



# TAPESTRY RESORTS

A Hospitality Management Company

**We have a solution to any challenge you are experiencing.**

**We will provide the expertise and tools to support you in**

- Growing your revenue
- Improving your bottom line
- Delighting your owners and guests

#### **Contact Us**

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## **Expect Excellence**

Tapestry Resorts is the new hospitality management division of ResortCom International. We are a full service hospitality management company. Since 2002 when John Small, the past Chief Operating Officer and Senior Vice President of RCI Management, folded his hospitality management company International Resort Management (IRM), into ResortCom International, we have been providing a wide range of hospitality services under the ResortCom International banner. During the later part of 2009, as we were looking forward to a new year and a new decade, we made the decision to consolidate all of the hospitality services we offer under a new distinctive brand, Tapestry Resorts. This allowed us to communicate with more clarity to our market. We are a team that is over 250 strong and you can find us in the Mainland US, Puerto Rico, Mexico and Hawaii.

## **Why Tapestry?**

After a great deal of thought and research we came to the conclusion that our current and potential clients have a wide range of divergent needs and that we offer a wide range of services to satisfy those needs. In fact, we realized that the right combination of solutions to satisfy those needs, when done with skill, result in the weaving of a beautiful tapestry that can be observed with pride by all parties. Although our logo and its colors are static our solutions are always crafted in response to focused questioning and careful listening to our clients and potential clients.

# Our Solutions

Experienced, Talented and Successful Leadership Team with Strong Results in

- Rental Sales and Marketing
- Association Management
- Reservations and Club Services Management
- Time Share Resort Management
- Hotel and Resort Management
- Inventory Management
- Food and Beverage Management
- Performance Management
- Financial Analysis, Management and Cash Flow Planning
- Fully Integrated IT solutions for Property Management and Back Office Functionality for Timeshare, Fractional and Condominium Operations

## Try Our Online Confidential Resort Performance Indicator

With a minimal time commitment and just 10 questions, gain valuable insight and get to the core of your organization's needs.

[www.TapestryResorts.com](http://www.TapestryResorts.com)

# Free Tools

## Manage and Improve

Our team has assembled a wealth of information on our website to help you manage and improve the value of your property and related assets. It's free to you. New information and tools are added regularly so check back often.

You will find white papers, powerpoint presentations from speeches, downloadable books and tools that we have found valuable at Tapestry Resorts. We encourage you to utilize the information you find here and please let us know if we can help you in any way.

## Visit Our Blog Thought Leadership in Resort Management

- Management Tips
- Call Center Management
- Performance Management
- Reservations and Travel
- Resort Industry
- Resort Management Practices

# Our People Make the Difference

We are housekeepers, front desk customer service team members, maintenance men and women, shuttle drivers, general managers and assistants, head housekeepers, front desk managers, sales men and women, IT professionals, administrators, accountants, executives of all kinds, graphic designers, HR professionals. Some of us are located at our resort locations and some of us are at the corporate office and some of us are in call centers.



## We Listen

**With our clients' success in mind.** We ask the right questions and carefully listen to find the perfect combination of solutions to needs defined by our clients.

## We Deliver

**Excellence.** Between the tools we have and those we have access to through our parent company ResortCom International there is no doubt that we can find your perfect solution.

## Guaranteed

We serve dozens of clients with one or more of our solutions. You can see some of their comments in the testimonials section of our website. We are all very proud to be part of the Tapestry Resorts Team, and we are all committed to **Listen to our Clients, Deliver on our Promises, and Guarantee our Results.**

# Executive Team - Who We Are and Where We Have Come From

## John E. Small | Chairman/CEO

Mr. Small is one of the world's most well known hospitality executives and has perhaps the broadest and most extensive background in the travel industry. He has worked on six continents and has held key management positions at some of the world's leading properties including the Shangri La Hotel Singapore, Block Hotels Africa, Sun City Resort, South Africa, Sugarbush Resort, Vermont, Royal Lahaina Resort, Maui, and Waiohai/Poipu Resorts, Kauai. His cruise line experience covers Sitmar Cruises, Royal Viking Line and Princess Cruise Lines. He has operated Hotels, Resorts, Safari Game Lodges and Cruise Ships. While under his management, these entities received worldwide recognition as leaders in the industry. Most recently, John was President of International Resort Management, Senior Vice President of RCI and Chief Operating Officer of RCI Management. In 2002, IRM merged with Resort Communications to form ResortCom International. During his time as Chief Operating Officer with RCIM, he was instrumental in growing RCIM from 19 resorts to over 43, in three and one half years. During his tenure, RCIM won 40 American Resort Development Association (ARDA) awards, and was also named as the Employer of Choice in the Timeshare Resort Industry by ARDA.

## Charlie Martin | Senior Vice President Strategy and Performance Management

Charlie has spent over 35 years as a Senior Leader and Coach in the travel, transportation, airport management and hospitality industries, living and working in thirteen cities in the US and two in Australia. He holds a Masters Degree in Business from Central Missouri State University, is a Professional Certified Coach (PCC) certified by the International Coach Foundation, and is the author of "The Tools of Engagement" published in 2006.

## Ken Owens | Vice President of Reservations and Travel Services

Ken is responsible for the development and implementation of Tapestry Resorts' reservations, resort trading and owner services department. Ken is also the Managing Director of Tapestry Resorts' Travel Escapes! Club. Ken has extensive background in the travel and vacation industry. For over 35 years, he has held key management positions for some of the best known and most well respected travel providers in the industry. Under his leadership in those key management positions, each area he was responsible for grew and achieved recognition as an industry leader.

## Gary Wu | Director of Finance and Resort Accounting

Gary has spent over 20 years in the hospitality industry. He was Hotel Controller for many full service hotels and Corporate Controller for numerous limited services and boutique properties. Gary holds a Bachelor Science Degree in Accounting and Management from California State University of Long Beach Business School.

## Peter A. Gust | Vice President of Resort Operations and Rental Sales

Mr. Gust has been in resort and property management business for over 21 years holding a number of both financial and operational positions during his tenure and has worked on over 45 resort transitions located in both the domestic and international markets. Peter has been instrumental in developing a first class resort operations infrastructure, which includes detailed operational and training standards of performance, financial reporting and control processes, and feedback tools that allow for continual monitoring of resort quality and guest experience. Peter holds a Master's of Science degree in Business Administration with an emphasis in Finance from University of Redlands Whitehead School of Business and also holds an undergraduate degree in Accounting from California State University, Fullerton.

## Luis Lara | Chief Financial Officer, Senior Vice President of Finance

Luis holds an MBA from the prestigious Instituto Tecnológico Autónomo de México and has participated in executive programs in the Cornell Hotel School, the University of California at Berkeley and the Massachusetts Institute of Technology. Luis was the Chief Financial Officer for Grupo Real Turismo, which owned and managed the Camino Real – Westin Hotels and Resorts, The Calinda – Choice Hotels and Resorts and Club Maeva and the Casolar holdings in Manzanillo. In the 10 years he worked for RCI Latin America he was the regional CFO, Business Development Director, Managing Director for RCI Mexico and Senior Vice President and Managing Director for all of RCI Latin America, with responsibility for the five RCI offices in the region: Mexico, Venezuela, Colombia, Brazil, Argentina and Chile. He then went to work as the Chief Executive Officer for Grupo Costamex, where he restructured the company's operations and helped develop the Park Royal Hotels & Resorts brand when he acquired the Acapulco, Ixtapa, Los Cabos and Puerto Rico properties for the group and financed the renovation and expansion of the Cozumel and Cancun assets.

## Hannah Zulueta | Director of Sales and Marketing

Hannah oversees all sales and marketing initiatives for the rental division. Zulueta's focus is to deliver a results-driven rental platform that generates growth in revenue for its stakeholders. She has over 14 years experience in the hospitality industry and is a graduate of the California State University with a B.A. in Business Administration and Marketing.

## Eric Warner | Director of Reservation Services

Eric has been involved with ResortCom International for over 5 years managing the reservation functions for timeshare and fractional developments. Prior to ResortCom, Eric managed a 400 seat Call Center for a large mobile handset manufacturer. While in that role, he incorporated the fundamentals of Teamwork and Respect to create outperforming teams providing for an excellent customer service environment. As a result, Eric is a strong advocate of providing excellent service to all customers at all times. Eric has a B.S. Degree in Business with a minor in e-Business.

# Management Solution Expertise

## Reservations Services and Inventory Management

- Access to the Tapestry Resorts proprietary timeshare reservations system
- Trained customer service staff to meet customer demand for reservations and related inquiries
- Customer service call metrics and provide weekly and monthly reports
- Guarantee performance results
- One stop capability including booking air travel at time of reservation

## Revenue Generating Club Management Programs

- Develop and enhance owner use programs and services with the client
- Introduce revenue generation possibilities to support the owner programs and services
- Up sell programs and services as part of the reservations process

## Service Performance Measurement and Feedback

- Implement guest feedback systems and standards
- Measure performance for II/RCI accreditation
- Perform objective external quality measurements and reports
- Provide regular reporting
- Guarantee performance result

## Full Service Resort Management

- Retain and support current management team if appropriate
- Recruit and install talented General Manager and support team as appropriate
- Develop and implement SOP's
- Install performance management systems
- Install standards
- Provide hospitality training
- Develop and implement operating budgets

## Financial Services (Maintenance Fee Billing and Collections, Credit Card Processing, etc.)

- Handle all maintenance fee billings per client specifications
- Provide on line payment of maintenance fees
- Handle all maintenance fee related customer inquiries
- Handle collections in line with the clients financial goals
- Provide merchant accounts and credit card processing

## Long Range Financial Planning, Budgeting and Reporting

- Provide financial planning, recommendations and support in line with the client's goals
- Develop annual budgets to be approved by the client
- Provide periodic financial reporting in line with the client's requirements

## Owner Communication and Engagement (Owner Database Maintenance, Online Payment Processes, Newsletters, etc.)

- Enter all owners into the Tapestry Resorts database
- Provide online maintenance fee payment capability
- Provide periodic newsletters to support the client's communication goals
- Provide periodic email blasts notifying owners of important information or special opportunities

## Club to Club Exchange Program

- Offer membership in the Tapestry Resorts Club to Club exchange program with no fees until an exchange is made
- Communicate new exchange opportunities

## Full Service Travel Club (Members Only)

- Low fee membership to the exclusive members only Travel Escapes Club
- Members only discounts on cruises, rental cars, vacation packages, resorts at special prices, crewed yacht vacations and much more
- Book online
- Access to experienced travel planners if needed
- Regular special update email blasts
- Monthly newsletter

## Financial Recovery Solutions

- Onsite Concierge/Sales presence to support the sale of challenged units
- Access to financing to support upgrade programs
- Financial analysis and recommendations as appropriate

## Association Board Meeting Coordination and Management

- Full board meeting management
- Annual meeting communication and coordination
- Board meeting planning and reporting

## Bulk Purchasing

- Negotiated purchasing using volume discounts
- Purchasing planning to support maintenance and refurbishment program

# Tapestry Resorts

# Americas



**Avalon Vacation Club**  
Cancun, Mexico



**Club Cala Resort**  
Humacao, Puerto Rico



**Kona Reef Resort**  
Kona, Hawaii



**Park Plaza Resort**  
Park City, Utah



**Playa Grande Resort & Grand Spa**  
Cabo San Lucas, Mexico



**Pueblo Bonito Los Cabos**  
Cabo San Lucas, Mexico



**Pueblo Bonito Rosé Resort & Spa**  
Cabo San Lucas, Mexico



**Pueblo Bonito Sunset Beach Resort & Spa**  
Cabo San Lucas, Mexico



**Pueblo Bonito Mazatlán**  
Mazatlán, Mexico



**Pueblo Bonito Emerald Bay Resort & Spa**  
Mazatlán, Mexico



**Shadow Ridge Resort**  
Park City, Utah



**Solmar Resort**  
Cabo San Lucas, Mexico



**The Ridge Luxury Villas at Playa Grande**  
Cabo San Lucas, Mexico



**Villa La Estancia**  
Cabo San Lucas, Mexico



**Villa La Estancia**  
Nuevo Vallarta, Mexico



**Villa del Palmar**  
Cabo San Lucas, Mexico



**Villa del Palmar Flamingos**  
Nuevo Vallarta, Mexico



**Villa del Palmar**  
Puerto Vallarta, Mexico



**Villa del Mar**  
Puerto Vallarta, Mexico



**Villa del Arco**  
Cabo San Lucas, Mexico



## Tapestry Resorts' Exclusive Members Only Travel Escapes Club

We know that vacation club members, timeshare and second home owners are frequent travelers, and we have designed a club just for you. As a member of the Travel Escapes Club you and your family will have exclusive access to member discounts for cruises, vacations, rental cars, resort hotels, vacation products like luggage and many other vacation values. In many cases "We Pay You to Travel."

### Travel Partners

- Carnival Cruise Line
- Disney Cruise Line
- Princess Cruise Line
- Royal Caribbean
- ResorTime
- Apple Vacations
- Pleasant Holidays
- Sandals
- Le Boat
- The Moorings
- Star Clippers
- All About Hawaii
- Disney Resorts
- Avis Car Rental
- Luggage Pros
- View more partners on our website!

## As A Member

- You have access to the Travel Escapes Club website, [www.travelescapesclub.com](http://www.travelescapesclub.com), 24 hours a day, 7 days a week.
- You have access to fee free travel advice and booking on vacations reserved through Travel Escapes Club.
- You will receive \$50.00 to \$100.00 back for each adult traveler at the end of your vacation on many of our great vacations.
- You have no service fees for airline tickets booked through one of our TEC reservations representatives or directly online with the airline of your choice.
- You have exclusive members only pricing on hundreds of vacation packages, cruises, all inclusive resorts, vacation condos and vacation products. One stop at TEC does it all.
- You can rent a car and enjoy a driving vacation with TEC exclusive discounts.

## Additional Member Values

- **Time:** We know you are busy, so we have made [www.travelescapesclub.com](http://www.travelescapesclub.com) an easy to navigate one stop travel planning and booking site.
- **Integrity and Credibility:** We don't promise anything we can't deliver. We understand the travel industry, and we deliver reality not promises.
- **Unique Vacations:** We have found partners who offer unique vacations, and you don't have to search all over the internet to find them.
- **Access to Expertise:** If you have a vacation in mind and are not quite sure what it looks like, we have an expert staff that will put it together for you at no fee when you book with TEC.
- **Cash Back:** Travel and get paid when you return. It's amazing.
- **Our Guarantee:** If you can find a better deal than we are offering, directly from one of our partners, or if you don't believe you have received at least as much value from being a TEC member as your membership investment, we will cheerfully refund your membership investment after your first use.

Visit [www.travelescapesclub.com](http://www.travelescapesclub.com) to learn more and contact Sarah Rezak at 310.751.6661 or [srezak@tapestryresorts.com](mailto:srezak@tapestryresorts.com) to learn about pricing and how to make the great TEC member benefits available to your club members and owners.

## suite getaways

Suite Getaways is an innovator in sales and marketing for timeshare resorts, condo resorts and fractional programs. Suite Getaways works in tandem with the property to develop a successful plan specific to that property with the primary goal on increasing revenues from all market segments along with effective yield management practices.

For resorts, Sales and Marketing oversight includes:

- **Strategy**
  - Develop and implement a comprehensive annual plan

### • Revenue Management

- Establish customer segmentations, selling strategy, rate tiers, qualified discount/promotion and rates, packages and low vs. high demand strategy
- Pricing and yield management
- Distribution channel management

### • Website

- Design dedicated resort website
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)

### • Direct Sales

- Establish key accounts nationally and locally
- Direct sales to corporate, leisure and group segments
- Representation to tour and travel trade

### • Distribution Technology

- Centralized Reservation System
- Placement in key Global Distribution System (GDS) and Internet Distribution System (IDS)
- Maximize resort's own e-commerce presence on resort booking engine

### • Owner Rental Programs

- Rental Pool Program for timeshare resorts
- Individual Rental Program for condo and fractional owners for managed resorts

For more information visit, [www.suitegetawaysagent.com](http://www.suitegetawaysagent.com).



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