

Affiliate with Group RCI

Group RCI can provide you with:

- The right product
- A team of people that is dedicated and passionate
- Full international support
- Operational excellence with regard to service
- Sales support
- Technology
- Marketing strategies
- Networking support through industry partners
- NorthCourse and OTE.

CALL US TO DISCUSS YOUR REQUIREMENTS.



An Industry of growth

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Discover the essential information about the leisure real estate industry and the many growth opportunities that can benefit your business.



Current emphasis within the hospitality industry is concentrated on building brands and customer loyalty, and maximising repeat business – an area in which shared ownership has experienced proven success. Resorts operating shared-ownership schemes are seen to rapidly generate a loyal customer base and secure long-term repeat business. This naturally brings added use of resort facilities and helps to boost resort reservations.

During the US energy crisis in the 1970s, a slump in holiday real estate sales forced developers to seek new and creative ways of selling their empty properties. A simple concept was born – one which was to have a lasting effect and revolutionise the modern travel and tourism industry forever.

Leisure real estate and shared ownership became a global phenomenon in the travel and tourism industry. Some 30 years later, the industry remains rich in commercial potential, both for established developers and those entering the market. Product diversification and the introduction of new concepts is set to drive future industry growth.

The industry's ability to respond to changing consumer lifestyles and vacation preferences has encouraged people to see shared ownership as a viable alternative to traditional holidays. Millions of people worldwide take holidays through Group RCI's Exchange and Rental divisions.

Now a highly organised and regulated industry, trade organisations and industry founding members, such as Group RCI, work to shape legislation and apply codes of conduct which ensure the protection of customer rights and that expansion is based on sound commercial practice and ethical standards.

The evolution of a simple idea



The future is bright

This success is set to continue. The future for the leisure real estate and vacation exchange industry is brighter than ever before, with current patterns for leisure real estate and shared ownership indicating an annual growth of nine per cent over the next 10 years – double that of the projected growth in the travel and tourism industry overall.

Increased credibility and consumer protection laws, a more discerning consumer base, the acceptance of the industry as an integral part of travel and tourism, an ever-expanding choice of accommodation, amenities, locations, pricing, and exchanges have all combined to create a framework for increasing globalisation, growth and a significant return on investment.

A world of opportunity

Current emphasis within the hospitality industry is concentrated on building brands and customer loyalty while maximising repeat business – an area in which shared ownership can guarantee success. A resort operating a shared ownership scheme will immediately generate a loyal customer base and secure long-term repeat business. These programmes will also maximise the use of resort facilities and help to boost resort reservations - even in shoulder seasons.

The industry is continually changing and has recently expanded, strengthening alliances in the industry by bringing together leisure real estate developers with successful developing companies. Smaller companies are growing through acquisition and consolidation. There are also an increasing number of hybrid developments combining hotel and shared ownership products at the same resort, as well as an emergence of fractional ownership and Private Residence Clubs.

A World without boundaries



6.7 million households own shared ownership...
there are **5,425** timeshare resorts,
of which about **25%** are situated in Europe...
these resorts provide approximately **325,000**
accommodation units worldwide...

Shared ownership explained

Shared ownership offers leisure real estate developers the opportunity to use existing infrastructure to introduce additional revenue streams. By capitalising on shared resources and economies of scale, developers can generate long-term incremental revenues at little or no additional cost, as well as gaining a number of other benefits including:

- Increased occupancy rates
- Expanded customer base
- Enhanced brand loyalty
- Additional revenue streams
- Leverage of marketing expenditure
- Absorption of fixed operating costs
- Spread risk over broader product offering
- Predetermined occupancy information
- Improved operations planning and inventory management
- Better scheduling of promotional activity

Whatever the size of your business and your needs, Group RCI has the best product to suit your requirements



Developers often face the decision as to what is the most appropriate shared ownership business model for their real estate development. A number of factors shape this decision including property location, target market, regulatory environment and ROI requirements. The following business models are most common in the global shared ownership industry.

Shared Ownership

Shared ownership offers a period of use for a given type of accommodation each year in a managed resort environment. The use-rights can either be fixed or floating.

Fractional Use

This model is very similar to shared ownership but properties are generally of a much higher standard, such as luxury apartments, condominiums or family houses in a secluded setting in an urban, beach or mountain location. They also often include a wider range of services and offer longer ownership periods.

Private Residence Clubs

Offering owners luxurious, typically purpose-built properties in select locations and longer share times as well as a wide array of additional benefits, Private Residence Clubs have emerged as a growing alternative to second home ownership. The low member-to-property ratios simplify the reservation process and ensure that the property remains exclusive.

Destination Clubs

These are similar to Private Residence Clubs, except rather than buying usage rights or title to a specific property, owners buy membership of a club. The club acquires a number of up scale apartments and villas in several locations on behalf of its members for their exclusive use.

Condo-Hotels & Whole Ownership

These products offer the investor whole ownership of a managed unit within a luxury hotel development or a residential property development. Typically the owner will have between four to six week's annual use and the remaining time will be used by the management company to generate revenue through an organised rental programme. Proceeds are split between the owner and management company.

Mixed-Use Developments

This type of resort development comprises a mix of different hospitality business models, including timeshare, that have been successfully integrated within the same resort. Benefits include better marketing and lead generation opportunities, shared facilities and services, higher occupancy rates and greater customer retention.



Imagination, innovation and implementation

NorthCourse Leisure Real Estate Solutions is the leading consultancy, market research and asset management specialist in the leisure real estate industry. It offers a full spectrum of advisory, research, asset management, sales and marketing services to leisure real estate developers and investors worldwide.



NorthCourse has successfully completed thousands of assignments in dozens of countries, providing comprehensive research, consulting and project management in all sectors of the leisure real estate industry, working with both experienced and new entrants in resorts, hotels, timeshares, high-end fractionals, condo-hotels, whole ownership developments, private residence clubs and destination clubs.

Through a combination of ideas, experience, research, analysis and solid implementation, and a team of intelligent, visionary leaders, NorthCourse has helped hundreds of development projects worldwide with the design, implementation and management of leisure real estate strategies and projects – helping them to reach and exceed their potential.

Information at your fingertips

Group RCI, through its association with NorthCourse, keeps its finger on the pulse of the leisure real estate industry.

Whether you are just entering the industry or are well established and need some support, Group RCI will be with you through every step of it to help you, providing access to some crucial services such as:

- Trustees
- Consumer Finance
- Legal Services
- Marketing Companies

and many more.

The Organisation for Timeshare in Europe.

A name to trust

The Organisation for Timeshare in Europe (OTE) is the trade body dedicated to excellence and fair trading in the European timeshare industry. It was established in 1998, following the decision by the European Timeshare Federation to integrate all national timeshare trade associations into one pan-European direct membership organisation.

OTE is a direct membership organisation with over 130 members from all sectors of the industry across Europe, including resort developers, exchange companies, management and marketing companies, trustees, finance houses and resale companies. These organisations lead the industry through their commitment to strong ethical standards and fair trading.

The organisation promotes industry growth and serves its members through education, public relations, legislative lobbying and member-consumer relations management. It also facilitates dialogue between government, trade and consumer bodies to create fair legislation that safeguards the interests of the consumer and encourages positive industry development.

OTE regularly organises events, conferences and seminars in which industry members can network and exchange opinions with other colleagues in the industry. In particular, the annual European Timeshare Convention provides the opportunity to disseminate and discuss the latest industry news and helps members to formulate their long-term plans.

All member companies dedicate themselves to achieving excellence and are committed to high standards of service and integrity and abide by the OTE Code of Conduct which ensures buyers have secure occupancy rights and that payments are protected.