

advertisement

time scared

MARTINE KROPKOWSKI FINDS OUT WHY ACCOR VACATION CLUB IS GIVING THE TERM "TIMESHARE" A GOOD NAME.

MENTION THE word timeshare and most people run and hide. You know the drill. Company X calls up and offers a free weekend away in return for showing up to one of their information nights. As it turns out, the offered holiday can only be taken at a specific date, and if you can't make it, you have to wave it goodbye. Plus, if you decide to sign up, you can only go to one resort at a specified time each year.

Not so with Accor Vacation Club. At Accor, people invest in the club for the right to access any one of the club's wide range of accommodation. Accor prefers the term "holiday ownership" over timeshare, as members are allocated a number of points they can redeem at any of the club's facilities whenever it suits them.

Accor is educating would-be "holiday owners" about the club through their mini vacation initiative. People are invited to enjoy a mini-holiday experience through the club at a greatly reduced price. During their stay, they attend a 90-minute presentation on the club where they learn about the benefits of holiday ownership. At the presentation, they can either choose

to sign up and become a member or just continue the rest of their short break obligation-free. Mini vacationers usually stay in standard resort accommodation as the Accor Vacation Club accommodation is primarily reserved purely for members.

Given the opportunity to sample some of the accommodation on offer through the club, my husband and I drove to Novotel Twin Waters Resort on the Sunshine Coast for the weekend. Once in our king suite, we popped a bottle of champagne and gazed out at the glassy lagoon. Saturday brought lunch with Accor Vacation Club members and a chat with Accor's ambassador, Ernie Dingo, who was there promoting the initiative. We took full advantage of the resort's facilities and found ourselves racing other catamarans on the lagoon, exploring the resort via pushbike and swimming in the heated pool. If our weekend was a preview to what Accor Vacation Club Members are privy to, I can understand why Accor is the fastest growing hotel management group in the Pacific.

p 1800 708 190 www.accorvacationclub.com.au



Novotel Twin Waters Resort on the Sunshine Coast

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