



THE ULTIMATE TRAVELER



Ultimate Escapes® is pleased to present this newsletter for our Club members.

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Dear Members,

This is a busy time for Ultimate Escapes! And you can get the whole scoop in this issue of your Member Newsletter. In here, we cover the new Spontaneous Escapes program, our Reduced Fees for Purchased Nights, availability for La Buscadora cruises, and Bombardier's special offer.

But first I wanted to talk to you about our program of [Ultimate Giving](#) – our dedication to social and environmental responsibility. We are proud to support visionary not-for-profit organizations whose goals include a commitment to the well-being and education of children, community giving, environmental conservation, and health wellness and hope.

We have supported several charity events this year, and look forward to new upcoming events. Some of these charities include:

- **Doc Rivers' Celebrity Invitational Golf Tournament in support of Shepherd's Hope:** Happening mid-July, this tournament is helping to support a cause promoted by Doc Rivers – UE member and coach for the Boston Celtics. We are donating a trip to London, Jackson Hole, Turks and Caicos, and a "Pick Your Pleasure" choice of any Colorado Mountain destination or Golf Destination in Scottsdale, La Quinta, La Costa and Cabo. For more information about Shepherds Hope go to www.shepherdshope.org.
- **OKC Police Athletic League:** (via OKC Fight Night with Sugar Ray) – We donated a week's stay in an Ultimate Escapes residence to the charity's live auction: www.okcfightnight.com.
- **American Cancer Society:** UE supported the "Night of Wine & Roses" Gala's live auction by donating a week. www.cancer.org.
- **Tico Torres Children's Foundation:** Another event in which we donated a week to the live auction. This children's' foundation is dedicated to helping support the Be a Star Foundation and the Autism Project of Palm Beach County ticotorresclassic2009.com.



[ULTIMATE ESCAPES PRESS COVERAGE](#)

"Ultimate Escapes is the perfect travel option for my lifestyle; the homes' size and decor is beyond impressive and the Escape Planners make each trip flawlessly ideal."

--George Karl, Nuggets Coach and Ultimate Escapes member – [Halogen Guide](#), 5/29/09.

- [Halogen Guide](#)
- [Golfer's Guide Las Vegas](#)
- [Golfer's Guide Arizona](#)
- [Corp! Magazine](#)

• **Chicago Bears Cares Foundation:** Annually UE supports the cause of another of our valued members: Ron Turner, who is a Chicago Bears football coach.

www.chicagobears.com.

• **Little Black Dress for Garden of Hope & Courage:** This year we supported The Garden of Hope and Courage charity: www.gardenofhopeandcourage.org.

Thank you all for helping us give back. I'm happy to say that our Members are participating in charity, the world community, and family. For more information or to learn how you can get involved with the Ultimate Giving program, you can go to: www.UltimateGiving.com or contact our Senior Event Planner Jennifer Collier at

 **407.483.1919**  or jennifer.collier@ultimatescapes.com.

We are also very excited that Members are helping to grow our great club. Since announcing the new Member Referral Program – Discover My Club – Ultimate Escapes has received 75 Member Referrals with 10-booked trips. Visit DiscoverMyClub.com for more details on how you can refer.

While enjoying the Club and having fun on their vacations, Members have come to realize that we can't keep waiting for the economy to change – that time is too short to put family together-time on hold. So in that spirit, we have put together a special offer for those of you who want to go for it and live life now! So read on to learn more about our new "[Spontaneous Escapes](#)" offer.

Ultimate Regards,



Jim Tousignant
President & CEO

SPONTANEOUS ESCAPES ([top](#) ▲)

For all those members who like to "live now" and take last minute adventures, we give you an added reason to travel on the spur of the moment – for all reservations booked within 7 days from arrival, Ultimate Escapes is offering member preferred pricing and deep discounts. Just how deep?



Attractive nightly rates:

- Premiere = \$300 per night
- Signature = \$400 per night
- Elite = \$500 per night

Members who prefer to use Included Nights can also reap the rewards:

- 3 night stays (use only 2 included nights)
- 4 night stays (use only 2 included nights)
- 5 night stays (use only 3 included nights)
- 6 night stays (use only 3 included nights)
- 7 night stays (use only 4 included nights)

We want to make this opportunity spontaneous and simple to use, so we have waived nearly all reservation restrictions including guest use limitations, reciprocity limitations, and any space available limitations. For more details, contact your Escape Planner

All Spontaneous Escape Reservations must be booked with a 2-night minimum. Bookings must be made with an Escape Planner or Manager on Duty (if after business hours) and may not be available in all circumstances, especially within 24 hours of notice.

MEMBER SERVICES NEWS & INFO ([top](#) ▲)

Purchased Nights -- Fees Reduced:

Have you used all of your included plan nights and are you now making travel plans outside of the Club's collection of residences and destinations? Ultimate Escapes Member Surveys report that over 50% of Ultimate Escapes Members travel in excess of 4 weeks per year and we want you to keep traveling with us! For Members who travel frequently and have used all included days can now purchase additional days with the club at reduced rates as follows:



	2008 Rates	New 2009 Reduced Rate
Elite	\$1,500 per night	\$1,000 per night
Signature	\$1,000 per night	\$750 per night
Premiere	\$750 per night	\$500 per night

NYC -- Trump Revitalization:

The NYC Trump Tower Renovations schedule has been set and we are extremely excited about the planned improvements. The upgrade will include a full replacement of all bedroom and living room furniture, new wallpaper and drapery throughout as well as installation of a centralized lighting system. The kitchens will be updated with new appliances and flooring. The bathrooms fixtures will be replaced with polished marble throughout. In addition, the hotel common areas will be updated with new lighting, wall coverings and carpeting.

The following properties will be unavailable during the following periods:

June 28, 2010 - September 6, 2010

- Elite- Units 310, 300, 302
- Signature- Unit 308
- Premiere- Unit 318

January 4, 2010 - March 15, 2010

- Signature- Unit 1622 and 1222

In the meantime, we are investigating other NYC alternatives for these time periods.

LINEN ISSUES:

We have seen an increase in stained linens which cannot be cleaned.

Just a reminder: Please do not use residence linens such as wash cloths, etc. to remove make-up. We greatly appreciate your kind understanding in this matter.

NEW MEMBER WEB SITE COMMENTS:

"The new site is much improved and very easy to use. It is faster, has more information, availability/sorting and reservation features are very helpful in planning trips. Having the floor plans for all destinations also helps in planning when inviting guests." -- Member



"Love the new web site! Much more information & photos on the homes and lots of info about the area and activities, all well laid-out." -- Member

"Love the search features that make it much easier to find what is available and will help a lot for last minute trips. The feature with stories about the members is also interesting. This would be informative and help create a sense of community among members. Overall doing a great job on new site." -- Member

We are in the process of collecting improvement feedback using a focus group, and Members can also post their comments using the Members Only Web site link.

FOCUS GROUP UPDATE:

As an outcome of the Member survey this winter and after subsequent discussions with the Board of Advisors, Ultimate Escapes recently embarked on an effort to engage Members in making some important decisions. Over 150 Members volunteered to participate in the effort, and given practical constraints of dealing with such a large group, the list was narrowed to the 36 Members who best represented "typical" needs and expectations.

Three focus groups were formed, one on services, another on property standards, and a third on the Members Only Web Site. The Members Only Web Site focus group, convening this month, will provide feedback on the "beta" site, share ideas for improvements, and prioritize a list of features and content for future development.

The next phase of the project is to determine feasibility and economics on the best approaches in response to the feedback. Next month, we will update you on the

major conclusions, potential changes, and the timeline for implementation. Thanks to all those who volunteered their time to help the Club optimize the Member experience. For more information you can contact Ed Powers at Ed.Powers@ultimatescapes.com.

PRAISE FOR MEMBER ESCAPE PLANNER LYNNETTE TALGE:

"If there is any reminder as to why we are remaining members of Ultimate, it comes from experiences like the one we had today. My wife Laura and daughter (Taylor, age 5) were supposed to borrow a friend's apartment for 2 nights in NYC for a mommy-daughter get-away. Unfortunately there was a scheduling mix-up and the apartment fell through -- so Laura called Lynnette for emergency help. Lynnette was responsive and incredibly helpful. She arranged a night at the Trump plus a hotel night at the Kimberly, and single handedly rescued the get-away. Laura says that she absolutely loves Lynnette and completely appreciates her and the way she does her job (and much more) -- my sentiments as well!!"



-- From The Glanvilles.

LA BUSCADORA AVAILABILITY ([top](#) ▲)

La Buscadora, Ultimate Escapes' 80' yacht in the British Virgin Islands, is arguably the crown jewel of the entire vacation portfolio. Crewed by Captain Mike, Spencer the gourmet chef and Jerilyn the steward, La Buscadora offers a truly unique experience. As always, Ultimate Escapes Members enjoy La Buscadora at a 50% discount off published rack rates.



2009 Dates Available:

10/24-30, 2009

2010 Dates Available:

January 16-22

January 23-29



June 12-18



July 10-16

July 17-23

More information can be found on the Members Only Web Site or on www.la-buscadora.com.

BOMBARDIER SPECIAL OFFERS: ([top](#) ▲)

Charter Offer: From now until August 31st enjoy 5% off all charter flights with Bombardier Skyjet.* For more details call  **866-764-7240**  or [CLICK HERE](#).

Membership Offer -- From now until August 31st purchase a Skyjet Card membership and start flying with 50% off the standard membership fee.*(\$50,000 instead of \$100,000) **plus** receive a \$1,000 value Gift card - their "thank you" to you for becoming a member. You can call them directly at  **866-736-5507**  or [CLICK HERE](#) and mention you are an Ultimate Escapes Member.



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