

3/18/2021



HEROES vacation clubSM

Powered by Travel & Leisure Co- the world's largest vacation and exchange club - and the NEW Panorama parent brand.

PREPARED FOR:



LOS ANGELES POLICE
PROTECTIVE LEAGUE



First responder, member-based organizations are looking to offer additional **value** to their organization & members.





That's why we created **Heroes Vacation Club** as a way of saying "thank you" to First Responders, with an opportunity to **get away** during these stressful times!

Celebrating our first responders.

One stop shopping for all travel discounts.

Value for the affinity partner member base.

Revenue sharing for partners.





After all, vacations are good for your health.

Vacations can...

Reduce stress levels, so we can return to work happy, energized and more productive

(US Travel Association)

Help you feel happier and less stressed

(Psychology Today)

Help prevent chronic stress and burnout

(Brain & Behavior Research Foundation)

Benefit cardiovascular health

(inc.com)



What We Offer:



Book Hotels

Explore more than 600K hotels at sites of up to 50% off



Discover Resorts

Enjoy spacious accommodations in resorts worldwide



Find Car Rentals


Access car rentals to find the perfect car, trucks or SUV

More to come in 2021





The NEW **Heroes Vacation Club** is designed for HEROES!

 **More Savings**
Affordable rates on all types of travel

We uniquely deliver up to 50% off hundreds of thousands of hotels – and offer a **Best Rate Guarantee** for your members.

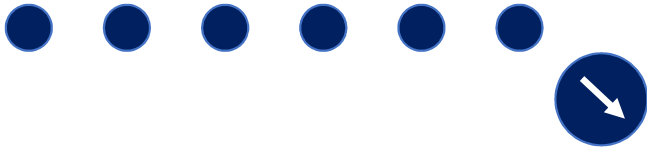


And... more than 2,000 **Condo-style resorts** starting at \$50 per night!



Here's How it Works:

Our technology delivers the lowest *hotel wholesale* rates from suppliers



We add *condo-style resorts* not available to the public

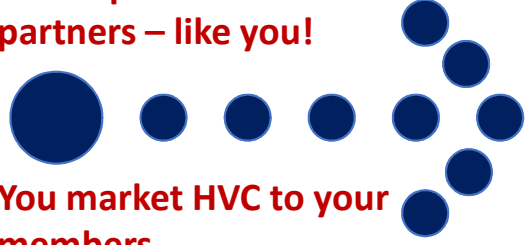


Major *car rental* company discounts are provided



HVC is provided to select partners – like you!



You market HVC to your members



Members are happy
Families are overjoyed
Body & Mind are recharged!



We did some comparisons...

	 Expedia	 HEROES vacation club	SAVE!
3 Nights in Miami	\$1,187	\$854	\$333
4 Nights in Hawaii	\$1,852	\$1,340	\$512
3 Nights in NYC	\$813	\$434	\$379

*Compared the same hotel, on the same dates, for the same room type.





Offering value and revenue:

In APRIL 2021, HeroesVacationClub.com members can enjoy FREE version, or a Paid upgrade– **Deep Discount Subscription** travel site.



Research tells us that Americans will pay a low monthly fee for the things in life most important to us.

Vacation time with friends/family is #1



Members start with a no-risk FREE trial





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**Let's discuss how
we can grow this
relationship!**

