Executive Summary: A resort newsletter is an important owner communication channel for every resort. For our resort it was even more crucial given our remote location while facing numerous extenuating challenges over a short period of time. We evacuated all 55 private units and 77 timeshare units after a disastrous fire broke out that completely destroyed the clubhouse and front desk. Shortly thereafter we retained a new management company and needed a platform to communicate our roadmap, literally and figuratively out of the recent physical upheaval and the institution of a new management style. This informative and friendly communication vehicle also connects owners to the resources to make the most of their vacation ownership, whether that means visiting the resort, gifting their week to a guest, or exchanging.

TARGET MARKET: The newsletter was created for the 3,534 owner households, both of timeshare units and whole ownership condos at our resort.

PURPOSE: The XXXXX Newsletter is intended to help owners rediscover the reasons why they made a lifelong purchase to vacation in this tropical island. When the new management company came on board the resort was still in the process of rebuilding after a major fire which detracted from the vacation experience. In a previous issue, we introduced the new management company; this particular issue provides easy-to-understand information about alternative vacation options owners could explore. The personal touch of having the newsletter come from the resort manager, along with mentioning team members by name, reminds owners that their Hanalei family awaits their return.

TOTAL CIRCULATION: The newsletter is distributed to 3,534 active owner email inboxes

TOTAL PROJECT BUDGET: Because the newsletter is produced in-house and distributed electronically, there is no hard cost associated with it.

# RESPONSES AND NET $ VOLUME SALES GENERATED: We heard from several
owners at the annual meeting that they love the newsletters and look forward to them. It keeps them connected to their resort home away from home. In fact, many have suggested having the newsletters published more frequently.

**ROI, IF APPLICABLE:** After we distributed this edition of the newsletter, we saw a marked improvement in owner utilization. We are confident this will translate into a higher percentage of owners remaining current on their annual assessments.