



**FOR IMMEDIATE RELEASE**

## **RCI ANNOUNCES NEW ONLINE TOUR GENERATION PROGRAM FOR ITS AFFILIATES**

*The global leader in vacation exchange to provide affiliated resorts with qualified first generation tours to address growing industry need*

**LAS VEGAS (April 2, 2012)** – [RCI](#), the global leader in vacation exchange, today announced its Online Tour Generation program at the ARDA World 2012 Annual Convention and Exposition in Las Vegas. RCI's new targeted tour generation channel was developed to help affiliated resorts address the growing need to identify, qualify and engage potential timeshare owners online.

“RCI is always looking for new ways to help grow the vacation ownership industry and support affiliated resorts,” said Gordon Gurnik, president, RCI. “We have invested tens of millions of dollars in developing our online consumer platforms in the last few years. Our new tour generation program takes advantage of the web foundation we have built to now help our affiliates reach their business development goals.”

For added flexibility, affiliates can access a 24/7 unique user interface that enables them to customize their tour packages, premiums and availability, as well as benefit from comprehensive reporting, all at the touch of a button.

To target today's online consumer, RCI will continue to invest in online search engine and database marketing. In an effort to increase interest in the benefits of vacation ownership and generate new timeshare prospects, RCI will utilize its growing social media presence, which engages hundreds of thousands of travel enthusiasts daily through social media tools such as the “RCI Share Your Vacation” app for Facebook, mobile apps, blogs, Twitter and YouTube videos.

“We already had the framework in place to identify and engage prospective owners to help generate business for our affiliates,” added Gurnik. “By bolstering this existing infrastructure with several new and innovative components, we can now further assist our affiliates in targeting the online consumer with a customized, flexible solution that meets their individual tour flow needs, budgets and targets.”

For information about RCI Online Tour Generation or to learn about RCI, visit [www.rciaffiliates.com](http://www.rciaffiliates.com).

## **About RCI**

RCI is the worldwide leader in vacation exchange with over 4,000 affiliated resorts in approximately 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through RCI<sup>®</sup> Weeks, the traditional week-for-week exchange system, and RCI Points<sup>®</sup>, the industry's first global points-based exchange system, RCI provides flexible vacation options to its 3.7 million RCI subscribing members each year. RCI is part of Wyndham Exchange & Rentals and the Wyndham Worldwide family of brands (NYSE: WYN). For additional information visit our [media center](#), [rciaffiliates.com](http://rciaffiliates.com) or [The RCI Blog](#). RCI also can be found on [Facebook](#), [YouTube](#) and [Twitter](#).

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