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**HOLIDAY INN CLUB VACATIONS® WINS ARDA ACE EXCELLENCE IN
CUSTOMER SERVICE AWARD**

BRAND AND TEAM MEMBERS HONORED WITH NINE GOLD ARDA AWARDS

ORLANDO, FLA (May 9, 2016) – At the recent American Resort Development Association’s (ARDA) 2016 Convention & Awards Gala at the Diplomat Resort & Spa in Hollywood, Florida, the Owner Support Team from Holiday Inn Club Vacations® received the ACE Excellence in Customer Service Award, for providing the best customer service in the industry to its Holiday Inn Club members. The Holiday Inn Club Vacations brand scored well-above the lodging industry standard using the Net Promoter Scoring (NPS) system. In 2015, Holiday Inn Club Vacations Club members survey data gave the brand’s points based product an NPS score of 68, the highest in the lodging industry. The score has been shown to highly correlate to consumers’ perception of an organization and its growth. The score is equivalent to many of the best-performing consumer brands, such as Apple®, Amazon.com®, Costco® and USAA®*.

Nine Holiday Inn Club Vacations team members and projects were also recognized with the highest honor in the timeshare industry – ARDA Gold. Sales and marketing received four awards: call center team, sales trainer, in-house salesperson and project team, while management and administration received five: business administration, owner/customer relations manager, activities program manager, activities program, and resort department manager..

“Customer service is a hallmark of Holiday Inn Club Vacations. The awards and recognition our company and team received at the ARDA Convention reinforces to our owners and customers the importance we place on ensuring that a family vacation with us creates memories to last a lifetime,” said Don Harrill, CEO of Orange Lake Holdings. “The awards finalists and winners represent the outstanding people and projects that have contributed to our brand’s success this last year.”

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Each year, ARDA presents awards at its annual convention to recognize the achievements of outstanding timeshare resorts, as well as resort team members, associates and projects.

Vacation ownership developer Orange Lake Holdings, with 34 years in the industry, has been a member of ARDA since its flagship resort, Holiday Inn Club Vacations at Orange Lake Resort, was opened in 1982. Since Orange Lake Holdings strategic marketing alliance with IHG in 2008, the company has submitted their nominations for the highly esteemed ARDA Awards under the Holiday Inn Club Vacations brand.

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*Source: Satmetrix 2012 Satmetrix Net Promoter Benchmark Study

About Orange Lake Holdings, LLP

Orange Lake Holdings is the parent company of Orange Lake Resorts and Silverleaf Resorts, encompassing 26 resorts and 7,400 villas in the U.S., with over 320,000 timeshare owners and more than 6,000 employees.

Orange Lake Resorts, a leader within the vacation ownership industry with more than three decades of proven success, operates the Holiday Inn Club Vacations® brand. It was created in 2008 through a strategic alliance with IHG® (InterContinental Hotels Group), one of the world's leading hotel companies. The Holiday Inn Club Vacations flagship property in Orlando, Fla., located next to the Walt Disney World® Resort, was established in 1982 by Holiday Inn® brand founder Kemmons Wilson. The brand operates 21 resorts across 12 states. For more information on Holiday Inn Club Vacations or to book reservations, visit hclubvacations.com. Find us on Facebook at facebook.com/hclubvacations or Twitter at twitter.com/hclubvacations.

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