

The Registry Review

News exclusively for The Registry Collection affiliates

The Registry Collection

SERVING MARKETS IN EUROPE, AFRICA AND THE MIDDLE EAST

Issue Two | 2009

Fractional arrives in Europe

This year has seen a significant increase in interest in the fractional product across Europe and Africa, which has stimulated both activity and investment in the luxury shared-ownership property market.

2009 has been a terrific year for The Registry Collection in these regions, in which we have welcomed four new fractional developers affiliating a total of five new resorts in France, Greece, Tunisia and Spain.

We are also excited to have recently signed Absolute Developments to The Registry Collection. A market leader in mixed-use resort development in Asia, the company is bringing its world-class shared-ownership product experience combined with trusted brands – such as you – to the fractional industry with its affiliation of six exceptional properties in Thailand.

The fractional industry has gone from strength to strength during the recession with affluent buyers still wanting to spend on lifestyle enhancements, but they're certainly looking for better value in that spend. In a recent report produced by NorthCourse and Fractional Life: The Trends in Fractional Real Estate Europe 2009, it was found that the majority of fractional buyers do not need a mortgage and are



principally looking for lifestyle options and exceptional experience rather than returns on investment. According to the report, 38 per cent said that staying in an owned fractional residence would suit their lifestyle better than staying in a rented apartment.

Though people are more cautious in purchasing overseas homes, the love affair with the second home getaway is as strong as ever and the attraction of the reduction in financial exposure that a fractional purchase brings has not been lost on purchasers or, crucially, the media.

The Registry Collection has been approached on a regular basis throughout the year to contribute to very positive articles in many mainstream print and online titles, including The Independent on Sunday, The Times, Country Life Magazine, Overseas Property

Professional, Owners Perspective, as well as the Fractional Life and Newskys websites. The Registry Collection has also been invited to sponsor several major property shows this year – see page 2 – including both the established Fractional Life Summit and Expo and the Property Investor Show & OPPLive which crucially introduces fractional developers, forums and seminars to its event for the first time. We are also proud to be sponsoring the inaugural AOCAP conference in Phuket, Thailand, which represents a region rich in potential for fractional development.

The spotlight is now full on the fractional marketplace in Europe, Africa, Asia and India which signifies that exciting times lie ahead. The positive press has helped put fractionals on the map outside the US by raising awareness of – and confidence in – the fractional product among consumers, capital investors and regulatory authorities, giving developers greater reason to enter this strongly emerging market and capitalise on the many opportunities in the EMEAI region.

Brett Archibald

Senior vice president,
business development
The Registry Collection, EMEAI



More holiday options

The Registry Collection is giving full members more ways to holiday and enjoy their exclusive membership.

Last Call Getaways gives members the opportunity to take a break at a number of The Registry Collection's popular destinations – vacationing in the style synonymous with the programme.

These last minute breaks allow for holidays using just half of a members' credit requirement, irrespective of unit size, season or destination. Alternatively members can save their credits for later and pay £885/€925* plus a £206/€299* reservation fee for a week away.

Last Call Getaways can be booked within 29 days of travel. If a booking is cancelled only the reservation fee becomes payable, there is no further charge.

* Prices correct at press time.



Two five-star Pure Luxury offerings: the enchanting Anassa in Cyprus overlooks one of the island's best beaches (top), while Atlantis, The Palm, in Dubai, is a family resort themed on the mythical lost continent of Atlantis.

Partners in Pure Luxury

Members of The Registry Collection will be able to access even more exclusive breaks in the finest accommodation following the affiliation of Pure Luxury to the programme as a Collection Partner.

Pure Luxury has 240 hotels in 29 spectacular destinations across the globe and is backed by Gold Medal Travel, which has more than 30 years' experience in the travel industry.

Pure Luxury sources accommodation in some of the world's most renowned luxury hotels and resorts such as Shamwari Game Reserve in South Africa, Raffles in Singapore, Burj Al Arab in Dubai and Sandy Lane in Barbados.

As a benefit of membership, members of The Registry Collection booking a Pure Luxury holiday are eligible for a 10 per cent discount.

For more information on this Collection Partner's offering visit: www.pureluxuryholidays.co.uk

Flying the fractional flag

The Registry Collection has been a leading sponsor of several major property events and conferences this year aimed at raising the profile of fractional products and services to both developers and consumers.

Fractional products will be a key feature for the first time at The Property Investor Show & OPPLive Event, one of the UK's most influential property forums to be held in London in October. A conference theatre will be dedicated to Fractional debates and as an event sponsor, The Registry Collection will participate in several panels, as well as hosting a stand.

The Registry Collection was also the Signature Sponsor of the Fractional Life Summit 2009 held in London earlier in the year, attracting more than 250 fractional professionals. Several of The Registry Collection's senior executives presented at the event



Brett Archibald (left), senior vice president, business development, The Registry Collection, EMEA1 region, collects a 2009 Fractional Life Summit Award on behalf of affiliate resort, Pezula Private Residence Club in South Africa. A second affiliate, The Provence Club, was also an award-winner at this event.

and held a press conference to announce new major partnerships. The next Fractional Summit will be held February 18-19, 2010 in London. For details visit www.fractionallife.com.

The Fractional Life Expo was also held in London in September. The Registry Collection was a Supporting Partner sponsor at the event, which primarily catered for the growing number of consumers

who want to become part of the fractional ownership concept and enjoy life's luxuries without the overheads of whole ownership.

And finally, the fractional concept is taking off in Asia with the inaugural AOCAP conference in Phuket, Thailand in October. The Registry Collection is a key sponsor for what is expected to be an exciting and well attended event.

Resorts in the Lenz

A US-based production company is helping to bring The Registry Collection resorts to life.

LENZ-works, a specialist film production and photography company, is putting together a selection of media designed to promote each of The Registry Collection resorts.

The company has already made videos

and taken photographs at a number of resorts and will film each affiliate of The Registry Collection for use in the Programme's directory and website.

The videos, which offer an engaging insight into what it's like to stay at the resort and live the lifestyle, are being produced as part of developers' affiliation agreements.

New Affiliate spotlight: Perfection in Provence

Developer Avenio Prieuré will bring a taste of the French countryside to The Registry Collection with its first fractional venture in France.

The Provence Club – Les Maisons de Baumanière will comprise luxury apartments and villas at two exquisite locations in Provence, each sited within the grounds of existing world-class hotels with Michelin-starred restaurants.

The guiding philosophy for The Provence Club is based on the spirit of the region. “We have a passion for Provence and want to instil everything we do with the spirit of Provence,” said managing director Marc Koerts.

“It would take a whole lifetime to discover Provence. People from around the world want to come here and to stay here – we want to capture what it is they find so alluring.”

Avenio Prieuré is developing the properties in alliance with Les Maisons de Baumanière, a top French hotel brand, and each property will be located within the grounds of a Les Maison de Baumanière hotel. The properties’ spas will be operated by the internationally-renowned skincare and spa company, L’Occitane en Provence.

With an idyllic position near the beautiful town of Avignon and close to two golf courses, The Provence Club – Les Maisons de Baumanière – Villeneuve-lès-Avignon will be the first of the developments, which is due for completion in 2010. Guests can expect a peaceful haven in private grounds in this year-round destination.

The Provence Club – Les



Pictured top: The Les Maisons de Baumanière boutique hotel and pool at the exclusive Avignon location. Above left: The hotel suite interiors have been styled by Genevieve Charial, who will be designing the fractional interiors in the same style. Above right: The property's private grounds are a peaceful haven.

Maisons de Baumanière – Gordes is the second development, nestling in the Luberon Valley and close to the ancient village of Gordes. Set in its own magnificent gardens, all properties will have stunning views over the valley.

The Provence Club, winners of the prestigious 2009 Fractional Life Summit Award for Innovation and Excellence, will offer what Koerts terms as “smart luxury”.

Prices for a modest apartment in this region without any on-site facilities start at about €400,000, while The Provence Club is offering spacious, high-spec residences at €180,000 for a six-week annual use period. Affiliation with The Registry Collection means owners will also have the flexibility of its property exchange options.

Koerts said: “With the ticket owners buy to holiday here in Provence they can travel the

world through The Registry Collection.

“The service levels and exclusivity of The Registry Collection are exactly what our owners are looking for.”

The Registry Collection’s global managing director Gregg Anderson said: “We are very proud that The Provence Club has chosen The Registry Collection as its partner. Provence is a major destination with a special appeal for both European and US travellers.”



Halcyon Hills Luxury Resort & Spa on the Greek island of Samos, is a combination of ancient tradition and modern luxury. The resort employs a variety of eco-technology and includes different styles of property, all with sea views. The luxurious three-bedroom villas, pictured, will also have private pools.

New Affiliate spotlight: **Grecian Getaway**

With an idyllic location on the Aegean coast, Halcyon Hills Luxury Resort & Spa on the Greek island of Samos, is set to offer luxurious accommodation and facilities to its discerning guests.

The resort blends ancient tradition with modern luxury in an authentic village atmosphere offering 19 different property styles. These include apartment suites, one-bedroom kampanas with roof gardens, and one-, two- and three-bedroom luxurious villas featuring sprawling terraces, all with private pools and sea views in a village-style setting.

The concept of developers Barrasford and Bird Worldwide is that the resort should be an enchanting place to live, not just a holiday home – a concept that has even greater charm through the luxury exchange opportunities it also brings to owners as a result of becoming part of The Registry Collection.

Managing director Robin Barrasford said: “We are excited to be working with The Registry Collection

programme, which will provide our fractional owners with access to some of the world’s finest vacation properties.

“Being included in The Registry Collection’s portfolio is important to us as this further proves that Halcyon Hills Luxury Resort & Spa is one of the finest luxury vacation destinations in Europe.”

Halcyon Hills Luxury Resort & Spa’s facilities will include a five-star spa, infinity pool, well-equipped gym, tennis courts, children’s club, traditional and family restaurants, and a diving and water-sports centre.

Located in the south-eastern corner of Samos, the resort sits on the natural curve of a small bay where an exclusive marina is also planned, so owners will be able to berth their yachts while island-hopping along the coast. The delightful hamlet of Klima, with a host of good



quality tavernas, is within walking distance.

Employing the latest in resort eco-technology, Halcyon Hills Luxury Resort & Spa will use locally-sourced materials, harness solar power, process its own freshwater, recycle water for use around the grounds and use a geothermal heating system to reduce the resort’s carbon footprint.

Barrasford and Bird Worldwide was established in 2003 when it marketed properties in Eastern Europe. The company now has its sights set on the development of a number of five-star luxury resorts, of which Halcyon Hills



Luxury Resort & Spa is the first.

Welcoming the resort to The Registry Collection, Nick Turner, vice president and head of new business development, Europe, said: “This beautiful resort is a tremendous addition to our collection of exclusive vacation destinations and it is sure to be popular with our discerning members.”

New Affiliate spotlight: International appeal

A set of luxury water villas, part of a large-scale development in Tunisia, has been affiliated to The Registry Collection.

The International Riviera will comprise 60,000 wholly-owned and shared-ownership properties when it is completed. The first phase of development is set to open in 2011 and will feature 50 luxury water villas enrolled in The Registry Collection exchange programme.

The water villas are the first of a significant number of fractional properties planned for the development and will be sold on the basis of a one-eighth or six-week share of the freehold.

Located on a 15km stretch of Tunisian beachfront close to the ancient city of Monastir, The International Riviera will blend European elegance and the 21st century pioneering spirit of Dubai. It will feature a series of integrated villages styled on holiday hotspots of the world, such as Cannes, St Tropez, Marbella, Portofino, Miami and Monaco. The villages will be linked by a series of lakes and canals throughout the development.

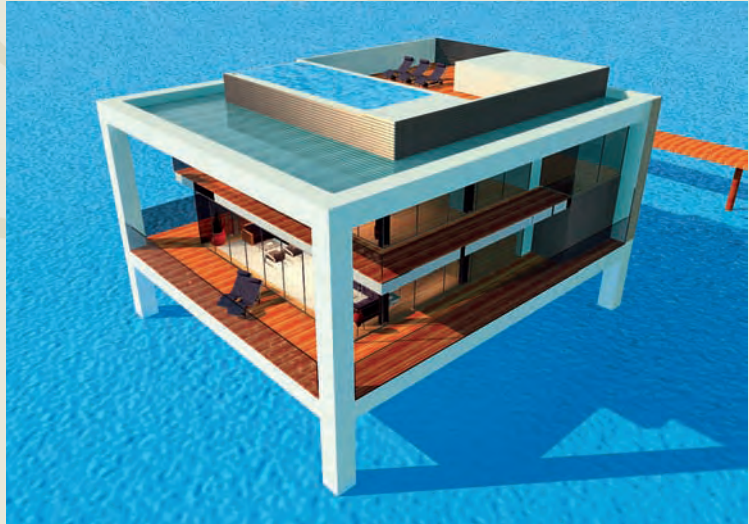
At the heart of The International Riviera will be an international gaming resort set to rival Las Vegas and Macau, as well as a range of other upscale amenities, including golf, spa, marinas, retail and several five-star hotel brands.

The project design is based on 'year-round tourism and living', offering a great diversity in entertainment and lifestyle options which will extend the resort's natural tourist cycle and contribute to its vibrancy.

The concept for The International Riviera is based on the vision of BW Group chairman Bobby Wahi, who is set to replicate The International Riviera model in China. The company has signed a Memorandum of Understanding with the government to develop a 26-kilometre square island in the South China Sea.

"The Registry Collection offers a unique exchange programme for our fractional owners," said Wahi. "The level of service and exclusivity that it provides is precisely what our owners are looking for. We are very pleased to be working with them."

Gregg Anderson, global managing director, The Registry Collection programme added: "We are delighted to welcome the BW Group and The International Riviera to our luxury exchange programme. In terms of its concept and the variety it offers, this development will certainly be one of the most unique and exciting fractional property developments in the world when it is completed."



The luxury water villas at the International Riviera in Tunisia will be located on a 15km stretch of beachfront.



The luxury villas are designed to blend European elegance with the futuristic pioneering spirit of Dubai.



A Las Vegas-style international gaming resort will be at the heart of The International Riviera, which is based on 'year-round tourism and living'.

High life

ON THE HIGH WIRE



The Registry Collection has welcomed Cirque du Soleil to its Collection Partners programme.

For 25 years Cirque du Soleil – which means ‘Circus of the Sun’ – has been entertaining and amazing audiences of all ages from all over the world with its offering of fantasy, drama and exhilarating acrobatics.

The company was originally formed by street entertainers in Quebec, Canada, as a ‘circus’ that has no ring and no animals. They set about redefining the circus genre and taking it to new heights through the performing arts.

The touring circus – which performs at major cities and venues all over the world – provides a number of shows, including

the love story OVO which means ‘Egg’ and offers a luminous and fantastic vision of the insect world. Themes of fertility, biodiversity and metamorphosis are celebrated with a dazzling display of acrobatics. The performance’s highlights are hot-pink ants juggling giant kiwi slices and corn cobs, wingless butterflies performing a rope-suspended pas de deux, and six acrobats soaring on the flying trapeze.

Another of the shows, KOOZA is the story of The Innocent – a loner in search of a place in the world. It’s an exotic visual spectacle combining electrifying acrobatic performances with the time-honoured art of clowning, while paying homage to the traditions of the travelling circus, the



American jazz club, illusionists and vaudeville.

Members of The Registry Collection programme can enjoy the shows as part of two exclusive member packages. Premiere Night Experience offers a celebrity opening night experience and includes Special Premiere Night Activities.

Alternatively there’s a Behind-the-Scenes Experience where members can enter the private world of the artists. This package includes a backstage tour of the concession tents, the artistic tent, the Grand Chapiteau – the circus’ Big

Cirque du Soleil’s OVO show offers an imaginative and colourful vision of the insect world through the use of fabulous costumes and exhilarating acrobatics.

Top, seating more than 2,600 people, and a memorable lunch or dinner in the artists’ kitchen.

Both the Premiere Night Experience and Behind-the-Scenes Experience include fine food, drinks and multimedia entertainment in a VIP tent, and of course, the best seats in the venue.

As members of The Registry Collection programme, owners also have access to a selection of luxury travel and leisure service providers to complete a perfect holiday. These providers include European Villas and Manors, Lufthansa Private Jet, Off The Beaten Path, PerryGolf, Pure Luxury and Yachtstore. These companies provide special pricing, added service and unique opportunities all consistent with The Registry Collection programme experience.

Your Key To



Want to talk success? In just six years, The Registry Collection® exchange program has gained over 30,000 members and a global network comprising more than 130 affiliates on five continents. We help developers like you position your properties for growth—while helping your owners enjoy exclusivity, superlative quality and unsurpassed service.

Ready for success that opens doors? Talk to us. We'll hand you the key.



The Residence Club at Pronghorn, Oregon



Quinta Real, Mexico



The Regency Country Club, Spain

To take a closer look at The Registry Collection experience, visit www.theregistrycollection.com

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The
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