

Starting today, it's red carpet treatment for you all the way. No matter where your dreams take you...to a country mountain getaway...aboard a Caribbean cruise...even inside a dreamy English castle, it'll all seem like a different journey as a VIP. Free housekeeping and other travel credits? But of course. First dibs on the hottest destinations? Done. Express check-ins and pampered personal attention? That goes without saying. Be prepared, though; people will stare at you with that "Who are those people?" look in their eyes. Just smile back mysteriously, as you slip incognito behind your shades. It's always more fun to leave 'em wondering...

Fairfield Resorts needed to introduce their 3-tier VIP Program to an audience that skewed younger, more educated and/or higher income than typical timeshare owners. Copy was used in print, online and as sales collateral. 2 tiers shown: **VIP Gold** (upper level) and **VIP Blue** (Entry-level).

VIP
GOLD

A wealth of privilege is yours as a **VIP Gold member**. You get all the regular VIP goodies, plus a suitcase full of extra Gold perks...like a crisp copy of *USA Today* at your doorstep each morning of your stay. All your housekeeping credits, guest confirmations and reservation transactions are free...(spend the bucks on steamed lobster and chilled champagne instead). Not only do you get to upgrade to a more expensive villa whenever one's available...but you won't even have to lift a finger to request it. We arrange it all for you automatically. Does life get any more "VIP" than that? But wait, there's more: pick your favorite Fairfield resort. You'll have home resort advantage priority — meaning first dibs — on any single date of your choice. And that's on top of your own home resort. Pretty powerful stuff...

Ahhh...the sweet rewards of **VIP Blue exclusivity**. There's the financial rewards...like unlimited housekeeping credits, plus special "value vacation" deals open only to VIP members. Those are always good. But let's not forget the other perks, too...a free bump up to a more expensive suite whenever one's available. First crack at our hottest locations — right after "home owner" priority. And then there's that delightful early check-in privilege...you'll snag the best spot on the beach and be sipping your favorite libation a full two hours before the rest of the owners even arrive.