



ALOHA KAKOU

May there be friendship between us.

ARIZONA ♦ HAWAII ♦ MEXICO ♦ MISSOURI ♦ NEVADA ♦ OREGON ♦ SPAIN

Royal Aloha Vacation Club Newsletter

Winter 2011

Following are excerpts from an article on timeshare in Hawaii by Howard Nusbaum, President & CEO of the American Resort Development Association (ARDA). The article was part of a welcoming package provided to over 20,000 business and political leaders attending the Asia Pacific Economic Conference (APEC) held in Hawaii and hosted by President Barack Obama in November 2011.

“Timeshare: A 21st Century Industry”

“One of the most dramatic success stories in Hawai‘i tourism often goes unnoticed precisely because it has been so successful. It is the timeshare ownership segment of Hawaii’s \$13 billion visitor industry, a segment that has grown dramatically in recent years and includes some of the biggest hospitality brands in the world.

“In fact, the timeshare sector in Hawai‘i is again on track to outpace the state’s overall visitor industry by two key measures: annual occupancy rates and the value of investment in new construction.

“In Hawai‘i, the timeshare sector has been a stealth success story precisely because it is integrated so seamlessly into the state’s famous visitor industry. For example, nearly \$203 million was spent on capital investment timeshare projects in Hawai‘i in 2009 and 2010, most of that for new construction.

“But the value of new construction is not the only measure of the strength of Hawaii’s timeshare sector. Room occupancy rates, a key indicator, particularly during tough economic times, shows that visitors are voting with their vacation dollars to go the timeshare route.

“In Hawai‘i, the most recent data available show that timeshare properties enjoy a nearly 91 percent occupancy rate . . . In comparison, Hawaii’s traditional hotel rooms posted a 66.5 percent occupancy rate during the same reporting period.

“The boon for an individual is that he or she

puts money into a known quantity, a high-value travel experience, usually with more available space and room amenities than a traditional hotel room. That often means the traveler brings along more family members on the vacation.

“There are 87 timeshare properties in Hawai‘i, with more than 3,000 new units in the pipeline. Timeshare properties are located on all four major islands (O‘ahu, Maui, Kaua‘i and Hawai‘i Island, commonly referred to as the Big Island).



Keauhou-Kona Surf & Racquet Club, Hawaii

“Interestingly, it is not only the offshore traveler who is attracted to timeshare opportunities in the Hawaiian Islands. Over 6,000 Hawai‘i residents have also purchased timeshare ownership in properties located in the 50th state.


“ . . . the Hawaiian Islands remain one of the world’s premier visitor destinations with its combination of breathtaking scenery, unbeatable weather, and a culturally diverse and welcoming people.



Aloha Towers, Waikiki, Oahu



Village by the Sea, Kihei, Maui

“Native Hawaiians have a saying that captures the warmth and aloha spirit of their culture – ‘E Komo Mai!’ It literally translates to ‘Please come in!’ But in the larger context, it can also mean, ‘You are always welcome in this home.’ That is the innate appeal of Hawai‘i, and of Hawaii’s vibrant timeshare industry.” 

According to research conducted for the ARDA International Foundation, the mean age of a timeshare owner is 52.2, median income is \$78,400, and 61 percent hold college and/or professional degrees.

President's Letter



Jack Corteway

Dear Members,

As we wrap up 2011 and hold our hopes high for 2012, I would like to wish each of you a very Happy New Year.

Below is our annual chart for the past fiscal year showing our occupancy was quite high in 2011 in spite of an economy that continued to limp along.

At most locations, we ran slightly above year 2010. Occupancy for Hawaii (Waikiki, Kona and particularly Maui) is always notably high. Please take a moment to read Howard Nusbaum's article on page 1 to get a sense of the impact timeshare has had on Hawaii's tourism industry.

On December 7, Hawaii commemorated the 70th anniversary of the bombing of Pearl Harbor paying tribute to those who made the ultimate sacrifice. Seven USS Arizona survivors attended the ceremony. Royal Aloha proudly has members who were at Pearl Harbor on that day and who valiantly fought in World War II. If they happen to be reading this newsletter, we hope they know that our country will be forever indebted and inspired by their valor and courage.

On behalf of the directors, resort managers and corporate staff, we send our thanks to everyone who sent season's greetings. As the new year unfolds, we welcome your input and suggestions on how we can make your Royal Aloha vacations even better in 2012.

Hau'oli Makahiki Hou!
Jack Corteway

RAVC Resort Occupancy December 2010 - November 2011

	Waikiki	Maui	Kona	Lake Tahoe	Chandler	Branson	Otter Rock	Acapulco	Marbella
DEC	78%	85%	89%	71%	58%	41%	69%	28%	13%
JAN	87%	85%	87%	86%	81%	2%	74%	57%	7%
FEB	92%	98%	94%	94%	90%	7%	100%	67%	9%
MAR	89%	98%	100%	81%	82%	57%	94%	16%	24%
APR	81%	94%	92%	56%	67%	80%	100%	11%	18%
MAY	82%	90%	89%	62%	58%	89%	100%	1%	76%
JUN	76%	96%	90%	88%	18%	86%	94%	CLOSED	91%
JUL	81%	92%	85%	89%	6%	91%	100%	12%	79%
AUG	81%	87%	92%	91%	23%	78%	100%	6%	88%
SEP	80%	92%	94%	87%	63%	73%	100%	3%	90%
OCT	84%	93%	86%	66%	93%	51%	94%	1%	51%
NOV	86%	88%	92%	53%	85%	50%	94%	3%	18%

Promotional Packages Available: Acapulco/Chandler/Spain

Book one week in Acapulco,
stay an **EXTRA WEEK**
for only \$260
May - October 2012

Book one week in Chandler,
stay an **EXTRA WEEK**
for only \$280
June - September 2012

Book one week in Spain,
stay an **EXTRA WEEK**
for only \$280
November 2012 - March 2013

Reservations: 1-800-367-5212 or 1-808-847-8040

ROYAL ALOHA VACATION CLUB 2012 FEES SCHEDULE

DESCRIPTION		AMOUNT
ANNUAL DUES (PER WEEK) (NO INCREASE SINCE 2009!)	ONE-BEDROOM	\$611.00
	TWO-BEDROOM	\$746.00
ENERGY CHARGE PER WEEK OF OCCUPANCY (For less than one-week occupancy, the charge is \$7 per day)	ONE-BEDROOM	\$30.00
	TWO-BEDROOM	\$40.00
CHRISTMAS SURCHARGE (PER WEEK)	ONE-BEDROOM	\$200.00
	TWO-BEDROOM	\$250.00
3RD PARTY COLLECTION FEES Delinquent accounts will be referred to 3rd party collection agent(s) when they are 90 or more days delinquent.		Actual charges/commission levied by 3rd party collection agent(s)
WEEKLY OCCUPANCY TAXES – HAWAII (rates subject to change on July 1, 2012)		1-bdrm 2-bdrm \$27.00 \$33.00
REINSTATEMENT OF WEEK LOST DUE TO LATE CANCELLATION (LATE CANCELLATION = LESS THAN 60 DAYS' NOTICE) OR ONE-YEAR EXTENSION OF TIME LOST DUE TO EXPIRATION (within the last 12 months) (Reinstated weeks will be good for 12 months from date of reinstatement)		\$200.00 per week
RESERVATION UPGRADE FEE Upgrade from a 1-bedroom to a 2-bedroom unit (Within 60 days and on a space-available basis)		MEMBER \$150 per week NON-MEMBER \$190 per week
DIRECT EXCHANGE FEE		\$135.00 per week
MEMBERSHIP TRANSFER FEE per transfer document processed	IMMEDIATE FAMILY	\$175.00
	NON-FAMILY	\$350.00
REINSTATEMENT OF CANCELED MEMBERSHIP (Subject to availability of memberships)		\$300.00 Per year from date of termination Plus all delinquent charges
NSF/RETURNED CHECK		\$35.00
DIRECT-DIAL, LONG-DISTANCE CALLS FROM RAVC UNITS SERVICE CHARGE (IN ADDITION TO ACTUAL LD TELEPHONE CHARGES) (To avoid the service charge, please use credit cards or your cell phone)		\$20.00
ANNUAL DUES LATE CHARGE		\$25.00 for first 30 days; 1.5% per month thereafter
CLEANING FEE FOR SMOKING IN RAVC UNITS		\$75.00
WAIKIKI PARKING CHARGE		\$45.00 PER WEEK \$10.00 PER DAY
FAX CHARGES	INCOMING	\$0.25 PER PAGE
	OUTGOING- WITHIN UNITED STATES OR CANADA	\$0.50 PER PAGE
	TO OTHER FOREIGN COUNTRIES	\$2.00 PER PAGE

This past fall, Royal Aloha began updating the kitchens and bathrooms in six units at the Eagles Nest Resort in Branson, Missouri. Here's a



Eagles Nest Resort

partial view of the model kitchen showing off its new appliances, cabinets, countertops, flooring and window shades.

Six units will be completed in 2012; the remaining units will be renovated in 2013. 🌐



Fees and Reimbursed Expenses

Paid to the Board of Directors for services rendered during the fiscal year ended November 30, 2011:


<u>Professional Directors</u>	<u>Fees</u>	<u>Expenses¹</u>
George "Red" Morris, Hawaii	\$19,320	\$ 541
Edward Swofford, Hawaii	19,320	837
<u>Member Directors</u>		
Charles Burgett, California	2,420	2,360
Wayne Carney, Pennsylvania	2,620	4,396
Harry Cummings, Washington	1,760	1,009
Richard Geatty, Ohio	1,100	2,992
Donald Graves, Texas	3,520	4,655
Ted Rohde, Arkansas	6,600	6,474

¹ The difference in the amount for each director is partly due to variation in board assignments requiring additional travel and other expenses.

COMMENT CARD WINNER

THIRD QUARTER, 2011

Tom & Melinda Wagner
Gig Harbor, Washington

Please take a moment to complete a comment card after your stay with RAVC. You could be the winner of a free week's accommodations at any resort except Hawaii. 

PLEASE NOTE:

If you have a new postal address, telephone number or e-mail address, please remember to inform the Executive Office.

MEMORIES FOR GENERATIONS

My family stayed in three units at RAVC Tahoe in August. I very much want to tell you about our visit.

I've been to Tahoe about 25 times. My mom purchased three memberships so her children and grandchildren could vacation with her each year. We went to Hawaii a few times, but usually to Tahoe because our family could drive from California and Idaho. My mom scheduled our trip to Hawaii for August 2010 and made it clear she wanted us to go whether she was with us or not - she passed away June 20, 2010. Following her wishes, we had our vacation in Hawaii.

Back to Tahoe and the reason for sending this letter. At the Tuesday morning briefing, I expected to hear about the usual sites, but Pam was amazing with her knowledge of Tahoe and the surrounding areas. She gave everyone great suggestions, according to their interests. After talking to Pam, I realized there's much more I want to see, so I look forward to returning yet again. The condos are very nice with all of the improvements. They're clean, attractive, and working fine.

Thank you,
Linda Miller
Temple City, California



BEST WISHES FOR THE NEW YEAR!



THE ROYAL ALOHA VACATION CLUB
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Memories for Generations®

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