

corporate profile

# InnSeason Resorts

## Partners Showcase Yankee Hospitality In New England Timeshare Properties

BY JOYCE HADLEY COPELAND



**InnSeason Resorts Pollard Brook is tucked into New Hampshire's Loon Mountain.**

In an age of homogeneous chains and cookie-cutter brands, InnSeason Resorts® shines with uncommon local color. The network of five family-oriented timeshare projects celebrates the distinctive geography and regional character of New England, ranging from Cape Cod, Massachusetts, to the White Mountains in New Hampshire to the rugged coast of Maine.

"Showcasing the beauty and character of the Northeast region is a goal that we have had for many years," says Dennis Ducharme, managing partner of InnSeason Resorts. He and Chief Executive Officer William E. "Billy" Curran — both native sons of New England — are so passionate about their "Yankee" version of hospitality that they've trademarked it The Northeast Experience™.

Behind that passion is the combined marketing and operations expertise of two successful resort developers. Since the 1980s, Curran and Ducharme have been sales, marketing, and management mavens in the Northeast and Mid-Atlantic regions. Curran is president of Curran Management Services (CMS), Inc., the parent company of InnSeasons Resort and the

Northeast's largest timeshare marketing company, generating more than \$370 million in sales.

Ducharme, who spearheads real estate development and property management operations for InnSeason Resorts, also directs Southern Peaks Resorts, LLC, a real estate development and resort management company headquartered in Lincoln, New Hampshire.

### DREAM COMES FULL-CIRCLE

In 2004, Curran and Ducharme established InnSeason Resorts to provide professional property management services to their six resorts and three affiliated properties. Today InnSeason Resorts has more than 25,000 owners. "Creating InnSeason Resorts brings that dream full-circle, Ducharme says. "It allows us the opportunity to host visitors in the unforgettable way Billy and I envisioned all those years ago."

The four-season resorts, set in sought-after New England destinations, fit neatly into the vacation style of the Northeast market.

Acknowledging that New Englanders love to vacation in the Caribbean during the winter, Marketing Manager Joyce Vecchione notes "they'll also take a long weekend or week in New Hampshire or Maine because they can drive there and take the kids."

Drive-to accessibility also meshes with a national trend toward shorter, more frequent vacations. This prompted InnSeason Resorts to launch its state-of-the-art Vacation Club, a flexible, point-based program allowing owners to divide timeshare weeks into smaller intervals such as long weekends. Owners use points to

upgrade to a larger unit and bank points — or even borrow ahead — for extended stays.

### DESIGN REFLECTS REGION'S NATURAL ASSETS

A key part of The Northeast Experience is creating resorts that are appropriate to the landscape. "We create the architecture and interior design of the properties to reflect the location in which they are built," says Scott MacGregor, RRP, chief financial officer.

For example, Jackman Brook Lodge (part of InnSeason Resorts Pollard Brook in the heart of the White Mountains) was purpose-built for "people who carry around skis," says Vecchione. More than 130 one-, two-, and three-bedroom suites and loft-townhouse units feature ski storage areas and spacious entryways to accommodate guests who tramp in wearing ski boots caked with snow.

The 77 cozy one-bedroom units at InnSeason Resorts The Falls at Ogunquit feature whirlpool spas suited to romantic vacations. Couples can enjoy strolls along Footbridge Beach, one of the few beaches on the rocky Maine coast. The resort is a trolley ride away from shops and galleries in picturesque Perkins Cove.

InnSeason Resorts Captain's Quarters, on Falmouth Heights Beach on Cape Cod, is decorated with a nautical theme.

In addition to building on each area's best-known assets, InnSeason Resorts invites guests to experience a host of year-round activities. InnSeason Resorts Pollard Brook has lighted tennis courts, indoor and outdoor pools, a health club, sauna, whirlpool spa, basketball court, playgrounds, horseshoes, game room and volleyball. InnSeason Resorts The Falls at Ogunquit features a huge indoor pool — perfect



for family fun. InnSeason Resorts Captain's Quarters has a heated outdoor pool beachside.

**MEMBER-OF-THE-FAMILY SERVICE**

An increasing number of prospects — in the 35-plus age range — are experiencing resorts in the InnSeason Resorts network by means of mini-vacations. Once on-site, they are treated to consistently superior customer service along with a tour of the property.

"We work at it," says Vecchione, referring to a program that keeps a year-round staff of more than 700, including a number of 20-year veterans, directly accountable for owner satisfaction. With all the key components in place — customer questionnaires, regular training, satisfaction-based rewards — the program thrives, thanks to a family spirit personally fostered by Curran and Ducharme.

"It's a core family operation," Vecchione explains. Many of Curran's family members work in senior and staff positions throughout the Curran offices and resorts, and Curran frequently greets employees personally, remembering to ask about their families. "When the owner knows the name of a chambermaid, you know you're not a number in a corporation. Both owners take pride in that," says Vecchione.

To ensure that guests are treated like extended family, employees promise to personify a lengthy customer-service mission statement, which includes vowing to "respect and appreciate that our guests are on much-deserved vacations and strive to enhance their stay with us" and "own a complaint and follow through to make sure the problem is corrected."

**A YEAR-ROUND RELATIONSHIP**

Through InnSeason Resorts' "Lifestyle Benefits" program, owners enjoy value-added benefits, special promotions, and discounts on dining, golfing, skiing, shopping, and activities while they're on vacation — as well as at locations throughout the Northeast all year long.

It's all part of creating satisfied owners, who are rewarded with more points and credits that can be redeemed for cash or future visits when they refer prospects through the resorts' Circle of Friends program.



**LEFT TO RIGHT: Each property reflects a unique personality, from the cozy-but-contemporary kitchen at InnSeason Resorts South Mountain to romantic whirlpool indulgence at InnSeason Resorts The Falls at Ogunquit.**

Owners also love being able to exchange their weeks though Interval International's worldwide network. Membership in the Interval Gold value-added, membership-upgrade program is part of every sale, entitling new owners to even more discounts and services.

"Because Interval shares our commitment to excellence, Dennis and I look forward to continuing to partner with them to fully develop and build the InnSeason brand," Curran says. Interval and InnSeason Resorts have entered into a long-term master affiliation agreement, comprising all existing and future properties, as well as the InnSeason Vacation Club.

**EXPANDING LOCALLY**

Clearly, the InnSeason Resorts formula is working. Expansion has continued at InnSeason Resorts Pollard Brook with the addition of the 29-unit Jackman Brook Lodge. Ducharme is directing the project, which is a continuation of

an ongoing development program. "This is the Lincoln area's largest construction project involving interval ownership timeshare condominiums since the late 1980s," he says.

In 2006, CFO MacGregor predicts the company will continue to add between one and three new resorts each year, with a goal of 25 to 30 total properties within the next decade. All within the boundaries of the geographical area and vacation realm the company knows best: The Northeast Experience.

"We are passionate about our vacation owners getting nothing but the best in accommodations, service, and hospitality when they visit our resorts," Curran says. ♦

*See page 3 for currency conversions.*

*California-based writer Joyce Hadley Copeland writes frequently about travel and hospitality topics.*

**fast facts**

<b>developer</b>	InnSeason Resorts
<b>headquarters</b>	West Yarmouth, Massachusetts
<b>resorts</b>	InnSeason Resorts, The Northeast Experience include: InnSeason Resorts Pollard Brook and InnSeason Resorts South Mountain, Lincoln, New Hampshire; InnSeason Resorts The Falls at Ogunquit, Ogunquit, Maine; InnSeason Resorts Captain's Quarters and InnSeason Resorts Harborside, Falmouth, Massachusetts
<b>product</b>	Deed in trust in perpetuity
<b>units</b>	375 in the InnSeason program
<b>prices</b>	20 cents per point and up with entry membership at US\$6,900
<b>web site</b>	<a href="http://www.InnSeason.com">www.InnSeason.com</a>