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## **RCI Bolsters Industry-Leading *Endless Vacation*® Magazine App with New Digital RCI® Directory of Affiliated Resorts**

**PARSIPPANY, N.J. (April 9, 2015)** – Vacation cravings can happen at any time, and today’s on-the-go consumer wants travel information and options on the fly. [RCI](#), the global leader in vacation exchange, has enhanced its *Endless Vacation*® magazine app with an integrated digital RCI® Directory of Affiliated Resorts for iPad®. A new, preloaded feature within the app, the digital directory addition affords users a comprehensive and portable vacation planning experience. The tool will also be accessible on all Android™ tablets this summer.

“The in-app digital directory of affiliated resorts brings together all of the great educational and inspirational vacation content from our various RCI resources into one place to deliver a fully-integrated, full-service vacation dreaming and planning tool,” said Gordon Gurnik, president, RCI. “So if travelers are thinking about taking a vacation in Cancun, they can just tap into the app to explore the most recent resort listings and view destination articles, photos and videos.”

Complementing RCI’s existing print catalog of affiliated resorts and the RCI.com online directory, the recently-launched in-app digital directory features a sleek, modern and user-friendly design. Vacation content is also updated quarterly to coincide with the start of each travel season. This will provide RCI subscribing members and general travelers alike who utilize the *Endless Vacation* magazine app with the latest information as they imagine and plan their next great escape.

Future enhancements will include a variety of interactive vacation planning features. New destination details will be synched and refreshed within the digital directory app experience, including: integrated content from RCI’s award-winning *Endless Vacation* magazine; time, weather and temperature displays; recommendations and local attractions and dining reviews; interactive regional maps; local events and music playlists; travel tips and translated essential travel phrases.

“The new in-app digital directory gives our members the freedom to access all of their vacation-planning options on the go, with features unique to the digital space in the timeshare industry,” said Phil Brojan, senior vice president of global marketing, RCI. “Once downloaded, it provides our members with an immersive experience, enriched with in-depth, location-specific travel content. In turn, this helps them make more of their membership and plan their next great getaway—wherever their travels take them.”

To access the digital RCI Directory of Affiliated Resorts, download the [Endless Vacation magazine app](#) for iPad for free from the iTunes® App Store. Once downloaded, locate the digital directory on the *Endless Vacation* newsstand.

## **About RCI**

RCI is the worldwide leader in vacation exchange with approximately 4,500 affiliated resorts in more than 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks<sup>®</sup> program, the week-for-week exchange system, and the RCI Points<sup>®</sup> program, the industry's first global points-based exchange system, RCI provides flexible vacation options to its 3.8 million RCI subscribing members each year. RCI's luxury exchange program, *The Registry Collection*<sup>®</sup>, is the world's largest program of its kind with approximately 200 affiliated properties either accessible for exchange or under development on six continents. RCI is part of Wyndham Exchange & Rentals and the Wyndham Worldwide family of brands (NYSE: WYN). For additional information visit our [media center](#) or [rciaffiliates.com](http://rciaffiliates.com). RCI also can be found on Facebook, YouTube and Twitter.

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