

# DISNEY VACATION CLUB PROPOSAL



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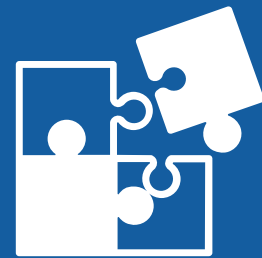
Partnership  
Opportunity





ABOUT US

# ABOUT US



## OUR FOCUS

With Disney Vacation Club, we believe that vacations should be magical, memorable, and flexible



## OUR GOAL

We want to pitch to Travel + Leisure Co. to invest in the Disney Vacation Club timeshare to get partial membership, in order to sell the Vacation Points to their consumers



# DISNEY VACATION CLUB

We promise our members enjoyable, magical vacations  
year after year!



## How Does It Work?

Disney Vacation Club is a vacation timeshare program, where members buy into the club by purchasing a small percentage of ownership in one of our resorts.



## How Do Points Work?

The membership comes with an allotment of annual points that compose the bulk of membership costs.



## Our Collections

In addition to Disney resorts, there are hundreds of destinations where members can use their points. We organize these destinations into three categories.



# WHAT IS DISNEY VACATION CLUB?

## HOW DOES IT WORK?

### Membership

To become a member, people must buy a small percentage of ownership in one of Disney Vacation Club's resorts.

### Buy Points

When members buy into Disney Vacation Club, they need to purchase a specific amount of vacation points.

### Redeem Points

Points can be used at any Disney resort but there are other destinations where they can be used called collections.

# HOW DO THE POINTS WORK?



## Yearly Allotment

Members must purchase a minimum of 150 points with their membership. These points can be used by day of the year, in any size accommodation, and at any Disney Vacation Club location.

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## Banking and Borrowing Points

Vacation points do expire after one year but can be banked into the next year. In addition to this, points can also be borrowed from the following year.

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## EXAMPLES



**A Romantic Getaway**  
*150 points*



**A Family Vacation**  
*205 points*



**Old Friends Reunion**  
*367 points*



# WHAT IS DISNEY VACATION CLUB?

## OUR COLLECTIONS



### The Disney Collection

- Resorts and Destinations owned by Disney
- Disney Cruise Line
- Adventures by Disney

### The Concierge Collection

- Select hotels across the U.S.
- Some international hotels

### The World Collection – RCI Resorts

- Hotels
- Car rentals
- Cruises
- Activities



 *WHAT IS DISNEY  
VACATION CLUB?*

# OUR COLLECTIONS Home Resorts



# COST OF MEMBERSHIP



Purchase Price

+



Closing Costs

+



Annual Dues

# ANNUAL REVENUE

**\$207.8M**





# MEET HOLLY

## What do you like about the Disney Vacation Club?

- "You are guaranteed hotel room."
- "The mobile app is accessible and user friendly."
- "Variety of activities and hotels."

## Is there anything you dislike about the membership?

"Booking last minute during busy times."

## Do you think being a member of DVC is worth it?

"Yes, if you are a family who frequently goes to Disney."





# WHY TRAVEL + LEISURE CO.?

## Brand Alignment

Mission: Travel + Leisure Co. recognizes that vacations deliver some of life's best memories and help customers make the most of the world

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# TRAVEL DISNEY

*Travel Co  
buys points*

*Customers  
buy points*

*Customers  
exchange  
points*

*Customers get the Disney Vacation Club experience for a fraction of the price*

*THE DISNEY EXPERIENCE MEETS  
THE TRAVEL + LEISURE CO. DEALS*



*OUR PARTNERSHIP*

# YOUR BENEFITS

- A percentage of profit
- Paid advertising
- Big name affiliation
- Access to Disney level hospitality for your clients





# OUR BENEFITS

- Offloading unsold inventory
- Access to your network of clients
- A budget friendly alternative for Disney fans



# Thank You For Listening

Any questions?

