



## **Vacatia Named “Official Marketplace of Royal Resorts Resale Weeks”**

Families can purchase Royal Resorts fixed week memberships safely and easily

**San Francisco and Cancún (October 4, 2016)** – [Royal Resorts®](#), a pioneer in the Mexican tourism industry and a leader in the international vacation ownership industry, and [Vacatia](#), the resort marketplace for vacationing families, announced today the launch of the resort industry’s first official marketplace specifically for Royal Resorts members to resell their fixed week memberships.

Vacatia’s resort sales marketplace combines:

- world class technology
- exceptional industry and sales expertise (both in-house and through Vacatia’s Preferred Broker Network<sup>SM</sup>)
- unparalleled digital marketing experience

“We are very happy to work with respected industry innovator Royal Resorts to offer owners of their fixed week memberships a dedicated resale solution.” said Caroline Shin, CEO and Co-Founder of Vacatia. “We have always admired Royal’s unwavering commitment to care for its members, including those who choose to resell their memberships. We look forward to working with Royal Resorts to take their outstanding service to the next level, supporting today’s online vacation ownership sellers and buyers.”

Royal Resorts has sold nearly 100,000 memberships to residents from 51 countries at its resorts in Cancún and the Riviera Maya, and independent surveys report a 97 percent member satisfaction rate, one of the highest ratings received in the vacation ownership industry worldwide. The company has received numerous accolades including the coveted Gold Crown Award by RCI and the Five Star Award, given by Interval International.

“We are pleased to welcome Vacatia as it is clear they share our values of integrity, trust, ownership, and respect,” said Kemil Rizk, CEO of Royal Resorts. “This innovation will provide both families deciding to pass along their membership and the new families becoming Royal Resorts members, who are increasingly online, with the best possible service.”

New members buying resold Royal Resorts fixed week memberships on the Vacatia marketplace also have the exclusive opportunity to purchase a Signature Club Platinum membership with the same benefits, and at the same price, as families buying memberships directly from Royal Resorts. Members who purchase a Royal Resorts resale through non-official channels are not eligible for the Signature Club Platinum membership.

### **About Royal Resorts**

Founded in 1975, Royal Resorts is a pioneer in the Mexican tourism industry and now has four beachfront resorts in Cancún: The Royal Cancun®, The Royal Caribbean®, The Royal Islander® and

The Royal Sands® and one in Playa del Carmen, The Royal Haciendas®, located at the heart of the Riviera Maya. The latest member of the Royal Resorts collection is Grand Residences by Royal Resorts®, a luxury beachfront resort affiliated with The Leading Hotels of the World®. Nestled on a beautiful white-sand beach just to the south of Puerto Morelos, the resort opened on December 7, 2013.

### **About Vacatia**

Vacatia is the resort marketplace for vacationing families. Our mission is to make family vacations better and to help family resorts thrive. We help families find the perfect resort residence — their spacious home base for creating fun, shared vacation memories. Vacatia provides real-time rental listings, instant booking, and guest care for resort residences at leading hospitality, vacation ownership (timeshare) and premier independent resorts - professionally managed and serviced resort-condominium complexes combining the space of home and the services of a hotel. No private homes or hotels allowed! Vacatia also partners with select brands to operate vacation ownership marketplaces. Vacatia is a member of the American Resort Development Association (ARDA) and Family Travel Association, is venture-backed, was founded in 2013, and is headquartered in San Francisco, CA.

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