

# PROPERTY

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GAUTENG

PEOPLE PLACES PERSPECTIVES

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## A millionaire lifestyle at a fraction of the cost

The ongoing global credit crunch, a cooling property market and inflation have resulted in the majority of people viewing holidays as a luxury purchase. However, there is a privileged group of people who won't be having sleepless nights over how they are going to afford that annual family holiday. Who are they? They are the 260,000 proud Shared Vacation owners in South Africa. Owning a shared vacation product can save you a significant amount of money, allowing you to holiday in places that would often be out of reach to most of us. It is also a terrific way of insuring that you go on a quality vacation each year.

South Africa boasts a mature R2bn shared vacation ownership industry, totaling more than 200 resorts with an 85% occupancy rate of 500 000 shared vacation ownership weeks. Purchasing a shared vacation product is a chance to lock into a lifestyle for many years to come at today's prices. If you stay in a hotel, all you are presented with at the end of your stay is the bill – which is likely to be higher with every passing year. With shared vacation ownership, however, you are buying at today's prices and you are buying into the concept of a future holiday lifestyle – not just a break. Family and friends can take advantage of your purchase, and the product is very flexible. You can even leave a legacy of wonderful vacations to your children and your children's children.

Shared vacation ownership products include; Conventional Shared vacation ownership, Points Clubs, Fractional Ownership, Destination and Private Residence Clubs – all of which are a large and respected part of the global hospitality industry. Shared Vacation Ownership is now a major part of the global tourist industry. In recent years, it has demonstrated strategic resilience, overcoming volatility in the hospitality market place. Shared vacation ownership guests demonstrate high discretionary spend since future vacation costs are paid in advance and they have a high repeat and return rate.

A popular misconception concerning shared vacation ownership is that you are bound to only holiday at the same resort, in the same unit and during the same week each year. With exchange companies, however, you have access to resorts globally and the world literally does become your oyster.



Shared Vacation Ownership also includes a number of leading international hotel chains such as Marriott Vacation Club, Disney, Hyatt, Hilton, Sheraton and – not forgetting our local hotel groups – Sun International Vacation Club, Southern Sun Lifestyle Resorts and IFA Resorts, among others. The participation with such major brands has not only given the shared vacation ownership industry the respectability it deserves, it has also ensured that adequate legislation is in place to ensure consumer protection.

With an 88% satisfaction rating and a product that is not only affordable, but also flexible to your ever changing needs, don't you think it's time you became one of the privileged few and purchase a shared vacation ownership product?

