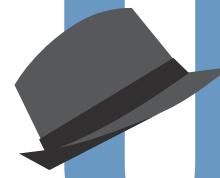


RCI®

# VENTURES



ENTERPRISING IDEAS FOR THE VACATION INDUSTRY | AUGUST 2012



THE HUMAN RESOURCES ISSUE

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## FOUNDATION FOR SUCCESS

Morritt Properties Cayman Ltd. broke ground for the Londoner, a brand-new 35-unit luxury oceanfront resort in East End, Grand Cayman, on April 4.

The Londoner is the latest addition to Morritt Properties Cayman Ltd., which encompasses more than 12 acres of pristine beachfront property and includes Morritt's Tortuga Club & Resort and Morritt's Grand Resort. The building's name has significant meaning for David Morritt, founding owner and developer of Morritt's. "The building is dedicated to the 2012 Summer Olympics, which takes place in my hometown of London, England," he explained.

Hon. W. McKeevera Bush, Premier of the Cayman Islands, was at the controls of the backhoe loader, scooping the first shovel full of sand. Bush's attendance reinforced the Government's support for the continuing development of the territory's tourism industry. "The Cayman Islands, I think, owes David Morritt a debt of gratitude," Bush said. "I know that the people of East End are proud of this resort."

Morritt's plans to more than double its ownership, projecting an international membership in excess of 30,000 in the next decade. His track record speaks for itself: the resort's high occupancy year-round—often more than 80 percent—is responsible for 18 percent of Grand Cayman's stay-over tourism, an incredible contribution for a single property.

## BEAUTY ON THE BEACH

Earlier this year, Tropic Sun Towers at Ormond Beach, Florida, completed an extensive renovation of its 84-unit property, an entire year ahead of schedule.

The renovation began in 2008, in small stages because of the complex nature of the work; but with the support of its board of directors and management company, SPM Resorts was able to accelerate the timetable. As a result, owners are purchasing additional weeks, and the property has been recognized by RCI with an RCI Silver Crown Resort® award and has earned three stars from Expedia.

The one- and two-bedroom suites' furnishings, carpet, draperies, kitchen cabinets, microwaves and bathroom vanities with granite tops are new. Bedrooms and living rooms have flat-screen televisions. Additional suite amenities now include:

### Two-bedroom suites

- queen-size bed and private bathroom with tub/shower combo in the master bedroom
- queen-size pullout sofa in the living area
- full-size refrigerator, stovetop oven, microwave, dishwasher and table for four in the kitchen
- shared bathroom with shower/tub combo

### One-bedroom suites

- queen-size bed in the master bedroom
- queen-size pullout sofa in the living area
- full-size refrigerator, stovetop oven, microwave, dishwasher and table for four in the kitchen
- shared bathroom with shower/tub combo

## LOOKING LIKE A MILLION BUCKS

Legacy Vacation Club recently completed a \$1 million renovation of the company's Hilltop resort in Steamboat Springs, Colorado. The transformation began with exterior updates that included vibrant new colors to complement the natural beauty of the area. Enhancements for each suite were designed to improve the guest experience and included wood crown molding and baseboards, luxury flooring, flat-screen televisions, new sofas, stainless steel appliances and granite countertops.



Tropic Sun Towers



Legacy Vacation Club  
Steamboat Springs Hilltop Resort