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RCI® Stirs up a Crowd at the Shanghai World Travel Fair

RCI 引爆上海世界旅游资源博览会

Parsippany, N.J. (June 20, 2013) – RCI, the global leader in vacation exchange and part of the Wyndham Worldwide family of brands (NYSE: WYN), partnered with four of its affiliated resorts in China to participate in the Shanghai World Travel Fair 2013, held on May 9-12, 2013. RCI worked with affiliated resorts Club Vac, Iconic Vacation Club, Shanghai Freedom Vacation Club and Shanghai Runner Vacation Club as part of its continuous efforts to promote the benefits of vacation ownership.

日前，全球度假交换行业领军企业温德姆旗下品牌 RCI 携手四家中国合作伙伴一起参加了于 5 月 9 日至 12 日举行的 2013 年上海世界旅游资源博览会（WTF 2013）。在此次博览会上，RCI 和悦逸度假俱乐部（Club Vac）、超凡度假俱乐部（Iconic Vacation Club）、上海自由之旅度假俱乐部（Shanghai Freedom Vacation Club）及上海瑞纳国际度假俱乐部（Shanghai Runner Vacation Club）一起携手推广度假权益产品。

Shanghai World Travel Fair is one of the most influential tourism events in China. It is designed to be a platform for both domestic and international tourism players to showcase their travel services to the vast market in China. The recently-concluded fair featured more than 500 exhibitors from more than 50 countries and welcomed a total of 77,000 visitors.

上海世界旅游资源博览会是中国最具影响力的旅游盛会，为中外旅游企业打造一个向庞大的中国市场推广展示自己的平台。本次行业盛会共有来自 50 多个国家的 500 余家展商参展，接待地参观人数达 77,000 人次。

This was the first time RCI partnered with its affiliated resorts to participate in a consumer travel event, and the combined presence generated great interest in vacation ownership. Visitors to the booth received a goodie bag, travel vouchers and a chance to win one of several prizes for completing a simple survey. A total of 30 prizes worth RMB 64,000 were given away every hour at the booth, generating positive attention from both the media and the general public.

这是 RCI 首次携手旗下加盟商参加此类消费旅游产品推广活动。RCI 在博览会期间吸引了许多参观者的关注。每位前来 RCI 展位的参观者在填写一份简单的调查表后都会获赠一个礼包，内有一个折叠购物袋和几张代金券，同时还可以获得一次幸运抽奖机会。幸运

抽奖共设 30 个奖项，价值人民币 64,000 元，几乎每小时就会产生一位幸运获奖者，引起媒体和公众的积极参与和关注。

“The World Travel Fair is an effective avenue to generate publicity and positive interest for both RCI and our affiliates,” said Gavin Cheong, director of Business Development for RCI. “It is a win-win collaboration and we look forward to working together with our affiliates to participate in future events.”

RCI 业务拓展总监 Gavin Cheong 表示：“世界旅游资源博览会是 RCI 和我们的合作伙伴赢得公众广泛关注和兴趣的有效途径。这是一种双赢的合作模式，我们期待着共同合作更多地参与这类活动。”

As Chinese consumers' disposable income continues to rise, Chinese citizens are increasingly travelling for leisure purposes. There is great potential for China's vacation ownership market to grow and benefit consumers, developers, and supporting industries. Today, RCI is leading the industry to build cohesiveness, credibility and momentum with players in the vacation ownership industry. The company is working alongside Chinese government bodies to capture the opportunities and to facilitate the industry's healthy growth and sustainable development.

随着中国消费者可支配收入的不断增长，中国公民外出休闲度假的机会也日渐增多。因此中国分时度假市场发展潜力巨大，为消费者、开发商、运营企业和配套行业带来众多实际的利益及价值。今天，RCI 正引领分时度假行业，将行业参与者和政府凝聚在一起营造发展势头，抓住机遇，共同促进行业健康成长。

For more information, visit www.RCIAffiliates.com.
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About RCI

RCI is the worldwide leader in vacation exchange with more than 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[®] Weeks, the traditional week-for-week exchange system, and RCI Points[®], 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 more than 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.

关于RCI

RCI 是度假交换行业的领军企业，在全球 100 多个国家拥有 4,000 多家加盟度假村。1974 年，RCI 率先倡导了度假交换的概念，为会员提供灵活多样的度假体验。今天，通过 RCI[®] 周次产品，即传统的

度假周次交换系统，以及 RCI[®] 点数产品，即该行业首个全球以点数为基础的度假交换系统，RCI 每年为约 370 万 RCI 会员提供灵活的度假选择方案。RCI 隶属美国温德姆交换与租赁部门和温德姆集团（NYSE: WYN）。更多信息请访问 [media center](#)、[rciaffiliates.com](#) 或 [The RCI Blog](#)。您也可以登录 [Facebook](#)、[YouTube](#) 和 [Twitter](#) 查看其相关消息。

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