



Shell Vacations Club's

DIRECTIONS

Spring/Summer 2012

POINTING THE WAY® to Your World of Vacations



www.ShellVacationsClub.com

Inn at the Park



The Donatello



SELECT SVC RESORTS GET REFRESHED

*Exciting Refurbishments at Desert Rose Resort,[®]
The Donatello, Inn at the Park,
Orange Tree Golf Resort & Peacock Suites.*

Peacock Suites



Orange Tree Golf Resort



Also inside...

SVC & THE ENVIRONMENT

SVC continues to reduce, reuse and recycle.

INTERVAL INTERNATIONAL[®]

More details on taking advantage of Interval's member benefits.



2012 Annual Shell Owners' Associations' Board Meeting Schedule

SOA	LOCATION	MEETING DATE	BOARD MEETING TIME	OWNERS MEETING TIME
West	Vino Bello Resort®	September 18, 2012	9:00 am	10:00 am
Americana	Orange Tree Golf Resort	September 20, 2012	9:00 am	10:00 am
Pacific	Mountainside Lodge*	October 10, 2012	1:30 pm	2:30 pm
Hawaii	Kauai Coast Resort at the Beachboy*	October 25, 2012	8:30 am	10:30 am

*Please note that the SOA-Pacific and SOA-Hawaii annual meetings will not be held at the resort. The specific location will be included in the annual meeting notice.

SOA Board Openings

As a reminder, we are always seeking willing, interested and qualified candidates to represent your region's SOA by serving as a member of the Association's Board of Directors. This entails meeting on a regular basis to conduct the business of the Association, as well as making the necessary decisions in the best interest of members. If this sounds like something you would be interested in, simply forward a 100-word statement describing your background, qualifications and why you would be a good representative of the SOA. Correspondence can be emailed to ajames@shellvacationsllc.com or sent to Shell Vacations Hospitality, Attn: Alicia James, 40 Skokie Blvd., Suite 350, Northbrook, IL 60062.

Please note that serving on the Board is completely voluntary.

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2012 SVC MEMBER EDUCATION WORKSHOPS

Back by popular demand, SVC is proud to announce that the 2012 SVC Member Education Workshop schedule has been set! We conducted our first Member Education Workshop in July of 2011 at Orange Tree Golf Resort and it was such a success that we held three additional workshops that same year.

In 2012, we have already scheduled five workshops and two additional tentative workshops on the calendar. Below is the 2012 SVC Member Education Workshop schedule. As scheduled dates approach, more details for the event will be sent to SVC Members via email and posted to the Members' News Section of the SVC Website.

To check for updates or to R.S.V.P. for a specific event please visit www.ShellVacationsClub.com/workshops. If you have any questions about an upcoming workshop or to be placed on the SVC Member Education Workshop Notification List, please feel free to contact:

Hedy D. Aguilera, Director – Business Development & Education
Shell Vacations Hospitality
haguilera@shellvacationsllc.com

WORKSHOP TOPICS

SERIES ONE

Exploring the
SVC Membership

SERIES TWO

Touring the SVC Website &
Member's Only Section

SERIES THREE

Interval International® and
the Exchange Possibilities

WORKSHOP SCHEDULE

Tuesday, June 12, 2012 • 6:30 – 8:30 pm

Topic: Series One

The Dana Hotel on Mission Bay
1710 West Mission Bay Dr., San Diego, CA

Wednesday, July 25, 2012 • 6:30 – 8:30pm

Topic: Series One

Carriage Hills Resort – Stanhope Meeting Room
90 Highland Dr., Oro-Medonte, Ontario, Canada

Monday Sept. 17, 2012 • 6:30 – 8:30pm

Topic: Series Two

Bethel AME Church
916 Laguna Street, San Francisco, CA

Thursday, Sept. 20, 2012 • 4:00 – 6:00pm

Topic: Series Three

Orange Tree – Seville Room
10601 North 56th Street, Scottsdale, AZ

Thursday, Oct. 25, 2012 • 2:00 – 4:00pm

Topic: Series Three

Courtyard by Marriott Kauai at Coconut Beach
650 Aleka Loop, Kapaa, HI

TENTATIVE WORKSHOPS:

Tuesday, Dec. 4, 2012 • 6:30 – 8:30pm

Topic: Series One

Location TBD, Portland, OR

Thursday, Dec. 6, 2012 • 6:30 – 8:30pm

Topic: Series Three

Location TBD, Seattle, WA

ADDITIONAL PERKS!

Q&A Forum following all workshops with the President of Shell Vacations Club and Shell Vacations Hospitality! A drawing for gift certificates good for stays at participating SVC Resorts.*

* For official rules and terms of the drawing, please visit www.shellvacationsclub.com/workshopcontest.

Workshops are intended solely to provide an educational forum for SVC Members to learn more about their membership and enhancing future vacationing.

Holua Resort at Mauna Loa Village: *Shell Vacations Hospitality 2011 Resort of the Year*



HOLUA RESORT
AT MAUNA LOA VILLAGE
A SHELL VACATIONS RESORT

Shell Vacations Hospitality recently named the winner of its annual competition for the top management team within the company. Under the leadership of Kalae Wheeler – General Manager of the Holua Resort at Mauna Loa Village in Kailua-Kona, Hawaii – Holua Resort was honored with Shell Vacations Hospitality's Management Team Appreciation Award. This is the most prestigious recognition given to any of the 21 resorts managed by the organization.

According to Susan C. Kelley, President of Shell Vacations Hospitality, "In 2011, Holua Resort excelled in all areas that define the criteria for this award. The property has a highly-skilled management team who has tremendous loyalty and commitment to the company. The quality of the management team played a key role in determining the winner for 2011. The Holua team's dedication is unique and impressive. They are extraordinarily professional and display the true spirit of *aloha* in everything they do."

The winning management team is chosen based on comment card scores, exchange company ratings, results from employee surveys and compliance with internal Shell Vacations Hospitality standards. Linda Anthony, Regional VP of Shell Vacations Hospitality added, "This is a resort team with real heart. They are a group of caring, committed, dedicated employees who strive for success every day and care about every employee and guest."



SVC Expanding Their "Going Green" Initiatives

Did you know...

- ♻️ 100,000,000 trees are cut down each year in the U.S. to make paper for junk mail.
- ♻️ 1,000,000 plastic cups are used on U.S. airline flights every six hours.
- ♻️ 2,000,000 plastic beverage bottles are used in the U.S. every five minutes.
- ♻️ 1,140,000 brown paper bags are used in the U.S. every 60 minutes.
- ♻️ 106,000 aluminum cans are used in the U.S. every 30 seconds.
- ♻️ 410,000 disposable hot beverage cups are used in the U.S. every 15 minutes.
- ♻️ 60,000 plastic bags are used in the U.S. every five seconds.
- ♻️ 30,000 reams of office paper – 15 million sheets – are used in the U.S. every 5 minutes.

Shell Vacations Club and its subsidiaries have made many efforts over the years to lower our energy consumption, decrease our carbon footprint and ensure we are doing all we can to reduce, reuse and recycle. This year we want to do more and that's why we have elected to begin transitioning our printed collateral to electronic formats.

The items we will now be distributing to SVC Members electronically are:

- ♻️ Bi-Annual Directions Newsletter – Distributed Early Spring & Early Fall
- ♻️ SVC Member Benefits Book – Distributed Annually Each December

By making this simple change, we will dramatically reduce our consumption of paper, fuel usage and creation of air pollutants from the shipping and mailing services associated with the distribution of these resources.

SVC wants everyone to "Go Green"!

PLANNING A SUMMER FAMILY VACATION?

We recommend SVC's Desert Rose Resort® in Las Vegas, Nevada!



DESERT ROSE RESORT®
A SHELL VACATIONS RESORT

Las Vegas is only 265 miles east of Anaheim. Could there be a larger contrast between family-oriented Anaheim and Vegas? Although Las Vegas is commonly referred to as “Sin City” or “The Entertainment Capital of the World”, what you may not know is that Las Vegas also offers a host of non-gaming, relaxing and family-friendly attractions that make the perfect summer family vacation location. To make this a great SVC vacation, Desert Rose Resort is located just 1½ blocks away from the Strip, and is the perfect starting point for a relaxing and tranquil retreat away from the hustle and bustle of Las Vegas.

Desert Rose offers well-appointed one- and two-bedroom suites with comfortable living and dining rooms and fully equipped kitchens. Enjoy a plethora of on-site offerings like complimentary continental breakfast, a Welcome Reception, a heated outdoor swimming pool and more. Our on-site concierge is happy to assist you in finding the perfect activities for your perfect visit.

Do you know about the many family-friendly Activities in Las Vegas?

- There is the **Gameworks Arcade**, a short walk from the resort, offering an entire floor of interactive games for kids of all ages and a three-story rock-climbing wall. Head next door to have a tasty treat at **M & M World!**
- **The Shark Reef at Mandalay Bay** is an engaging exhibit putting visitors face-to-face with sharks and other water creatures; again just a short walk from the resort to a free monorail running from Excalibur to Mandalay Bay.
- **Adventuredome** – An amusement park located inside Circus-Circus.
- **Pawn Stars** – Located downtown Las Vegas, visit the famous pawn shop from the popular History Channel program.
- **Secret Garden & Dolphin Habitat** – Located inside the Mirage, where else in the world can you walk into a hotel and view rare and exotic animals like tigers and dolphins?

Off the Strip, popular activities include:

- **Fremont Street Experience** – A one-of-a-kind experience that is all about old-style Vegas! Watch the free show on the overhead TV canopy measuring more than five football fields long. (8 mi. from the resort)
- **Aquarium at the Silverton** – Visit this 117,000 gallon saltwater aquarium for free! (6 mi. from the resort)
- Not up to exploring on your own? Try **Pink Jeep Tours** – Tour Red Rock Canyon with an experienced guide for an engaging tour of red rock geology and desert tortoise habitats. (23 mi. from the resort)
- **Bonnie Springs** – Take the family back in time to an old western town. Horseback riding, a train ride and a shoot out with outlaws are on the agenda; finish the tour with an old west meal in the restaurant and a stroll through the small petting zoo. (25 mi. from the resort)
- **Callaway Golf Center** – Located just off the strip, enjoy this executive style golf course, driving range and pro shop. Even play at night as all 18 holes are lighted! (2.5 mi. from the resort)
- **Springs Preserves** – Named Las Vegas’ “Best Family Attraction” and “Best Art Gallery” by the *Las Vegas Review Journal*. Everyone will enjoy the interactive science and nature exhibits, botanical gardens, hiking trails and animal shows. (7.1 mi. from the resort)
- **Sky Zone Indoor Trampoline Park** – This is the perfect place to let the kids (and the adults) work off some steam! Trampolines line the floor and the walls! (7.4 mi. from the resort)
- If skateboarding is more your thing, check the new **Skate City Indoor Skate Park**. (7.4 mi. from the resort)
- **Pole Position Raceway** – Feel the need for some speed? Try indoor kart racing up to speeds of 45 miles per hour! (3 mi. from the resort)

We look forward to seeing you and your family at Desert Rose Resort!

Listed activities are not owned, operated or sponsored by Shell Vacations LLC or its affiliated companies. Shell Vacations LLC assumes no responsibility or liability for any person's participation in these activities.





PEACOCK SUITES RENOVATED INSIDE & OUT!

Perfect for Family Vacations!

Of all the vacation destinations in America, few can match the magic of Anaheim, California! From its heart-of-it-all location and family-oriented amenities to the outstanding choice of room accommodations, Peacock Suites is that rare resort that truly measures up to the fun and excitement of the area's endless attractions.

Between mid-December 2011 and mid-May 2012, Peacock Suites enjoyed a complete renovation with exciting enhancements and changes to all guest rooms and suites. If you have been a previous guest at this special property, you will be delighted by the transformation which gives the units a fresh, contemporary styling and more spacious feel.

- Previously, when you entered the suite, you would be in the bedroom area with the living area in back. This layout has been reversed. Being further away from the hallway corridor provides a more restful sleeping experience.
- The bathroom has been totally updated with porcelain tubs, ceramic tiles to the ceiling and tiles into the vanity area.
- There is a new bar including a microwave and mini-refrigerator. The kitchen nook now includes a new table and chairs.
- In most units, bed configurations include two queens, one king or two full-size beds with 300 thread-count linens.
- The queen sofas include a state-of-the-art mechanism platform with memory foam. The days of uncomfortable springs and middle support bars are gone and the comfort will impress you!
- In some rooms, an oversize queen side chair with a reading light has been added.
- All guest rooms now have two 40" LCD flat screen TVs and two DVD players.

- Window treatments include Roman shades and sheers replacing the heavy curtains.

In addition to the new interiors, during the past two years Peacock Suites has created useful public spaces starting with the lobby and the outside and inside corridors. The pool area was expanded to include a sun area and our new Splash Pad! We're sure you'll enjoy Peacock Park, our newly added guest recreation area just off the pool area on the first floor.

We've created an additional common area full of amenities: Take advantage of BBQ areas with seating for picnics. Relax on benches as you take in a sporting event on a 47" LCD TV. Challenge each other to a game of ping-pong or foosball on existing tables or play a video game all in this park-like setting. Or, check out our newly renovated sundeck, a few stories up. A new fireplace, bar area and lounge furniture create a stylish and fun atmosphere. The driveway also had a transformation with new stamped concrete, adding to the curb appeal of our entryway. To complete the exterior improvements, the building will be repainted in 2013.

Our on-site amenities are ideal for the entire family and include a heated swimming pool and two whirlpool spas; a well-equipped fitness center; rooftop sun deck; gift shop and complimentary Internet access. Guests start their day with our complimentary Continental breakfast. Disneyland® tickets can be purchased at front desk and convenient shuttle service is available to Disneyland Resort for a small fee.

For most visitors, the lure of Anaheim is the abundance of world-famous attractions and family-friendly activities, making it one of the most magical vacation destinations in the world. So if a trip to Anaheim is on your family's agenda, enjoy it to the fullest by making Peacock Suites the place you hang your Mouse Hat while in town.



In San Francisco, The Donatello Welcomes Sleek, New Interiors

THE DONATELLO
A SHELL VACATIONS RESORT

When the Donatello was built in 1969, the exterior of the building and the interiors were created with a mid-century modern design. Since Shell Vacations took over the property's management 12 years ago, the guest rooms have enjoyed several refurbishments. But none has been as dramatic as the current renovation, which began in December 2011 with completion of all 94 units at the end of March. Since the property's initial mid-century design is enjoying a resurgence in popularity, this was the ideal time to upgrade the décor and furnishings to the original design theme.

Significant thought was given to each element of the major redesign to maximize your vacation experience.

- The bathroom has been updated with European functionality and some special surprises. The Kohler showerhead features three flexible adjustments. The height can be adjusted for each guest, making it the perfect height no matter how tall or short you are! Also, there are two controls – one to select the water temperature and the other to set the volume of water. Some people prefer high water pressure, others prefer low, so you now have the option of selecting exactly what you

like. To make the bathroom even more high tech, the vanity mirror has built-in lights and a TV. In the morning while you are shaving or putting on your makeup, you can catch the morning news. Or, if you'd like to watch a movie from the bathtub, relax and enjoy! No worries if the remote accidentally falls in the tub – it's a waterproof remote!

- Also, we have now added a desk with dual functionality. The desk sits in the corner beside the two chairs and is on casters, so you can swing it out and also use it as a dining table.
- The dresser in the entry/closet area now has a seat making it easy to sit down as you put on your shoes or to use as a bench to hold a suitcase while you are packing.
- The headboard has been wired to include built-in outlets to recharge your devices. No more peeking behind furniture to find an outlet.
- In September, we upgraded the WiFi system in all guest rooms, meeting rooms, Club 1500 and the lobby area for higher speed and better signals.

We know you will enjoy these contemporary improvements.





INN AT THE PARK
A SHELL VACATIONS RESORT

Inn at the Park Transformation Begins!

Ever since Shell Vacations purchased the iconic Park Manor Suites in San Diego last May, a small army of contractors have been magically transforming the historic hotel into Inn at the Park, surely destined to become a signature location for SVC and its members.

Originally built as an apartment complex in 1926, the red brick hotel is closely tied to San Diego civic history. Designated a Historic Site of San Diego in 1991, the building will retain its charming exterior. But the interiors are an entirely different story. For starters, central air conditioning and heating has been installed with all plumbing and electrical revamped to provide greater operational efficiency and guest comfort.

Renovations will be finished in two phases with completion of the first 41 units expected in the spring of this year. The second phase of refurbishments is planned for a summer completion. The units are graced with 9-foot ceilings, large windows with electric window shades and picture-postcard views of the city below.

All furnishings have been custom designed to include a 10' sofa with two sections each holding a twin sleeper. This is a unique solution to the “Jack & Jill” bedding issue. A set of nesting tables serves multiple functions and rolls away to open the sleeper units. The kitchen table is cantilevered off the wall on a pedestal leg and can be used as a dining table for four or a desk with multiple outlets for mobile devices.

Renovations will also be completed for the seventh floor Top of the Park restaurant and banquet area — seating about 120 guests. This delightful setting offers panoramic views of Balboa Park, downtown and San Diego Harbor and is open weekdays for lunch with a spectacular view. The street

Continued next page...



level 525 at Inn at the Park restaurant and piano bar features American cuisine in a historical setting with a modern menu. Breakfast is served on the 7th floor each morning and this area is also host to some of San Diego's special event celebrations and often as many as 75 dazzling weddings each year. The restaurant will be fully renovated with a new color palette, artwork and wall coverings. Added resort General Manager Blaine Redfern, "The location of this resort is second to none, 10 blocks to downtown San Diego, close to the Gas Lamp District, within walking distance to the famed San Diego Zoo and directly on Balboa Park in the Hillcrest community. Here you will find a wonderful collection of walking paths, beautiful gardens and easy access to 17 museums, performing arts venues and the Old Globe Theater. Many of the actors and entertainers have stayed at Inn at the Park over the years and will continue to do so in the future, much like Inn at the Opera in San Francisco."

If you are wondering what to do in San Diego, the resort's concierge desk will provide the answers. Inn at the Park also features the convenience of valet parking for a nominal fee.

"Guests will be delighted with the new interiors, especially the kitchen and bath; they are well-appointed with sleek lines, amazing lighting and a modern feel. This is a new and exciting product style for the Shell Vacations collection of resorts and a special place for all to enjoy. I know our guests will love staying here and I look forward to meeting each of them," said Blaine.

Availability will be extremely limited through the end of the summer.



Orange Tree Golf Resort's Golf Course, Clubhouse & Restaurant/Lounge Get a Significant Makeover



Since the fall of 2011, the Orange Tree Golf Course has been a beehive of activity. Beginning with the late fall overseeding, Scottsdale Golf Group, the course's new managers, have made positive impacts on the playing conditions of the golf course greens and fairways. Work continues on significant upgrades to the course.

Additionally, major upgrades to the clubhouse with new paint, carpeting and new furniture for the new restaurant, "The Grove Grille & Lounge", the outdoor "Grove Patio" and the club meeting rooms including the Grand Ballroom, are all complete ... and spectacular. With over 12,000 sq. ft. of meeting and banquet space and new dining options, Orange Tree is the perfect place for playing, dining and relaxing, or for your wedding, private or corporate party, tournament and more.

For a day on the links, a vacation at Orange Tree, relaxing in the Grove Grille & Lounge before or after your round, Orange Tree Golf Resort is simply the perfect choice.



CALENDAR OF EVENTS

ARIZONA

Phoenix/Scottsdale

The Legacy Golf Resort
Orange Tree Golf Resort

September 15 – 23, 2012

Arizona Restaurant Week

For the first time, Arizona Restaurant Week is going statewide with over 200 restaurants throughout the state. This is your chance to dine at some of the state's top dining establishments at special discounted prices. Reservations are strongly suggested. Fees apply.
www.arizonarestaurantweek.com

October 13 – 14, 2012

Railfair 2012

All Aboard! This event features model train displays, moonwalks, free tours through a former presidential Pullman car, train and carousel rides and more. Fees apply.

www.therailroadpark.com/events

Tucson

Starr Pass Golf Suites

September 5 – 9, 2012

Tucson Fall Gem Show

The Tucson Fall Gem Shows event includes five gem-and-lapidary shows at various locations around town, open-to-the-public. Free Admission. www.visittucson.org/gemshow

CALIFORNIA

Anaheim

Peacock Suites

July 13 – August 12, 2012

The Orange County State Fair

This annual event in Costa Mesa features headline entertainment, a carnival, county fair food and fun, such as competitive exhibits and authentic livestock shows. Fees apply.
www.ocfair.com

Napa

Vino Bello Resort®

June 23 – 24, 2012

Napa Valley Art & Music Festival

Held at the Trinchero Family Estates in St. Helena, dozens of world class wines will be poured along with gourmet food. Enjoy live music from the Bay Areas top bands. Two days of the finest art, music, food and wine the Napa Valley has to offer! Fee applies. www.nvamf.org

San Francisco

The Donatello

Inn at the Opera

The Suites at Fisherman's Wharf

July 7 – 8, 2012

Fillmore Jazz Festival

Every summer, the Fillmore Jazz Festival welcomes more than 90,000 enthusiastic guests, who gather to celebrate a prosperous tradition of jazz, culture and cuisine, against the picturesque backdrop of Fillmore Street. Free admission.

www.fillmorejazzfestival.com

HAWAII

Honolulu

Waikiki Marina at the Ilikai

June 8 – 10, 2012

33rd Annual Pan-Pacific Festival

This three-day international cultural celebration features a weekend of Pacific Rim cultural performances, demonstrations, hula festival, food, hoolaulea (block party) and culminates with a colorful parade with thousands of participants in lively costumes marching down Kalakaua Avenue. Free admission. www.pan-pacific-festival.com

Kauai

Kauai Coast Resort at the Beachboy

October 6 – 7, 2012

Coconut Festival

The Coconut Festival, held at Kapaa Beach Park is a cultural festival that offers Polynesian and coconut-themed entertainment, cultural and historical exhibits and demonstrations, food, crafts, games, contests, cultural activities and cooking demonstrations. Fees apply.

The Big Island

Holua Resort at Mauna Loa Village

Kona Coast Resort

Paniolo Greens

October 13, 2012

Ironman Triathlon - Kailua-Kona

This ultimate endurance event — a 2.4-mile swim, 112-mile bike and 26.2-mile run — attracts thousands of the world's best athletes and thousands of volunteers from the Big Island help make it happen! Free to the public.

www.ironmanworldchampionship.com



NEVADA

Las Vegas

Desert Rose Resort®

June 8 – 10, 2012

EDC-2012

The biggest annual electropalooza dance festival once again is coming to Las Vegas. The 16th Annual Electric Daisy Carnival will be bringing the world's top musical and artistic talent to Las Vegas Motor Speedway. Fees apply. www.electricdaisycarnival.com

NEW HAMPSHIRE

Francestown

Crotched Mountain Resort

June 23 – 24, 2012

Gilsum Rock Swap

The annual Rock Swap and mineral Show in Gilsum showcases more than 60 dealers, swappers, distributors and collectors who buy, sell, or swap beryl, quartz crystals, semi-precious stones, jewelry, fossils and more. Displays range from newly found specimens in the rough to fossils, prized collector's pieces and even hand crafted jewelry. Free admission. www.gilsum.org

NORTH CAROLINA

Sapphire

Foxhunt at Sapphire Valley

August 2 – 4, 2012

*85th Annual Mountain**Dance & Folk Festival*

The nation's longest running folk festival showcases the best of the region's traditional and old-time musicians, ballad singers, mountain dance groups and cloggers. It is held nightly at the Diana Wortham Theatre at Pack Place in downtown Asheville, NC. Fees apply. Call (828)257-4530 for info.

www.dwtheatre.com
www.folkheritage.org

OREGON

Welches

Whispering Woods Resort

May 20 – June 17, 2012

Portland Rose Festival

The Portland Rose Festival includes four popular parades with the three-weekend urban fair packed with great entertainment, good food and fantastic features. City Fair is back with even more attractions and other events.

www.rosefestival.org

TEXAS

San Antonio

Salado Creek Villas

June 10 – 12, 2012

Texas Folklife Festival

From the Alsatians to the Norwegians to the Wendish, the Texas Folklife Festival provides an opportunity for more than 40 cultures from across the state to showcase their traditional foods, music, dance and crafts. Fees apply.

www.texasfolklifestival.org

October 26 – October 28

AT&T Championship

The PGA Champions Tour returns for its 25th year. ATT Canyons is the perfect setting for this tournament and charity event. Fees apply.

www.pgatour.com/tournaments/s530

WISCONSIN

Fish Creek

Little Sweden

July 27 – 29, 2012

Sturgeon Bay Maritime Regatta

The Sturgeon Bay Maritime Regatta will be held at the Inner Harbor in Sturgeon Bay, WI and kicks off the event with a weeklong festival known as the Sturgeon Bay Maritime Week: A Salute to The United States Coast Guard.

www.sbrew.com

CANADA

Barrie, Ontario

Carriage Hills Resort

Carriage Ridge Resort

July 26 – 29, 2012

18th Annual Collingwood Elvis Festival

The largest and best of its kind in the World. Listen to some of the greatest Elvis Tribute artists! Fees apply.

www.collingwoodelvisfestival.com

Whistler, British Columbia

Mountainside Lodge

August 14 – 15, 2012

Children's Art Festival

The 29th annual Whistler Children's Art Festival fills Creekside with art workshops, music, acrobatics, theatre, dance and fun that encourages kids to embrace their imagination! Workshops for all age groups are available. The festival aims to introduce young people to the arts in an interactive, supportive and fun family environment where imaginations can grow. Fees apply. www.whistlerarts.com

MEXICO

Puerto Vallarta

Plaza Pelicanos Grand Beach Resort

Sunset Plaza Beach Resort & Spa

September 16, 2012

Mexico's Independence Day

Independence eve and day is celebrated in a central plaza filled with food stands, music and folkloric dance performances. The celebration includes brilliant fireworks and a parade that winds through the center of town.

www.puertovallarta.net

Events are not owned, operated or sponsored by Shell Vacations LLC or its affiliated companies. Shell Vacations LLC assumes no responsibility or liability for any person's participation in these events. Schedules are subject to change or cancel without notice.

SVC Collections Benefit



NELL GWYNN HOUSE APARTMENTS

London, England

Welcome to Nell Gwynn House, the art deco style serviced apartments. Situated within an unrivalled location in the Royal Borough of Kensington and Chelsea, Nell Gwynn House Apartments are individually designed and superbly finished to provide a relaxing atmosphere of modern city living, yet with the added benefit of all your home comforts. Fully-equipped kitchen, washer and dryer, sofa sleepers and daily housekeeping highlight some of the amenities guests will find during their stay. Nell Gwynn House is only minutes away from fashionable Knightsbridge international and local designer shops and restaurants, and is close to Buckingham Palace and the Royal Albert Hall.

SVC Collections Benefit



INTERNATIONAL EXPEDITIONS

Two Exciting New Destinations to Explore

TURKEY & GREECE: Embark on a 12-day, fully guided land and sea excursion through Turkey and Greece; two countries rich in history and culture. Explore the treasures of the ancient Turquoise Coast and the Greek Isles. Discover Bronze Age shipwrecks and Crusader Castles accompanied by local archeologists and experienced guides. Your itinerary begins in Istanbul and travels along the Turkish coast to Rhodes in the Greek Isles.

INDONESIA – BALI TO KOMODO: Experience a 15-day fully guided journey through exotic, lush islands of Bali and Komodo in Indonesia. This excursion is split between a 6-day land tour of Bali and a 7-day sea tour aboard the Sea Safari VII, through a string of Indonesian islands including Komodo; home to the famed Komodo dragon, the world's largest lizard.

SHOPSVC

Check out what's new at ShopSVC! We are always thinking of our members' travel needs by adding to our terrific collection of useful and fun SVC-branded merchandise. Here is what's new for you!

A SVC LIGHTED BASEBALL CAP (SVC231 · 200 POINTS)

Brighten your path with the new lighted baseball cap! Two powerful easy on/off pin-lights sewn into the bill of this khaki and black cap will provide 75 hours of battery life (replaceable) and 100,000 hours of bulb life.

B ZIPPERED BEACH TOTE (SVC322 · 200 SVC POINTS)

A multifunctional, spacious and chic beach tote with choice of three contrasting interior colors (aqua, lime or orange). Ample storage compartments both inside and out for all your beach/travel accessories.

C NEOTEC BINOCULARS (SVC316 · 300 POINTS)

Now you can 'see the light' or anything else of interest with these 10 x 25 magnification field glasses and a view range from 96m – 1000m. Also includes a travel case.

D BLACK LEATHER DOUBLE WINE CARRIER (SVC310 · 450 POINTS)

Enjoy this elegant dual wine carry case to take along for any occasion!

E 7-PIECE COMPUTER ACCESSORY KIT W/ BLACK CASE (SVC311 · 400 POINTS)

Hey techies, never leave home without all your necessary electronic device connectors. all in one neat case – you'll remain "plugged in" wherever you go!

F HIGH SIERRA 24" CARRY-ON W/ ZIP-OUT DAY PACK (SVC323 · 1,200 SVC POINTS)

The best just got better! We have upgraded the durable and dependable High Sierra carry-on suitcase. Complete with a handy, zip-out mini day backpack, now you can minimize the extra bags and totes you carry with on your travels. Truly a great value!



For a complete list of all ShopSVC merchandise, please visit us at www.ShellVacationsClub.com. Click on "ShopSVC" on the left hand navigation panel of our main page. Items, sizes and SVC Points values are subject to change without notice. Shipping is included at no additional charge.

SPA TERRA AT THE MERITAGE RESORT

Napa, California

While on vacation, what could be better than a soothing massage, or luxurious facial to start you on the road to relaxation? Add value to your vacation by using your SVC Points for spa certificates redeemable at this incredibly Zen spa. Located adjacent to SVC's Vino Bello Resort,[®] Spa Terra is a state-of-the-art spa; built entirely underground in the 22,000-square-foot Estate Cave. The award-winning facilities are unmatched in wine country. With steam grottoes, soaking pools, treatment alcoves, waterfalls and radiant heating, Spa Terra is far more than a place for expert treatments; it's an Old World escape from the ordinary.



SVC Collections Benefit

POINT HOTEL TAKSIM

Istanbul, Turkey

Superbly located within walking distance of Taksim Square in the heart of the European area of central Istanbul, Turkish hospitality is just the beginning of the Point Hotel Taksim experience. All rooms are equipped with a king-size bed or two twin beds, marble bathrooms, air conditioning, radio, CD player and TV, and daily housekeeping. Amenities include free buffet breakfast and access to the indoor pool. On-site dining, including the View Point restaurant accentuates the breathtaking view of the Bosphorus. Taksim Square, local dining, shopping and nightlife are in close proximity to the property. Drive to old town of many historic sites including Topkapi Palace, Ataturk Cultural Center, Inonu Stadium, Dolmabahce Palace, Blue Mosque, and the Greek Orthodox Patriarchate.



SVCLifeStyles Benefit

THE BROWN PALACE HOTEL & SPA

Denver, Colorado

Escape to the quintessential setting in the heart of downtown Denver and enjoy the rich surroundings of this Victorian-style Colorado hotel. Blending modern style with the historic presence of this local landmark, The Brown Palace Hotel and Spa will not disappoint! Luxuriate amid a myriad of in-room comforts including twice-daily housekeeping, 42" flat-screen TVs, marble bathrooms, Keurig coffee makers and much more. From the superbly-appointed guest rooms and stunning décor throughout the property, to the world-renowned Sunday brunch and the full-service spa and salon, a wealth of amenities await you.



SVCLifeStyles Benefit

ASTON MAUI KAANAPALI VILLAS

Kaanapali, Maui, Hawaii

The Aston Maui Kaanapali Villas is set on 11 lush acres of exotic tropical gardens in the Kaanapali Resort area along one of the finest stretches of beach. Ideal for active travelers, this condominium resort will place you at the heart of one of the most exciting vacation spots in west Maui. All studios and suites offer fully-equipped kitchens. Enjoy the warm breeze of the magnificent garden views from your verandah with direct beach access from the resort. Or, enjoy one of three pools (including one just for the kids), complimentary use of the fitness center, or take advantage of the guest activities desk and plan your Maui adventure.



SVCLifeStyles Benefit

SVCLifeStyles is an optional, fee-based program. All transactions in the SVCLifeStyles program are subject to a \$5 fee at the time of Points redemption. SVCLifeStyles benefits are available exclusively for Shell Vacations Club and Direct Members who purchase from SVC-designated sales offices. All current members as of 12/31/03 are exempt from this purchase requirement. In case of membership transfer, SVCLifeStyles benefits may only be passed on to immediate family members or to any heirs acquiring the membership directly as part of a member's estate. SVCLifeStyles will not transfer as part of any other transfer or resale. Explorers and SVC Navigator Online™ members are not eligible for SVCLifeStyles benefits. For SVC Points charts, refer to your 2012 SVC Benefits Handbook or the Members Only section of www.ShellVacationsClub.com. All non-SVC Resort benefits, including SVCLifeStyles and SVC Collections benefits featured in this issue of *Directions*, are subject to change at any time.

Interval International® Programs Exclusively for SVC Elite® Members



*As Interval Platinum®
members, SVC Elite
Members receive special
benefits from Interval!*

COMPLIMENTARY GUEST CERTIFICATES

SVC Elite Members may provide an Interval International exchange or Getaway to a family or friends through a Guest Certificate at no cost. Guest Certificates make great gifts and are a fantastic way to let you share your love of travel with those you care about. Guest Certificate holders must be at least 21 years of age to redeem and eligible to travel to the desired destination.

\$99 EXCHANGE FEES

SVC Elite Members only pay \$99 for ANY Interval exchange regardless of the destination, full week or ShortStay. This is a savings of anywhere from \$20 to \$75.

SELECT EXCHANGE

SVC Elite Members will receive advance notice via email one week before SVC Members to access this highly demanded inventory! (See page 16 for more details on this program.)

AIRPORT LOUNGE MEMBERSHIP

Each year that you're an SVC Elite Member – and Interval Platinum member – you receive a complimentary one-year enrollment in the Standard Priority Pass program. This benefit allows you to use more than 600 airport VIP lounges in 300 cities in over 100 countries to escape airport chaos and enjoy the calm with your complimentary enrollment in the Standard Priority Pass program (a \$99 value). Lounges are available regardless of the class of travel or the airline you're flying.

How to Use:

- Your Priority Pass PIN is located on the Interval Platinum membership card carrier (see page 19 for where this number appears). **To access this benefit, you must register your PIN by completing an online application!**
- To register, log into the SVC Elite section of the SVC website; click on External Exchange, then Visit Interval International; click on Benefits, Platinum Membership and follow the Airport Lounge Membership link and insert your PIN number as the invitation code.
- You'll receive your member materials and Priority Pass membership card by mail two to four weeks after you have registered online.
- Simply show your Priority Pass membership card at the participating airport lounge. There is a fee of \$27 per person for each lounge visit.*

For information regarding the SVC Elite program, more information on these benefits or the SVC Points required, please contact SVC Elite Member Services at 1.877.SVC.ELTE or visit www.ShellVacationsClub.com/SVCElite. SVC Elite is a membership level developed for SVC Members who seek outstanding travel opportunities and the ultimate VIP treatment from Shell Vacations Club. If you're not already an SVC Elite Member and you wish to learn more about this program, call 1.877.SHELL.10, option 1. SVC Elite Members can find the latest information regarding the SVC Elite program by visiting www.ShellVacationsClub.com/SVCElite. All SVC Elite benefits, including those featured in this issue of *Directions*, are subject to change at any time.

*Fees subject to change.

Exciting Interval International® Programs & Tips



On January 2nd, 2012 Shell Vacations Club Members became members of Interval International. Many of you have already booked an exchange and checked out the Interval website through the SVC portal. In this issue we will provide highlights of exciting new programs available to you as well as Frequently Asked Questions & Answers!

Points Saved with Interval Can Be Saved for 2 Years!

- If you have SVC Points that are about to expire, but you are not ready to travel yet, you can save SVC Points for Interval full-week and ShortStay Exchanges.SM
- There is no minimum amount of SVC Points required to be saved with Interval.
- Saved SVC Points with Interval expire two years from the deposit date. For example, if you save points on March 1, 2012, they will be eligible for use on any Interval exchange with occupancy dates on or before February 28, 2014.
- SVC Points can be saved by calling SVC Member Services.
- There is no fee required to save SVC Points and it is not considered an SVC transaction.

Flexchange®

Q. Does Interval International have a discount program for short-notice travel?

- A.** Yes, it's called Flexchange. Flexchange provides SVC Members with the opportunity to book a full-week Interval Exchange vacation for only 50% of the points indicated on the SVC Points External Exchange Grid, when instantly confirmed 59 days or less prior to arrival date.
- There is no limit to the number of Flexchange Exchanges that can be confirmed.
 - Banked, borrowed, rented, saved and shared SVC Points can be used.
 - Flexchange is for full-week stays only. (No nightly stays are available.)
 - Members can take advantage of this program by booking online or calling 1.877.SHELL.10.
 - Standard Interval Exchange Fees apply.
 - Pending requests are not accepted for Flexchange.

Pending Requests

Q. How does the Pending Request Option work? Do you have any tips to help SVC Members get their preferred destination and travel dates?

A. In the event that your desired destination or dates of travel are not available, Interval allows you to place a pending request in order to maximize your chances of confirmation. The earlier a pending request is submitted the better your chances of confirmation as the system is regularly searching against any new deposits in the Interval inventory pool. You can place a pending request either through the call center or via the membership website. *In order to submit a pending request there are a few things to keep in mind:*

- Have at least three choices. These choices can be a combination of different resorts and/or travel dates.
- In addition, you will need to pay the exchange fee to place a pending request. Through the call center, the cost to place an exchange request is \$169* domestically and \$174* for an international request. There is a \$20 discount for any request transacted online. Also, if you are an SVC Elite® Member with Shell Vacations Club your exchange fee is \$99*, regardless of the destination. If Interval is unable to confirm your pending request the exchange fee will be refunded.
- Pending requests can only be placed for full week exchanges. You are unable to place a pending request for ShortStay Exchanges which are stays of 6 nights or less.
- Keep in mind, SVC Points are not deducted from your SVC Point account until a pending request has been confirmed.
- If your request was instantly confirmed within 59 days from the arrival date, then the point value for the confirmation will be at a discount of 50% of the original point value. Requests made more than 59 days before the arrival date but confirmed less than 59 days before the arrival date are not eligible for this discount. For example, if you submit a pending request 180 days before the arrival date and it is confirmed 45 days before, the points required will be the original point values.
- Please make sure the resorts and dates you are requesting are accurate as pending requests are automatically confirmed. You will always have a 24-hour grace period after the confirmation to cancel. During this grace period, your exchange fee would be refunded, but the points used for the confirmation will remain with Interval as saved points.
- Pending requests are not accepted for Flexchange.

Continued, next page...

*Based on exchange fees for those members who reside in the US or Canada.

If you have any questions, regarding Interval International or any other Shell Vacations Club options please feel free to contact SVC Member Services.

EXCITING INTERVAL INTERNATIONAL[®] PROGRAMS & TIPS (CONTINUED...)

Getaways Program

Another option available to Shell Vacations Club Members is the ability to pay for a week without relinquishing any SVC Points. Interval's Getaway program is based on 7-night stays with costs starting around \$224 for a week for some exchange destinations, making them a bargain for a vacation escape.

- Getaways are discounted week-long resort stays that you purchase without having to use any SVC Points!
- These are full-week stays only!
- Getaways can be booked from one year in advance to just 24 hours before you wish to travel.
- You can share this benefit with friends and family with a Guest Certificate (\$49 for SVC Members and **complimentary** for SVC Elite[®] Members).
- Getaways reservations may be made online or by calling SVC Member Services. Keep in mind they are **final** transactions once they are confirmed.
- If you find a lower price for the same seven-day resort stay within 24 hours of your Getaway confirmation, Interval will refund the difference. (Additional terms and conditions apply).



Getaways Discounts

During your first year of Interval membership, SVC Members (Interval Gold[®] members) receive a \$50 discount on ALL Getaways booked. Thereafter, you'll receive a \$25 discount on all Getaways booked. SVC Elite members (Interval Platinum[®] members) receive a \$75 discount during their first year and thereafter a \$50 discount.)

Hertz #1 Club Gold[®]

For this benefit, SVC Members MUST ACTIVATE their complimentary Hertz #1 Club Gold[®] membership by completing a one-time registration form.

- Enjoy the convenience of a complimentary Hertz #1 Club Gold[®] membership and enjoy expedited car rentals at more than 1,000 Hertz locations worldwide. Skip the lines at over 40 of the world's busiest airports.

How to Enroll in Hertz #1 Club Gold[®] Membership:

- Log into ShellVacationsClub.com and click on External Exchange to access the Hertz Registration Form.
- Look for your Hertz #1 Club Gold[®] membership number in your confirmation email.
- Book your car rental and start enjoying your new status immediately!



Select Exchange Program Offered to **All** SVC Members

Shell Vacations Club, together with Interval International, brings SVC Members vacation experiences and opportunities. Promotions include locations highly demanded by SVC Members. Enjoy resort accommodations earning Interval's prestigious Premier & Select Resort award distinctions.*

These quarterly promotions are emailed to SVC Members, so make sure we have your email on file. Or you can always find the current promotion in the Member's Only Section of the SVC website under "SVC Member News" as well as the SVC Elite Member section.

How to Book:

- Select Exchange can be made by calling SVC Member Services.
- Space is limited and availability and destinations will change throughout the year. Reservations are accepted on a first-request, first-confirmed basis.
- The SVC Points Chart for Exchanges applies.

This offer is available to active SVC Members who are current on all obligations. Interval exchange fees and terms and conditions, including its cancellation policy, apply. Taxes, additional fees and charges may apply. All-inclusive resorts may charge a mandatory all-inclusive fee. *All participating resorts are Premier tier except participating resorts in Vail/Avon which are Select tier. Maui options include both Premier and Select options. ** Mandatory all-inclusive package is required.

Choose from the following destinations with arrival dates now thru September 2012

Sedona, Arizona

Palm Springs, California

San Diego area, California

*Vail/Avon, Colorado**

*Maui, Hawaii**

Cabo San Lucas, Mexico

Puerto Plata,

*Dominican Republic***

EXCITING INTERVAL INTERNATIONAL PROGRAMS & TIPS (CONTINUED...)

Exchanging Online with Interval International

SVC Members can book Interval full-week and ShortStay ExchangeSM online using SVC Points! SVC Members have 24-hour access to their Interval International membership benefits.

- Search vacation exchange availability and confirm full-week and ShortStay Exchanges in real time.
- Search and book Getaways, and learn about the latest Getaway deals.
- Explore the online Resort Directory, and search by name, location, activities, amenities, unit size, or resort code.
- View the status of pending exchange requests.
- Add Guest Certificates at the time of confirmation or to a previously booked confirmation.
- Request a copy of your confirmation by email.

Q. Where do I get access to the Interval website to book exchanges online?

- A.**
1. Log in to the Members Only section of the Shell Vacations Club website at www.ShellVacationsClub.com.
 2. Select **External Exchange** from the left-hand navigation (last item under "Reservations").
 3. Click on **Visit Interval International** at the top of the page to go to Interval International's website.
 4. The first time you link to the Interval International website from the SVC Member website, you'll need to create a web profile.

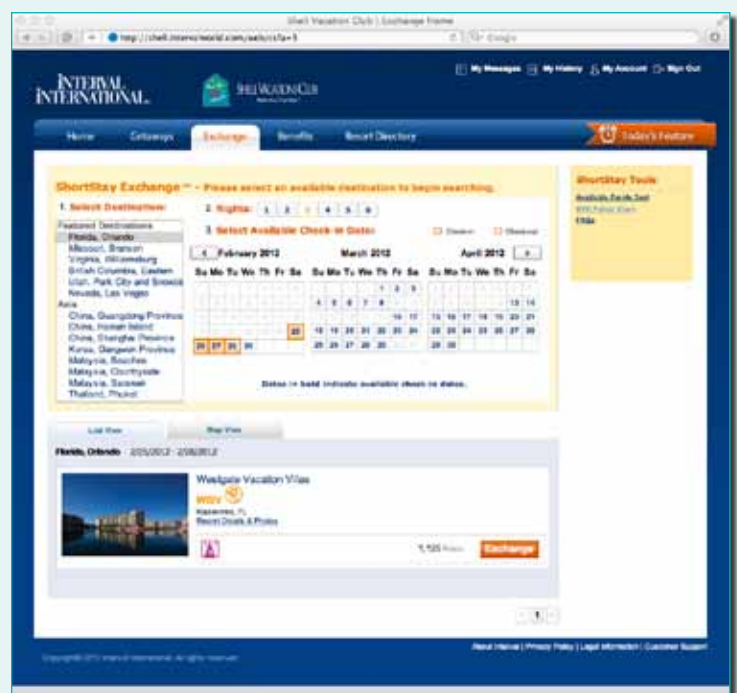
*ShortStay ExchangeSM*

Q. When I am searching for a ShortStay Exchange, in some cases I do not see any inventory available. Do you have any tips on how to find inventory available so I am not searching for dates and locations where there is no space available?

- A.** We sure do! Search and book stays of one to six nights at participating Interval resorts using SVC Points. When you have logged into the Interval site through the SVC site, click on ShortStay Exchange. All available inventory will be listed on the left side of the page based on destination. With this approach you will see the locations, resorts and dates where Interval has available inventory. Your first step will be to select the dates you would like to use. Next, select a destination and the number of nights you'd like to travel. Your search will instantly bring up a selection of available resorts from which you can choose.

Q. How far in advance does ShortStay inventory become available?

- A.** The majority of ShortStay Exchange inventory will be available within 30 days of check-in; however, every so often, there may be inventory available up to one year in advance of occupancy. Inventory is always changing, so please check back often.



Continued, next page...

EXCITING INTERVAL INTERNATIONAL[®] PROGRAMS & TIPS (CONTINUED...)*Tips for Searching & Booking Interval International Exchanges Online*

The screenshot shows the Interval International website interface. At the top right, there are links for 'My Messages', 'My History', 'My Account', and 'Sign Out', with callouts 1, 2, 3, and 4 respectively. Below these is a navigation bar with 'Home', 'Getaways', 'Exchange', 'Benefits', and 'Resort Directory'. The 'Home' tab is active, showing 'Hello John Public' and 'Interval Membership #: 7573825' (callout 10). The main content area is divided into two columns. The left column features 'SVC Points Details' (callout 11) and an 'Available Points Tool' (callout 12). The right column features 'My Account' (callout 3), 'Vacation Exchange' (callout 6), 'ShortStay ExchangeSM' (callout 13), 'Getaways' (callout 5), and 'Interval Membership Benefits' (callout 7). A table in the 'SVC Points Details' section shows:

	Points
Saved in Interval Account:	23,425
Available from SVC Account:	
Americana Club	20,000
Total Points:	53,425*

*Includes total available allocated SVC Points from the current and next Use Year. For questions on the above SVC Points Balance or to rent additional SVC Points, please call SVC Member Services at 877.SHELL.10, option 1.

On the Interval Home Tab you will find all of the following features:

- 1 **My Messages** – This section lists special offers, travel advisories, passport requirements, etc.
- 2 **My History** – Here you will find transaction history including full week, ShortStay ExchangeSM and Getaway activity.
- 3 **My Account** – View your contact information where your Interval confirmations will be sent, including address, phone number and email address. This can be found on two locations on the home page.
- 4 **Sign Out** – To log off the Interval website. Remember, you can only access IntervalWorld.com by accessing the Shell Vacations Club website first.
- 5 **Getaways** – Members can search for vacation rentals and find amazing deals on resort vacations without using your points.
- 6 **Exchange** – Search destinations around the world within Interval's exchange network, and book week-long stays at participating Interval member resorts, using SVC Points. You may also place a pending Interval International request if the destination or dates you are searching are not available. This is located in two places on the home page.
- 7 **Benefits** – Enjoy an array of valuable benefits such as Getaways discounts, VIP ConciergeSM, Hertz #1 Club Gold[®], Entertainment[®] discounts and much more!
- 8 **Resort Directory** – Browse Interval's online Resort Directory of member resorts. Then, select the Exchange tab to search availability and to book your exchange vacation.
- 9 **Today's Feature** – Offers on Getaways by price and/or destination, exchange opportunities and highlights.
- 10 **Interval Membership #** – This is your Interval International member number.
- 11 **SVC Points Details** – This shows the amount of points a member has available for exchanges using the current Use Year's and next Use Year's SVC Points. Members are able to confirm online any reservation for the amount of points indicated on this screen. If members need to share or rent additional SVC Points to complete an Interval Exchange, please call 1.877.SHELL.10.
- 12 **Available Points Tool** – Includes the total available SVC Points from the current and next use year, and the number of points saved in your Interval account. Use this tool to help you find the number of points you may have based on your expected travel dates.
- 13 **ShortStay ExchangeSM** – Search and book stays of one to six nights at participating Interval resorts, using SVC Points. Members can make as many ShortStay Exchanges as their available points allow. Inventory is available up to one year in advance. Select from the menu of destinations on the left side of the ShortStay Exchange page. Inventory is always changing, so please check back often.

If you have any questions, regarding Interval International or any other Shell Vacations Club options please feel free to contact SVC Member Services.

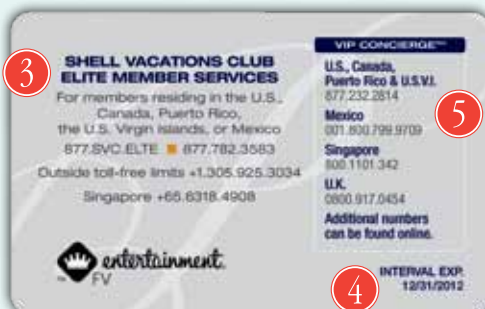
SVC INTRODUCES A NEW MEMBERSHIP CARD DESIGN

Included in your Welcome Kit from Interval International was a newly designed SVC/Interval International Membership Card. *Here are the important pieces of information we'd like to point out:*

- 1 **Interval Membership #** – Your access to Interval's exchanges, Getaways and other leisure and lifestyle benefits. You will need to show your card to enjoy certain Entertainment® benefits.
- 2 **SVC Membership #** – The SVC Account Number is a master account number for your membership that includes all of your interests in Shell Vacations Club. You may use this number when contacting SVC Member Services.
- 3 **SVC & Interval Member Services** – All the numbers you need to contact SVC & Interval International® Member Services.
- 4 **Interval Expiration Date** – The Interval Expiration Date shows the last date of your current membership term. You will receive a new card annually as your membership is renewed. To receive the discounted rate at retail establishments you will need to show your card.
- 5 **VIP ConciergeSM** – The numbers necessary to contact VIP Concierge throughout North America, Mexico, Singapore and the United Kingdom.



SVC Members will receive the Interval Gold Card, the front and back of which are pictured above. SVC Elite® Members will receive the Interval Platinum Card, pictured below.



SVC Elite Members will also receive this Welcome Card in their membership kit.

To register your Airport Lounge membership, enter the 10-digit number (circled in red at left) into the Priority Pass Registration form as the Invitation Code to register for their Airport Lounge Membership.

SVC MEMBER SERVICES EXPANDS WEEKEND HOURS

To better serve you, SVC Member Services has expanded their weekend hours. Now SVC Member Services is available at 877.SHELL.10 (877.743.5510)

**SATURDAY & SUNDAY:
8:30 AM – 6:00 PM (EST)**

Monday – Friday hours remain the same:
8:00 am – 11:00 pm (EST).





Plan Ahead To Get Ahead

We want our members to get the dates and SVC Resort accommodations they desire, so we recommend booking as early as possible. For example, if you are planning a trip to Kauai Coast Resort at the Beachboy – one of our most popular resorts – you would be most successful attempting to make your reservation at least six months in advance. In addition, we encourage members to make reservations as early as possible for holidays and peak seasons as they fill up more quickly. We are sharing this chart as a reference to help in planning your future vacations.*

SHELL OWNERS' CLUB – AMERICANA	Avg. Days Prior
Crotched Mountain Resort – <i>Francestown, NH</i>	121
Foxhunt at Sapphire Valley – <i>Sapphire, NC</i>	93
The Legacy Golf Resort – <i>Phoenix, AZ</i>	47
Little Sweden – <i>Fish Creek, WI</i>	103
Orange Tree Golf Resort – <i>Scottsdale, AZ</i>	49
Salado Creek Villas – <i>San Antonio, TX</i>	79
Starr Pass Golf Suites – <i>Tucson, AZ</i>	63

SHELL OWNERS' CLUB – HAWAII	Avg. Days Prior
The Cliffs Club – <i>Princeville, Kauai, HI</i>	95
Holua Resort at Mauna Loa Village – <i>Kailua-Kona, Hawaii, HI</i>	156
Kauai Coast Resort at the Beachboy – <i>Kapaa, Kauai, HI</i>	178
Kona Coast Resort – <i>Kailua-Kona, Hawaii, HI</i>	164
Lawai Beach Resort – <i>Koloa, Kauai, HI</i>	144
Paniolo Greens – <i>Waikoloa, Hawaii, HI</i>	137
Waikiki Marina Resort at the Ilikai – <i>Waikiki, Oahu, HI</i>	112

SHELL OWNERS' CLUB – PACIFIC	Avg. Days Prior
Mountainside Lodge – <i>Whistler, British Columbia, Canada</i>	108

SHELL OWNERS' CLUB – WEST	Avg. Days Prior
Desert Rose Resort® – <i>Las Vegas, NV</i>	64
The Donatello – <i>San Francisco, CA</i>	61
Inn at the Opera – <i>San Francisco, CA</i>	57
Peacock Suites – <i>Anaheim, CA</i>	70
The Suites at Fisherman's Wharf – <i>San Francisco, CA</i>	116
Vino Bello Resort® – <i>Napa, CA</i>	82
Whispering Woods – <i>Welches, OR</i>	87

SVC AFFILIATED RESORTS	Avg. Days Prior
Carriage Hills Resort – <i>Barrie, Ontario, Canada</i>	48
Carriage Ridge Resort – <i>Barrie, Ontario, Canada</i>	53
Plaza Pelicanos Grand Beach Resort – <i>Puerto Vallarta, Mexico</i>	138

* Averages based on reservations from January 2011 through December 2011. Holidays and peak seasons fill up more quickly.

Bank Your SVC Points Online!



Your annual SVC Points expire at the end of your current Use Year. SVC encourages members who may not be able to use these Points, to bank them forward into your next Use Year. Banking your SVC Points must be completed by the banking deadline, which is 120 days prior to the end of your current Use Year. As a courtesy, SVC mails or emails a banking deadline letter to remind members about their expiring SVC Points. If you've never received this letter, make sure the address SVC has on file for you is up-to-date.

We are frequently asked, "Why can't I bank my Points past the deadline date OR for an additional year?" Due to certain state regulations that govern the timeshare industry, we are not permitted to bank Points past the banking deadline. This is to minimize the convergence of demand into any one Use Year, keep the SVC Points system in balance and ensure *SVC Members fair and reasonable access to SVC resort inventory.*

Banking Points is easy!

1. Check the chart below against the Use Year Start Date listed on your SVC Membership Card to determine your banking deadline.
2. Bank your unused SVC Points through one of these 3 ways prior to the banking deadline:
 - Log into the "Members Only" section of the SVC website at www.ShellVacationsClub.com/BankingPoints. This option allows you to bank online 24 hours a day.
 - Email your request to AskTheClub@ShellVacationsClub.com.
 - Call SVC Member Services.

Banking will only take a few minutes and prevents you from losing valuable SVC Points for future use!

USE YEAR START DATE	USE YEAR END DATE	BANKING DEADLINE
January 1	December 31	September 1
February 1	January 31	October 1
March 1	February 28/29	November 1
April 1	March 31	December 1
May 1	April 30	January 1
June 1	May 31	February 1
July 1	June 30	March 1
August 1	July 31	April 1
September 1	August 31	May 1
October 1	September 30	June 1
November 1	October 31	July 1
December 1	November 30	August 1



THANKS FOR ASKING ABOUT...

...STRETCHING YOUR SVC POINTS

Discounted Points Provides Exceptional Values on Travel Booked Less Than 45 Days from Departure

You get so much more out of your SVC Membership when you take advantage of Discounted Points. You'll enjoy beautiful SVC Resort accommodations at a fraction of the regular Point values!

If you are able to travel in less than 45 days, then here is a way to stretch your SVC Points. Occasionally, SVC discounts the number of Points required to stay at SVC & Affiliated Resorts. Savings range from 10% to 40% off the regular SVC Points per night. Reservations for Discounted Points must be made less than 45 days in advance of travel. Discounted Points savings are perfect for members who are either in driving distance of our resorts, can take weekend trips or can just jump on a plane and go.

This program is available to SVC and Explorer Members. Discounted Points offerings change frequently and are only applicable to certain resorts at certain times.

To Discover the Current Discounted Vacation Offers:

Log into www.ShellVacationsClub.com/DiscountedPoints
or call SVC Member Services.

To Make A Reservation:

Log into Point & Play™ at www.ShellVacationsClub.com/PointAndPlay
to book your getaway or call SVC Member Services.

All Discounted Points offers are subject to availability. Discounted Points stays can only be reserved 45 days or less from check-in date. Discounted Points offers cannot be combined with Dash Away Deals.

...RENTAL POINT DISCOUNTS ON LAST MINUTE TRAVEL

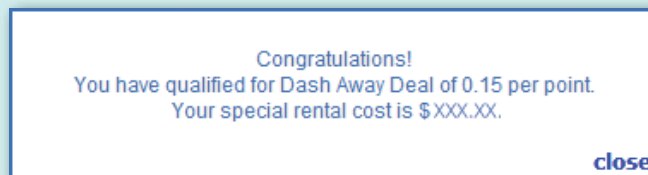
Dash Away Deals Offer Big Savings on Vacations Booked 14 Days or Less from Departure

We have lots of ways for you to save money! With SVC's Dash Away Deals, you can rent SVC Points at a deeply discounted rate, take your family on affordable vacations and have a great time – for less!

If you are an SVC or Explorer Member and can travel in 14 days or less, this is the perfect opportunity to save your annually allocated SVC Points and take a last minute getaway to an SVC or Affiliated Resort. With SVC's Dash Away Deals program, members have the option to either rent all of the Points required at a 40% discount off standard rental point rates or use their allocated SVC Points in conjunction with Rental Points.

- To make a Dash Away Deals reservation, log into Point & Play™ (www.ShellVacationsClub.com/PointAndPlay).
- Upon completing your online reservation, select the **Renting Points** option to receive your Dash Away Deals offer.

Look for this pop-up:



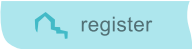
- Reservations can also be made by calling Member Services.
- The length of stay must be six nights or less.
- Dash Away Deals cannot be combined with any other SVC Discounted Points offers.

So, if you're ready for a long weekend, a mid-week bargain or just a getaway from home, keep Dash Away Deals in mind! All you have to do is decide where you want to go!

Registering on the SVC Website is Easy & Beneficial

SVC Members can perform many tasks online such as bank and rent points, book SVC resort stays, book Dash Away Deals and Discounted Point Reservations, update your personal account information and also make exchanges with Interval International online 24/7 at your convenience.

If you haven't registered online we'd like to encourage you to do so – it's simple!

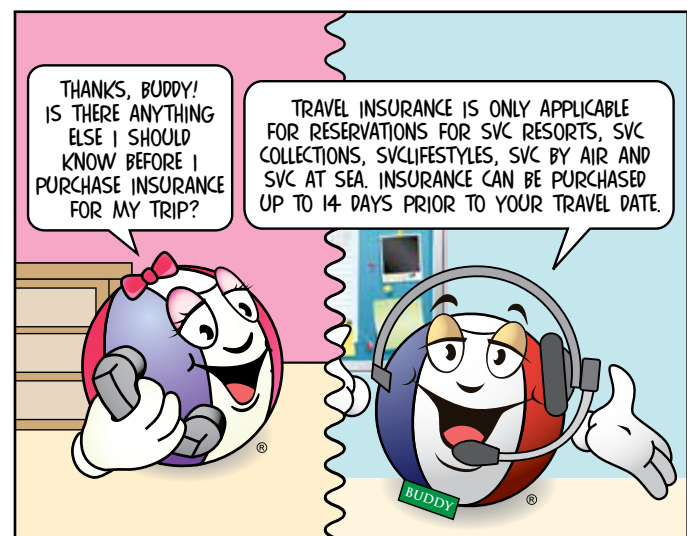
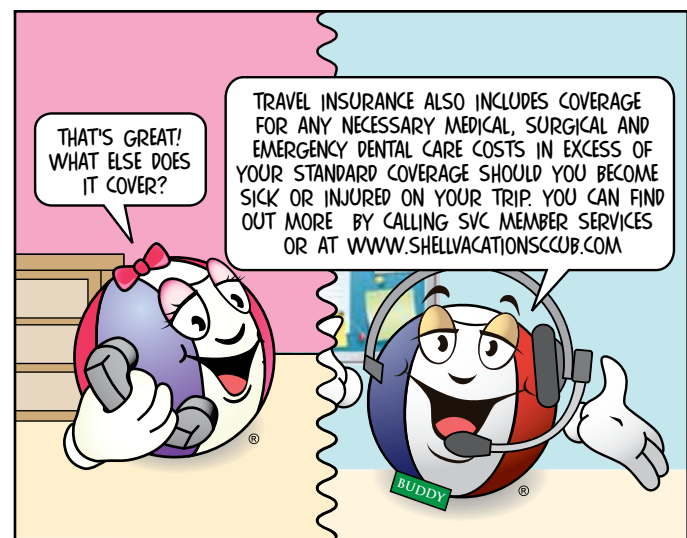
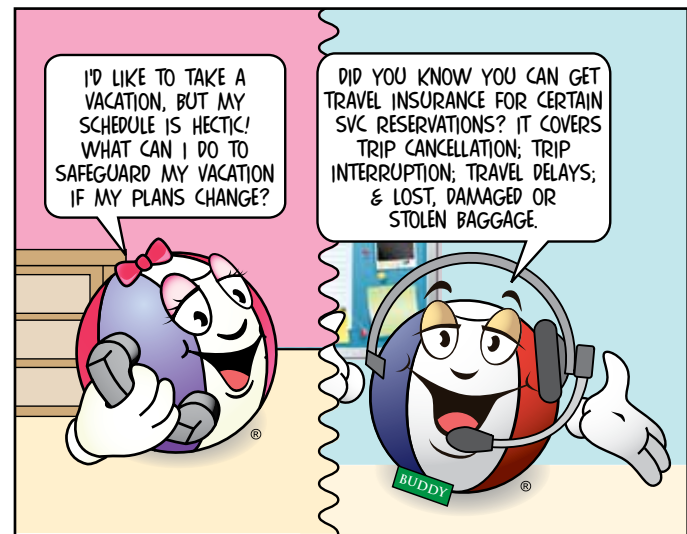
1. Visit www.ShellVacationsClub.com and click on the "register" button at the top of the page. 
2. You will then be prompted to select the membership type you own. For example: SVC Member or SVC Explorer.
3. Once the membership type is entered you will be asked to enter:
 - Your membership number EXACTLY as it is shown on your contract or purchase agreement. Check to see there are no extra spaces, extra numbers or letters. The SVC membership number is a 12-character number such as "AZAZ00000000" or "HIHI00000000". First and last name must be the primary person listed on your contract or purchase agreement (Buyer 1). Please check to see how the above information was entered. Again, the membership number you must use can be found on your SVC contract or purchase agreement.
 - Zip code and/or postal code must match what Shell Vacations Club has in their database. If you are still unable to gain access, please contact Member Services at: AskTheClub@ShellVacationsClub.com or by phone at 1.877.SHELL.10.
4. Next you will enter your email address, create your username and password and lastly answer a selected security question.

Note: The username and password fields are case-sensitive. Use upper-case or lower-case depending on how you first created your username and password. If you are having problems logging in, check the current CAPS LOCK setting on your keyboard.
5. Should you ever forget your password it's easy to retrieve it. Just click on "Forgot My Password" and you will be asked to answer your security question. Your password will then be emailed to you.



DEAR BUDDY...

HELPFUL ADVICE FROM EVERYONE'S FAVORITE VACATION COUNSELOR





SVC MEMBERS HAVE DONATED OVER 1,438,139 SVC POINTS* FOR VETERANS' VACATIONS!

Shell Vacations is a proud sponsor of Vacation for Vets and has previously been providing vacations to wounded U.S. veterans and their families. Last year, we expanded our vacation offering to Canada's Canadian Forces. Vacations for Vets provides up to one week of vacation accommodations complimentary to veterans who have recently been wounded in action.

SVC Members who are interested in donating their SVC Points to the program, can authorize a donation by:*

- Sending an email to AskTheClub@ShellVacationsClub.com or calling SVC Member Services.
- Provide Member Services with your SVC Member ID and the amount of SVC Points you wish to donate.
- There is no minimum SVC Point donation required and donations are not considered a transaction.

All SVC Point donations are consolidated into a fund from which resort reservations will be made. SVC Loyalty Points Program members may donate SVC Loyalty Points earned by using their SVC VISA® card to Vacations for Vets too!

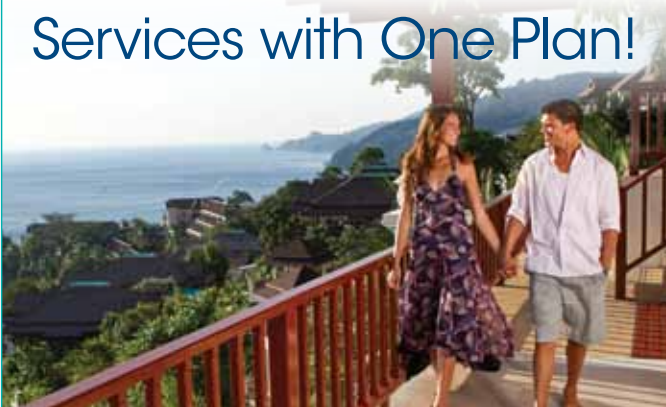
Since this program was launched in 2009, we give a very heartfelt thank you to the **10,177 SVC & LOYALTY MEMBERS** who have donated **1,438,139 SVC POINTS** through the Vacation for Vets Program. Through February 29, 2012, **175 U.S. & CANADIAN ARMED FORCES** soldiers and their families have taken vacations encompassing **1,312 ROOM NIGHTS**. Sixty-five families have future vacations confirmed thanks to their generosity.

Thank you again for your support!

** This includes donations by SVC Members and SVC Loyalty Points donations by SVC Visa cardholders.*

***The IRS and the Canada Revenue Agency (CRA) do not consider this a tax deductible donation. All donations are consolidated into a fund from which resort reservations will be made. The Points deposited are spread between the US and Canadian forces based on the proportion of country of residence.*

Protect Your Points and Gain Valuable Travel Services with One Plan!



Contact Shell Vacations Club
Member Services Today!

CSA
TRAVEL PROTECTION
A Europ Assistance Group Company


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SpaFinder is the only gift certificate accepted at over 7,000 spas, yoga, Pilates and fitness studios worldwide including properties such as Bliss, Equinox Fitness Clubs, Canyon Ranch and Miraval.



spafinder.com



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SVC MEMBERS
1.877.SHELL.10

EXPLORER MEMBERS
1.877.SHELL.11

INTERVAL OWNERS

Carriage Hills Resort
Carriage Ridge Resort
Inn at the Opera
The Legacy Golf Resort
Orange Tree Golf Resort
Paniolo Greens
Peacock Suites
Starr Pass Golf Suites

CENTRAL RESERVATIONS
1.866.568.9995

*All other Interval Owners please contact your home resort for questions and reservations.
(Hours of operation will vary.)*

SVC LOYALTY POINTS PROGRAM MEMBERS

SVC VISA® Cardholders Redeeming SVC Loyalty Points
1.866.SVC.5702

HOURS OF OPERATION

SVC & EXPLORER MEMBERS

Monday – Friday: 8 am - 11 pm EST Saturday & Sunday: 8:30 am - 6 pm EST

SVC LOYALTY POINTS PROGRAM MEMBERS & CENTRAL RESERVATIONS

Monday-Friday: 10 am - 10 pm EST Saturday & Sunday: 10 am - 6 pm EST

WWW.SHELLVACATIONSCLUB.COM



SHELL VACATIONS CLUB • 40 SKOKIE BOULEVARD, SUITE 350 • NORTHBROOK, ILLINOIS 60062

