & Resorts to family and friends and start receiving vouchers from us for £50 as a thank you when they take a sales presentation at one of our resorts in the UK or Spain.



**CALL INTO YOUR HOME RESORT PREVIEW CENTRE FOR FURTHER INFORMATION.**



# REFLECTIONS ON THE SUCCESS OF THE REFURBISHMENT PROGRAMME

## £15.5 MILLION INVESTED IN THREE YEARS

We have now reached the end of the third year of the five year Refurbishment and Maintenance Programmes. Macdonald Hotels & Resorts have committed significant investment in maintaining and improving the resorts in this time. In the past 12 months, £1.5 million has been spent improving units and public areas, including swimming pools and restaurants and in the past three years a total of £15.5 million has been invested by both Macdonald Hotels & Resorts and the resort owners.

The work associated with the Refurbishment Programme is being carried out by a team of external contractors and suppliers, employed specifically for this type of work. However, at the same time, our Maintenance Teams at each Resort have been employed in implementing the Maintenance Programmes which have been set for them and they are making inroads into a whole array of works on each Resort.

## PRESENTATION BY INTERVAL INTERNATIONAL TO THE FOUR MACDONALD RESORTS IN SPAIN

Villacaña, Leila Playa & La Ermita have all attained 'Select' status and Doña Lola has been awarded Interval International's top accolade 'Premier' status, putting the resort in the top 15 % of Interval International affiliated resorts world wide.

These ratings are based on customer scores on exchange return cards and resort inspections by Interval.

## QUALITY AND IMPROVEMENTS MEAN MORE SALES

The quality of the apartments has become better because of the close liaison and solid working relationships with the owner committees. Money has been invested into apartment refurbishments and this has significantly helped in the sales and rental of owners units.

New owners are attracted to the Resorts through the rental programme and a marketing programme through the Macdonald Hotels. In the last year Macdonald Hotels & Resorts have given back to their owners over £827,000 through the rental programme, so it's a good option for owners if, for any reason, they can't travel. The rental programme also attracts serious prospectors who are interested in purchasing a week(s) at Macdonald Resorts, so helping the sale of units.

## RCI GOLD CROWN STATUS CONFERRED ON MACDONALD RESORTS

The success of the refurbishment programme can also be seen in the RCI Gold Crown status conferred on eight of our Resorts in 2008. In addition to the investment being made in refurbishing the units on each resort we are, together, creating holidays of distinction.

# SPAIN AND UK PROPERTY DEVELOPMENTS

## IN SPAIN TO DATE 109 LODGES HAVE BEEN REFURBISHED:

- 63 at Doña Lola
- 35 at Villacaña
- 11 at Leila Playa

In addition phases III and IV at La Ermita are due for completion in 2009 and will include 31 new apartments. There will also be a new indoor heated pool to complement the existing leisure facilities and new underground car parking.

The public areas, including swimming pools and restaurants, in the UK and Spain have also been refurbished, including a £2 million+ investment in the new leisure facilities at Forest Hills Lochside Resort which opened in July 2008.

## IN THE UK 89 LODGES HAVE BEEN FULLY REFURBISHED:

- 31 lodges at Dalfaber Golf & Country Club
- 19 lodges at Forest Hills Lochside Resort
- 11 lodges at Elmers Court Country Club
- 15 lodges at Plas Talgarth Health & Leisure Club
- 13 lodges at Lochanhully Woodland Club

We have also carried out a mini refurbishment programme at Plas Talgarth Health & Leisure Club encompassing a further 21 lodges.

*a Postcard with a Difference*

YOUR CHANCE TO SEND A POSTCARD WITH A DIFFERENCE THAT WILL REALLY MAKE YOUR FRIENDS AND FAMILY SMILE!

Macdonald Hotels & Resorts have teamed up with Hotel Video Postcard (HVP) to become the first Resorts brand in Europe to install the video postcard concept in all of its Spanish Resorts. This new technology will allow the owners to easily record, and instantly send, a personal video message to friends and family via e-mail. The technology also allows an optional alert system via the recipient's mobile phone that tells them there is a video message waiting for them in their e-mail inbox.

**MACDONALD HOTELS & RESORTS**

SEND UP TO 7 HVP's FOR ONLY €3.50

**Have you sent a video postcard yet?**

- The personal way to say hello
- Faster than traditional methods
- Greener - saves on paper and post
- Good value for money

hotelvideopostcard.com is available in this hotel  
Ask at reception for information on the location of your nearest HVP terminal.

**NEW INTERACTIVE TV SYSTEM**

A new system is being added to the TVs in all units at the following Resorts; Doña Lola, Leila Playa, Elmers Court Country Club, Plas Talgarth Health & Leisure Club and Forest Hills Lochside Resort. The new system provides guest service information, internet access, movies on demand, a resort information channel, music library and a choice of games for the children.



	Typical prices	
	Daily	Weekly
Spain*	€9.95	€14.95
UK*	£9.95	£14.95

\*Please check the latest price information at your home resort when checking in.

**MARJ ANDERSON**

“IMPROVING THE QUALITY OF THE TIMESHARE EXPERIENCE FOR MACDONALD RESORT OWNERS”



A HERCULEAN JOB DONE

Marj Anderson, an Affiliates Services Manager for Group RCI, has been working with Macdonald Hotels & Resorts since 2004. That was the year Simon Jackson joined the company as Managing Director and, working closely with Marj, took on the task of improving the quality of the timeshare experience for Macdonald owners. Marj looks back at how they worked together to achieve the goal of making the resorts the best they can be.

“There was a Herculean job ahead of Simon and his team when he took over as the Managing Director of Macdonald Resorts in 2004 but he set about it in a calm and logical fashion. One of the first things he did was to establish excellent communications with his owners through newsletters and regular updates. Simon is a real people person and in the three years I've been attending the resort AGMs, I have always been impressed by the great relationship between the management and the owners' committees.

Because of the large number of Macdonald owners who are RCI members, these resorts are very important to us at RCI and we've worked hard to build and strengthen our relationship with the company.

Initially I had to tell Simon some hard truths about what needed to be improved across the company's nine RCI-affiliated resorts. He communicated this to his owners, opening up a show lodge for them at Dalfaber Golf & Country Club to demonstrate what could be achieved through commitment and passion for the resorts on both sides. He was completely transparent and open in his communications with his owners and I could see they appreciated this approach. Now in 2008, just four years after we began our work together, eight of the nine resorts have achieved RCI Gold Crown status and the ninth has been given an RCI Silver Crown award.

This really is a tremendous achievement. The Macdonald team listened to us, fully appreciated the value – both to their owners in terms of enhancing the trading power of their weeks, and to their business in terms of increasing guest satisfaction levels – of going for gold. They worked incredibly hard in carrying out all that needed to be done. Macdonalds' management team had to make some difficult decisions, but they did it and now their owners are behind them 100 per cent of the way.

Personally I am so proud to be associated with the Macdonald group, the resort teams and owners' committees. It was so good to see the management and owners coming together and working so closely to achieve their dream and goal. I hope the relationships between owner, management and RCI continues to grow and strengthen in the coming years.

RCI has a 'count on me' culture which I feel is a perfect fit with the philosophy at Macdonalds. We, like Simon and his team, are constantly trying to improve our interaction with our members, introducing new and more flexible products – so be sure to read your RCI Holiday Magazine regularly or check out the member pages on [www.rci.com](http://www.rci.com) for news of our latest offers and services.

We hope Macdonald owners, who are RCI members as well, will really feel the benefits of belonging to genuinely people-orientated organisations such as Macdonalds and RCI.”

**Marj Anderson,**  
*Affiliates Services Manager for Group RCI*





# WELCOME TO GOLF HEAVEN

GOLF NEWS FROM MACDONALD HOTELS & RESORTS



The Macdonald Golf name has become synonymous with golf on the Costa del Sol having gained the reputation of being one of

the leading golf operators to that destination. Macdonald's Director of Golf, Eamonn Power, has put together an operation that not only looks after golfers on an inclusive holiday but also all the golfing requirements of you - our owners.

Eamonn has arranged concessionary green fee rates for owners at most of the leading golf clubs on the coast and set up a system whereby you can pre-book your tee times, rent golf clubs and have everything arranged prior to your holiday. Green fee vouchers will be available for collection on the day of your arrival and all charges made to your apartment account for settlement on departure. What could be simpler?

Our Thursday morning singles stableford competition for owners and guests has been moved to the superb Santa Clara Golf & Country Club, with the season's winning owner receiving a week's accommodation for two people at any Macdonald Resort.

This competition has always been well supported and last year (at La Quinta) the 38 points scored by Dewi Preece (Villacaña Club) was just sufficient to pip Brian Ellis (also Villacaña Club) and crown him our 'Golfer of the Year' for 2008. Congratulations to Dewi who, at 15 years of age, becomes the youngest golfer, so far, to capture the title.

In addition to dealing with all your golfing requirements, Macdonald Golf has a most successful golf holiday business based on a group holiday concept known as the Golfseekers.

Macdonald Golfseekers enters its sixteenth season with a repeat business which is quite phenomenal. Catering mainly for couples, this 'fun on the golf course' holiday includes four rounds of competitive golf with two being played at Santana and one each at Santa Clara and Calanova. This holiday has been an extraordinary success and what has set it apart from all others is the friendliness of the golfers together with the 'club-type' atmosphere which has been created. Occasionally a number of our Golfseekers try another holiday but inevitably return with the comment that their new venture lacked that, 'little something'. We have no idea what that, 'little something' is but, whatever it is, long may it remain with Macdonald Golfseekers.

Eamonn is assisted by Michael Wilson, an accomplished 8-handicap golfer and a member of the Sherwood Forest Golf Club in Nottingham. Michael has vast experience running tournaments and his presence on the golf course each morning ensures smooth running of the competitions.

Macdonald Resorts on the Costa del Sol are unique in as much as they are the only ones with dedicated golf staff on hand seven days a week to take care of your golfing requirements, so do make sure you take full advantage of this exclusive service. Our new golf brochure is now available so why not call 0845 601 1734 and treat yourself to that well earned holiday. We are happy to tailor arrangements for individuals or groups of any size; simply let us know what you have in mind and we shall provide you with a personalised golf week to remember. Just think of the pleasure of getting away from temporary greens and winter tees, playing on first class courses, staying in first class apartments while being looked after by first class staff. Tempted? Go on - make the call - you will not be disappointed.

**Eamonn Power,**  
Director of Golf

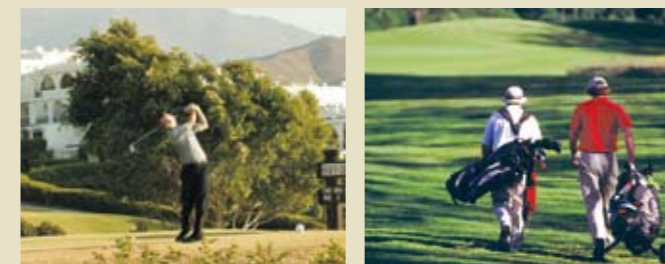
# GOLFSEEKERS PROGRAMME

# 08/09



## With prices from £359 per person

The Golfseekers holiday programme at Macdonald Doña Lola has gained an enviable reputation for providing the ultimate in organised golfing holidays. With the itinerary including a Texas Scramble, Better-Ball Stableford and two days of singles, we believe we have found the ideal programme for an organised golfing holiday. These friendly golfing competition weeks are ideal for those who enjoy sociable yet organised golf and include the following:



- One group B car per couple
- Seven nights accommodation at the Doña Lola Club, Calahonda based on two sharing a one bedroom apartment
- Welcome cocktail reception
- Prizes
- 4 rounds of golf: 2 at Santana, 1 at Santa Clara Golf & Country Club and 1 at Calanova, all with buggies included
- Farewell presentation dinner on Friday night

#### Terms & Conditions

Standard terms and conditions apply. Golf tee times from 09.00 most mornings. Non golfers enjoy £99 of beauty vouchers. £25 per person reduction for four sharing a two bedroom apartment. Electricity and telephone calls are payable on departure. £50 per apartment is payable on arrival as a deposit for any breakages. Single occupancy of a one bedroom apartment at a supplement of £115 per person. Single driver car hire at a supplement of £45. Golfseekers Holidays are available from October to February each year.

**To book short breaks and holidays  
CALL 0845 601 1734 or  
E resort.golf@macdonald-hotels.co.uk  
and quote Unforgettable Golf Breaks**

#### PROGRAMME 2008/2009

DATES	PRICES
3 Jan	£364
10 Jan	£389
17 Jan	£419
24 Jan	£419
21 Feb	£474

Please call for 2009/2010 dates

#### MACDONALD OWNERS SPECIAL OFFERS

As an owner who plays golf take advantage of our Special Golf Offers...

##### OFFER 1

10% off list price Golfseeker holiday if booked outside your week of ownership.

##### OFFER 2

For group bookings of 8 or 12, one person goes free if you book outside your week of ownership.

\*14 night stay & includes one week of Golfseeker competition



*Sandy Lyle*  
Sandy Lyle,  
Golf Ambassador,  
Macdonald Hotels & Resorts

"As a former Masters Champion, Open Champion, former World no.1, and participant of five Ryder Cups, together with three European Tour Order of merit, I can honestly say I have played at some of the world's leading golf courses. It is a privilege for me to be associated with Macdonald Golf Hotels & Resorts because their excellent golf courses offer enjoyment for serious and social golfers."

#### TYPICAL ITINERARY

Saturday	Arrival
Sunday	Evening Welcome Reception
Monday	Texas Scramble - Calanova Evening meeting : results and timesheet
Tuesday	Better-Ball Stableford - Santana Golf & Country Club Evening meeting : results and timesheet
Wednesday	Free day
Thursday	First 18 holes Singles for Golfer of the Week - Santa Clara Golf & Country Club Evening meeting : results and timesheet
Friday	Final 18 holes Singles for Golfer of the Week - Santana Golf & Country Club Farewell Presentation Dinner

QUALITY

Vs.

VALUE

HONESTY

Vs.

TRICKERY



IT WAS NOVEMBER 2002 WHEN I ACCEPTED THE INVITATION TO MEET WITH A VICE PRESIDENT FROM THE WORLD'S LARGEST TIMESHARE EXCHANGE COMPANY. I WAS TO BE INTERVIEWED FOR THE ROLE OF BUSINESS DEVELOPMENT DIRECTOR. IN TRUTH, I ONLY AGREED TO THE MEETING BECAUSE I LIKED AND RESPECTED THE LADY WHO INVITED ME.

DAVID LILLEY, MANAGING DIRECTOR OF DIAL AN EXCHANGE SPEAKS EXCLUSIVELY TO DISTINCTIVE



“MY NEGATIVE OPINIONS WERE QUICKLY WASHED AWAY”

Shortly after joining, I quickly learned that timeshare is both a complicated and an inaccurately perceived business. My negative opinions were quickly washed away when I started to travel to different resorts and sampled the quality of the accommodation and the home from home facilities offered by the apartments.

Having travelled a fair amount with American Express and stayed in some lovely hotels and country houses, I had developed high standards and particular tastes but timeshare equalled and in many cases bettered some of the luxury hotels I had stayed in over the years.

I also looked at the financial logic of buying timeshare. I based my calculations on a one night stay in a 3-4 star hotel suite.

In 2003, the average price of a hotel suite was about £179 per night. And so I figured that it would cost over £1,000 to stay in a decent hotel suite for a week. Comparatively, I calculated that I could buy a July week in a two bedroom apartment and use it every week "forever" for £5,000.

Even after factoring in the £300 per year Maintenance Fee and the occasional Exchanges Fees,

compound over 15 years, timeshare beat hotel suites on prices hands down. And, of course, hotel suites don't usually boast creature comforts such as full fridge-freezers, microwaves, dishwashers and two bathrooms.

Once I had established that the standards of accommodation extended by timeshare were consistently good and the cost compared very favourably against traditional hotels, I decided to focus on the perception challenge. I wanted to know why timeshare still carried such a bad name.

My research took me back to the 1980s and the early 1990s. Some of the most common methods of marketing were underpinned by "you have won a holiday" scratch cards and promotional letters promising free holidays.

I have always subscribed to the old northern saying 'you rarely get owt for nowt.'

This old saying provides an accurate appraisal nine times out of ten.

When I dug deeper I found that the customers who received these types of 'free holiday' communications subscribed to this northern philosophy and did not like the approach. They were sceptical and mistrusting of the words 'free holiday'.

I talked to many people who had been recipients of such offers. They used words like 'covert, trickery, misleading'. To be fair, however, some of these people had still bought the timeshare product despite not warming to the sales process.

“TIMESHARE MARKETING PRACTICES ARE STARTING TO IMPROVE”

If we jump forward right up to today's date, timeshare marketing practices are slowly starting to improve. One of the key influences behind the change in marketing practices is the increased media coverage and the power of the Internet.

There are now more consumer publications and television programmes than at any time before. The Internet leaves no hiding place for unscrupulous operators because consumers now post their negative feedback on-line for the world to see. Websites such as TripAdvisor make it difficult for resorts with poor standards to prevail.

So how do I think a timeshare resort should market itself in 2008 and beyond and what can the timeshare industry do to change perception from negative to positive?

Let's start with a focus on the styles of marketing adopted. I would advise resorts to be honest about what the product they are promoting really is.

Use of the words 'holiday ownership' seems to be on the increase and these are the two words I recommend are used in headlines. But won't people always break the explanation down and say "is that not timeshare?"

The answer is 'yes, they will' but by the time they think this they are likely to have read the first fifty words, which is the key objective of any good copywriter.

TESTIMONIALS FROM HAPPY TIMESHARE OWNERS

I strongly recommend using video, audio and written testimonials from happy timeshare owners. Not enough people realise that the timeshare industry is 35 years old and several million families around the world enjoy wonderful holidays each year in more than 5000 resorts.

As opposed to giving free accommodation away, I would encourage resorts to give a week in return for a written feedback report about the resort and how it compares to other holiday locations. This will provide perfect material for press releases. In terms of marketing vehicles, I would definitely recommend a focus on four areas.

TELEVISION; INTERNET; AFFINITY MARKETING; PUBLIC RELATIONS

Television is one of the only mediums whereby the advertiser is welcomed into someone's living room without being formally invited. Sound and moving images recreate what a resort has to offer as close to real life as possible. Nowadays, the selection of digital channels makes advertising on television far more affordable.

The Internet is now almost as powerful as television. Indeed video footage can be piped through the Internet 24 hours per day, 365 days per year for a remarkably low cost. Intelligent use of website technology and a cleverly constructed customer testimonials section can see resorts feature prominently amongst the search engines without the need for expensive pay per click campaigns.

Affinity marketing can be incredibly powerful. This sees one trusted brand allowing partner companies to promote products and services to their customers. Letters and e-mails are always received more favourably when they are from a company that has some significance to the consumer and the recipient recognises and trusts the brand delivering the message.

An effective Public Relations (PR) strategy is very powerful. Measuring levels of satisfaction and giving customers an opportunity to feedback their opinion creates terrific material for such press releases.

Finally, customers appreciate a 100% unconditional money back guarantee linked to customer service and quality. There are few timeshare companies who offer this type of comforter. I expect to see more of this in the years ahead.

David Lilley, Managing Director, Dial an Exchange



# OPTIONS

## The Ultimate Holiday Currency

MANY OWNERS HAVE ASKED FOR AN UPDATE ON THE OPTIONS PRODUCT AND WHAT IT REALLY ENTAILS, SAYING THAT THEY REALLY DO NOT FULLY UNDERSTAND IT.

### DID YOU KNOW?

This year in 2008, 80% of all Options member reservations were into a UK Macdonald Hotel.

Many members who have joined Options have told us, that while their ownership at a specific resort has been enjoyable over many years, they are now less likely to be travelling long distances and feel if they still have to pay their management fees but cannot go, the value for money aspect of ownership is lost.

On the other hand and for the same fee that is going to be paid anyway, to be able to have a short break to a local hotel is fantastic.

Have your circumstances changed? Do you no longer want to travel long distances to your timeshare apartment? Still paying your fees but not visiting? Would you go to a UK hotel for a short break?

If you answer 'yes' to any of the above then Options the Ultimate Holiday Currency should be looked at.

### HERE ARE THE SIMPLE FACTS AND SOME OF YOUR QUESTIONS ANSWERED:

- Your ownership becomes a currency to spend as you like each year on stays either at any Macdonald Resort, at any Macdonald Hotel in the UK or at any Interval International affiliated resort worldwide.
- How much does it cost?  
*Price to convert your week to this currency is a one off cost of £3995*
- Do I get an allocation / amount of currency just once or every year?  
*Every year. In January your new allocation of currency is awarded to you and like a bank balance you withdraw from it until it is spent.*
- What happens if I do not spend it this year?  
*Here is the good part – you can save it to next year and have more holidays.*
- Can I bring currency forward from next year to this?  
*Yes, if your Management Fee account is paid up to date.*
- Are my Management Fees higher if I am an Options currency member?  
*No – they mirror your current fee.*

### MEMBERS FEEDBACK

*"We would like to thank you for the introduction to Options. We are now enjoying 3 weeks at Villacaña (through Options) and have already booked one 15 day and another 20 day cruise on Cunard (QEII) for later in the year. And we still have some 9,000 points to use!!"*

MR & MRS D G BARKER



*"For 2 summer weeks with a 2 bed, 1 bathroom unit at Villacaña we have used the points to obtain 2 weeks in Las Vegas in September, 2 weeks in Tenerife in early July and 2 rooms each for 3 nights at the Macdonald Holyrood Hotel in Edinburgh. Points has significantly improved our Options."*

MR & MRS P T WADE

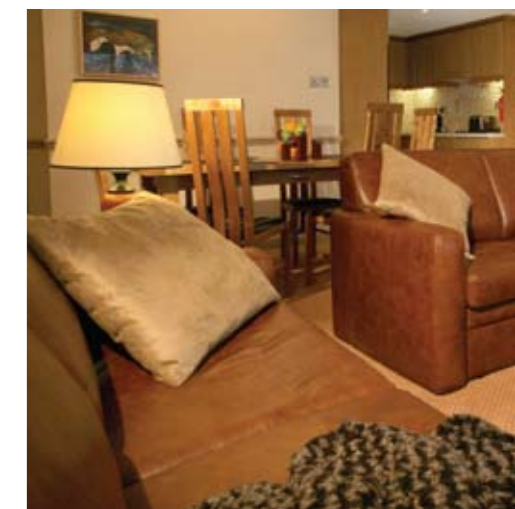


Enhance your week into Options by 30 September 2009 and take advantage of these fabulous benefits:

**12 MONTHS INTEREST FREE CREDIT  
£100 VOUCHER TO BE REDEEMED AGAINST YOUR  
MANAGEMENT FEES IN THE FIRST YEAR OF MEMBERSHIP**

If you wish to find out more or simply join without any hassle during your next holiday simply call 00800 1909 2008, remembering to have your ownership details to hand. An Options presentation will be hosted for all owners at this years AGM's should you wish to attend.

# PROVIDING MAXIMUM & FLEXIBILITY SERVICE



Macdonald Hotels & Resorts are proud that they remain 1 of only 2 major European timeshare resort developers and management companies to offer owners an in-house resale service. The running costs of this are met by the company and not by owners club Maintenance Fees.

Since the reintroduction of this service in 2004 the number of owner resale weeks sold by the Resorts sales team has grown to 1000+ a year and represents some 95% of the total weeks sold.

The resort sales team's market owner resale weeks on-site alongside the sale of La Ermita Resort in Mijas, the Caimgorm Villa properties at Dalfaber Golf & Country Club, Aviemore and the Macdonald Hotels & Resorts currency Options.

Leading the resort sales teams is Steve Bryant, Sales Director for Macdonald Resorts. Steve has been employed by the company for the past 10 years.

His employment began as a Sales Representative at Doña Lola followed by La Ermita. After 5 years service Steve was promoted to Sales Manager of the Villacaña Resort. His success at Villacaña gave him promotion to Sales Manager and subsequently Sales Director of the 4 Spanish Resorts. In August 2007 he was promoted to his current position of Sales Director for the UK & Spain, responsible for the sales team at 9 Macdonald resorts.

Originally from West London, Steve now lives with his partner & three children, ages ranging from 12 months to 18 years old in his adopted home city of Malaga.

Steve puts the successes that have been achieved down to the support and hard work of a very committed sales team, but also stresses that the great improvements

made to lodges and resort facilities and the tireless work put in by each resort's operational team all lead to the owners and guests having a great holiday experience.

In addition to the resort sales staff, the team includes the sales administration staff based at Doña Lola, that produce sales contracts for purchasers at all the resorts, and the Resale Inventory Department that provides a contact point for owners when they are at home via our new freephone telephone numbers:

**UK owners: 00800 62 23 6622  
Spanish owners: 00800 22 88 1000**

**Steve Bryant,  
Sales Director, Macdonald Resorts**

# HARRY TAYLOR

CHIEF EXECUTIVE, TATOC



## Shares his views with Distinctive

### THE TIMESHARE ASSOCIATION TIMESHARE OWNERS & COMMITTEES (TATOC)

TATOC is a limited company that was formed in 1989 predominately as a networking group for members of timeshare owners committees. TATOC is the only elected consumers association to represent the interests of timeshare owners in Europe. The objectives of TATOC are:

- To promote the maintenance of high quality standards of facilities and amenities, and to encourage the efficient management of timeshare resorts through communication and education.
- To lobby and campaign on matters related to timeshare and timeshare owners by liaison with trade industry bodies and government departments.
- To actively promote the positive image of timeshare through all communication channels.

### HOW TATOC HELPS OWNERS COMMITTEES

There are 80 TATOC member resorts spread across Europe. Collectively, these resorts give TATOC access to some 250,000 families. TATOC offers its members assistance and education in carrying out the duties of a committee. TATOC also handles consumer complaints and works closely but independently with OTE (Organisation for Timeshare in Europe) to monitor and guide consumers with problems.

At TATOC we believe the opinion of owners provides a critical contribution to the transformation of timeshare's reputation here in Europe and we can see a marked improvement in both the popularity and acceptance of our industry in a variety of different business environments. TATOC also assists in the lobbying process regarding legislation that affects the industry.

### INDUSTRY SUPPORT FOR TATOC

In March this year, TATOC presented a definitive new plan to delegates at their annual conference. This plan included an opportunity for the industry to support the association in the fight to eradicate the scams and other problems that beset the industry. Amongst those to announce their support were Macdonald Hotels & Resorts who have enrolled all nine of their resorts into TATOC membership.

I am really pleased with the pledges of support from Macdonald Hotels & Resorts. It seems that the industry has awoken to the power of owners who have positive things to say about the industry. Every entity, be it for profit or not for profit, needs resources to effectively conduct business and TATOC is no different. Having said that it is important that the industry understands that this support does not mean we will sacrifice our independence. The companies who have pledged their support have done so under strict conditions as we are determined to retain independence. This is critical for a credible consumer association.

### TATOC RESORT ACCREDITATION SCHEME

TATOC has also announced a resort accreditation process. Timeshare resorts in Europe will have an optional opportunity to be examined and awarded a TATOC accreditation. This will allow the establishment to display a TATOC Endorsement Certificate in the resort reception and to fly the TATOC flag outside the resort. TATOC accreditation is bound to have a considerable impact in the marketplace. The resort accreditation process will require participating resorts to pass a stringent examination process. This examination will focus on the service levels provided at the resort and will scrutinize the full guest experience, including the resort's liaison with the guest before they arrive on holiday, and the sales experience offered to those guests who choose to attend presentations. All of the resorts that successfully pass this accreditation will be listed on the TATOC website.

### THERE IS MUCH MORE TO BE DONE

This is a strong start for us but there is so much more work for our team to do. The support we have coming in will help to recruit staff to assist the wonderful volunteers we have on board already. We are always looking for skilled volunteers to support our initiatives and the small executive team are now actively looking for supporters in key administrative areas.

# WELCOME TO RESORT OWNERSHIP

WITH MACDONALD HOTELS & RESORTS



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Visit the Preview Centre at each Resort for further information



# ANNUAL CLUB COMMITTEE CONFERENCE 2008



## THE ANNUAL CLUB COMMITTEE CONFERENCE 2008

The Annual Club Committee Conference was held in Aviemore from 15 to 17 April 2008 and was attended by the Chairpersons of each Macdonald Club and the Club Committee members. The topics covered included Resort developments, the financial challenge ahead, travel insurance for owners, sales, resales and the Options Holiday Currency.

In addition to presentations from Simon Jackson, Managing Director, Macdonald Resorts and Robert Scott, Finance Director, Macdonald Resorts and other senior managers, there were also presentations from David Baker, Committee Member, Macdonald, on Bad Debt; Norma Hartshorn, Chair of Plas Talgarth Health & Leisure Club Committee, on Refurbishment; Alex Thomson, Chair of Villacaña Committee, on Sales; and Marj Anderson, Affiliates Services Manager, Group RCI, on the World of Exchange. Guest speaker Harry Taylor, Chief Executive, TATOC, spoke on embracing change in the timeshare industry and the role of TATOC.

### CHAIRMAN'S COMMENTS FROM THE ANNUAL COMMITTEE CONFERENCE 2008

"At this year's conference we discussed a wide range of topics all of which could affect the image of timeshare. The discussions were free flowing ensuring that all views were clearly understood and enabled a consensus to be reached on what actions were required to be taken. From the Timeshare Association we heard that the industry felt that Macdonald Resorts had, with the initiatives undertaken, made improvements to the status of timeshare."

**Hugh Holme, Chair, La Ermita Advisory Committee.**

"There is so much that you need to know when you are a timeshare committee member. I found that this conference gave me an insight into a lot that is happening in the timeshare industry and how our management company is really getting its act together to work with the committees for the benefit of our owners."

**Norma Hartshorn, Chair, Plas Talgarth Health & Leisure Club Committee.**

"In April a conference was convened in Aviemore of all Committee Chairmen and Members where all aspects of timeshare ownership and Macdonald management of the Resorts was discussed. TATOC representatives gave a very useful talk on the 'scam' merchants in the industry and what they are trying to do with legislation to shut them down."

**Eric Stevenson, Chair, Dalfaber Golf & Country Club Committee.**

## LOOK OUT FOR

A SELECTION OF THESE SPECIAL OFFERS IN YOUR PRE-ARRIVAL PACK.



### IMPORTANT NOTICE

#### HOLIDAY COMMENCEMENT DATES

It would appear that owners are frequently booking flights or arriving at their Resort on the wrong date. Each Resort has its own constitutional calendar and we would ask that all owners refer to this prior to making their holiday arrangements. If you would like a copy of your date calendar please phone the Owner Services Department on 01479 815350.

#### UNSOLICITED CALLS

Following several calls from owners, who have received unsolicited calls from companies claiming to represent or be an agent for Macdonald Resorts, we can confirm that Macdonald Resorts does not ask any third party Resale agents to call owners directly. Should you receive such a call in the future, please do be careful and inform Macdonald Resorts directly, who will gladly advise you without charge on any query you may have.

### MACDONALD HOTELS & RESORTS GIFT VOUCHERS

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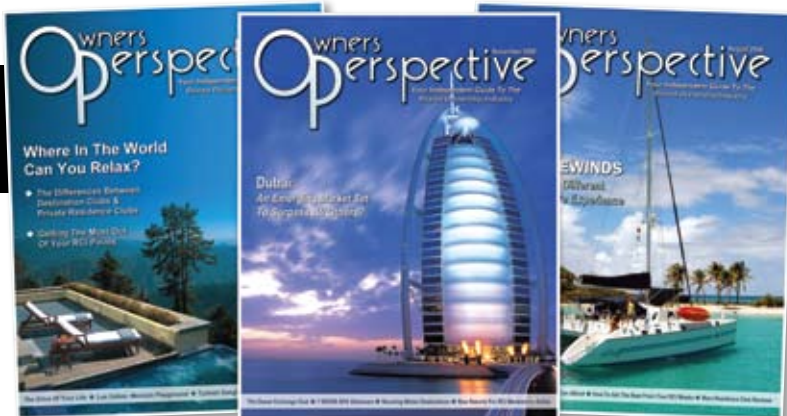
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### USEFUL CONTACTS:

#### RESALE INFORMATION/OPTIONS INFORMATION SPAIN:

FREEPHONE: 00800 22 88 1000

EMAIL: [resales.spain@macdonald-resorts.es](mailto:resales.spain@macdonald-resorts.es)

#### RESALE INFORMATION/OPTIONS INFORMATION UK:

FREEPHONE: 00800 62 23 6622

EMAIL: [resales@macdonald-hotels.co.uk](mailto:resales@macdonald-hotels.co.uk)

RENTAL RESERVATIONS: Booking Hotline 0845 6011734



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