



FOR IMMEDIATE RELEASE

Premium Vacation Club, Pioneer of Tourism in Turkey, Signs Multi-Year Affiliation Agreement with RCI

Five-Star resort becomes first RCI property in Istanbul

Kettering, UK (June 3, 2014) — [RCI](#), the global leader in vacation exchange and one of the Wyndham Worldwide family of brands, announced a new multi-year affiliation agreement with Premium Vacation Club, part of Gezenay Tourism Inc's Premium Group, a pioneer of the tourism industry in Turkey.

Through the group's affiliation with RCI, its Premium Vacation Club 5* Hotel in Istanbul has joined the exchange network. Close to the city centre, the luxurious RCI Gold Crown resort comprises 305 elegant hotel rooms – 50 of which will be vacation ownership units. All rooms benefit from views over Istanbul or the sea, and feature spacious living arrangements as well as modern appliances and amenities.

The hotel's wellness and spa centre has an indoor swimming pool with 11 massage rooms, offering an extensive selection of treatments, including two saunas, two Turkish baths, two steam rooms, snow fountains, relaxation rooms and the largest Jacuzzi in Istanbul. Guests can dine in one of three on-resort restaurant/lounges and have use of a range of sports facilities.

Cenk Kinay, president at Premium Vacation Club, said: "Hotel proprietors and investors need new sales channels in Turkey and the Premium Vacation Club is an innovative programme that will fill the sales and timeshare gap we have identified in the country. Based on our group's 25 years of experience in Turkey's tourism industry, we see a gap in the luxury resort sector of the country's timeshare market. We aim to provide a unique experience exclusively for upscale travellers.

"The Club's model is an easy-to-use, flexible weeks based approach to vacation ownership to generate new sales in our luxury resort for the discerning traveller. We have a similar mission to RCI in wanting to provide holidaymakers with the greatest flexibility and choice. We look forward to working with RCI to deliver on this with our first signing, the five-star Hotel Istanbul, ensuring RCI and our club members receive the quality holidays they deserve."

Through this affiliation, Premium Vacation Club can offer its members access to RCI's exchange holiday programme, comprising nearly 4,500 resort properties in more than 100 countries. Under the new agreement, buyers at Premium Vacation Club receive a complimentary two-year RCI membership. The timeshare accommodation is in deluxe rooms with the option of one extra guest staying for free. There is also a dedicated check-in and check-out for Club members and discounts on additional services.

"We warmly welcome Premium Vacation Club 5* Hotel in Istanbul into the RCI network,"

said Sean Lowe, managing director, RCI Europe, Middle East, Africa & India. “This being our first resort affiliation in this iconic Turkish city, it is exciting for us to be able to offer our members such a different holiday experience. Istanbul is a new entrant to the timeshare market and we are pleased to be working with Premium Vacation Club in breaking new ground.”

A thriving city, Istanbul attracted over 10 million visitors in 2013 according to the Culture & Tourism Istanbul Regional Directorate. Voted the number one choice for travellers in the TripAdvisor’s sixth annual Traveler’s Choice Awards, Istanbul is famed for its culture, architecture and shopping opportunities.

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About Gezenay Tourism Inc & Premium Group

For 27 years, Gezenay Tourism Inc has been a pioneer of tourism in Turkey, delivering unforgettable holidays to thousands of guest families across the globe through its brands such as the Premium Group.

The Premium Group employs 350 staff across a dynamic collection of hospitality businesses, including resort management and development companies, a business and hospitality management company and the latest addition, a timeshare vacation club - Premium Vacation Club.

Premium Vacation Club was established in February this year to provide an easy-to-use, weeks-based approach to vacation ownership that offers flexibility, easy access and affordability for members to take dream vacations, year after year.

About RCI

RCI is the worldwide leader in vacation exchange with nearly 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[®] program, the week-for-week exchange system, and the RCI Points[®] program, the industry’s first global points-based exchange system, RCI provides flexible vacation options to its approximately 3.7 million RCI subscribing members each year. RCI’s luxury exchange program, *The Registry Collection*[®], 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](#), rciaffiliates.com or [The RCI Blog](#). RCI also can be found on Facebook, YouTube and Twitter.

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