



Rebuilding and Redefining... Optimistic Future for Galveston

It's well known that Galveston is a "world away from big city cares and stresses." That's why we build here. That's why we vacation here. That's why we buy timeshare units here. We love to sit on the beach, relax, and let those Gulf breezes work their magic on us. But, sometimes those breezes get a bit carried away, and blow in an obnoxious and unwanted "pest" such as Hurricane Ike.

Escapes! knows the frustration and anxiety felt by recent visitors to the Gulf area. So what do we do about the unruly seasonal pests who threaten our property? We plan. We rebuild. We recuperate. Recovery plans are why resilient businesses, such as *Escapes!* survive. Our commitment to our owners is what *Escapes!* built this business on and why we have been successful in the past when recovering from destruction caused by disasters, as with Hurricane Ivan. Part of our plan is equipping all Owner Associations at *Escapes!* beach destinations with Storm Evacuation Teams (SET), ready to go as soon as local authorities give authorization. Preparing for our unwanted "pests," such as Ivan and Ike before they arrive allows us to expedite the process of getting the resort back in operational condition.

After Ivan hit Palm Beach, economists specializing in tourism-related markets conducted research on post-Ivan tourism and found very loyal attitudes and a strong demand among tourists to return to the Alabama Gulf Coast. This disaster may have actually accelerated growth in the area. With this information, *Escapes!* invested in the rebuilding and redefining of the area and opened our second resort—*Escapes!* to the Shores in Orange Beach.

Hurricane Ike left considerable damage along the Texas Gulf Coast. Historical landmarks were taken by Ike's angry winds along with some favorite local establishments. But with every loss, a new path is laid and this disaster is no exception. Just as with Ivan, new retailers have the opportunity to provide jobs and hope for displaced residents returning to their homes, rebuilding stronger and more stable structures to stand up to any possible future storms that may invade the Texas Gulf Coast.

While optimistic, the rebuilding and redefining operations on Galveston Island and areas of the coast will not come immediately. However, *Escapes!* is prepared to do our best to make sure our owners receive the full value of their timeshare ownership. In the meantime, our plan is to lodge Galveston owners at other *Escapes!* locations, making every effort to do so in premium accommodations. Rest assured that you, as one of our owners, are the spirit that drives us to push forward with the most valuable and efficient strategy to repair as quickly as possible.

The attitude of *Escapes!* has always been optimistic and we feel that having a positive attitude is the best way to deal with unfortunate situations. The waters will recede. The sun will shine. "Escapes! To Galveston" will be fabulous once again.