

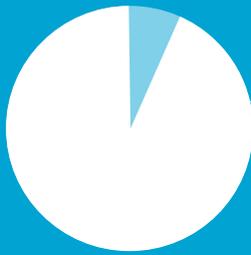
## SHOWCASE YOUR RESORT TO A WORLD OF PROSPECTS

“ Our owners love being able to share our resort video with their friends. We have had many positive comments from owners and exchangers who selected our resort, in part because of the videos and images made available to them. We believe this investment returned an excellent value for the spend. ”

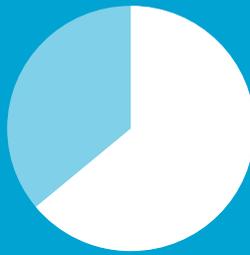
**CLIFF AGIUS**  
Managing Director, Azure Malta

Purchasing an **RCI<sup>®</sup> Resort Showcase** package is not just about video and photos, it's about adding a multi-channel tool to promote your resort across the web through social media.

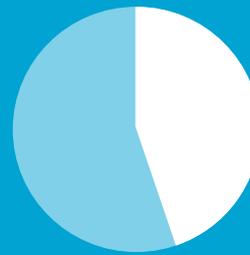
This helps you create pride and excitement in your owners and generate a buzz around your sales and marketing efforts.



**89%**  
of leisure  
travellers  
watch online  
videos\*



**63%**  
use online  
video when  
choosing a  
destination\*\*



**42%**  
of leisure  
travellers  
watched an  
online video that  
introduced them  
to a brand or  
company they  
were not aware  
of previously\*\*

## LEISURE TRAVELLERS ARE ENGAGED WITH ONLINE VIDEO CONTENT MORE THAN EVER!

\*Source: Google Think Insights Research Study The Role of Video for the 2012 Traveler. <http://www.google.com/think/research-studies/the-role-of-video-for-the-2012-traveler.html> \*\*

\*\*Source: Google Think Insights Research Study: The 2013 Traveler. [https://docs.google.com/viewer?url=http://ssl.gstatic.com/think/docs/2013-traveler\\_research-studies.pdf&chrome=true](https://docs.google.com/viewer?url=http://ssl.gstatic.com/think/docs/2013-traveler_research-studies.pdf&chrome=true)



## THE STATISTICS

# SPEAK FOR THEMSELVES

**RCI® Resort Showcase** is your chance to step into the spotlight in front of more than **3.8 million** RCI® subscribing members, not to mention even more visitors through RCI's YouTube channel, Endless Vacation Rental® and RCI's Online Tour Generation programme.

Since launching **in 2009**;

- RCI® members chose **RCI® TV** resorts up to **63%** more than those resorts not featured
- **RCI® TV** videos are watched more than **1.3 million** times per year & viewed more than **30,000** times a month on YouTube
- **80%** of **RCI® TV**- affiliated resorts experience increased web share gains of up to 33%†

For more information on how **RCI® Resort Showcase** can enhance your sales deck, contact your **RCI® Affiliate Services Manager**