



## FAIRMONT HERITAGE PLACE ZIMBALI Private Residence Club

# The Right Balance of International Vacation Ownership

In today's modern world, where global travel is as easy as catching a bus, and the cost of an international or even local holiday in any currency, can stretch to seven figures, the concept of owning a second or holiday home has taken on a new shape.

How many homes with the accompanying responsibility of maintenance, security, and upheaval can you reasonably afford to own, or expect to retain with the same commitment year after year?

Resort Life caught up with the effervescent Kevin Wash, Deputy Vice President – Vacation Ownership, IFA Hotels & Resorts, at their offices on the Zimbali Estate.

Just recently a limited number of handmade keys were released to discerning owners of South Africa's first ever, internationally branded Private Residence Club, Fairmont Heritage Place Zimbali. We asked Kevin his views on this ground-breaking vacation product, already proving popular in the international market.

"It's a simple concept really. In today's frenetic world, people are demanding convenience and unrelenting service standards when they go on holiday. They are not afraid to pay to play. However, no one wants to arrive at a holiday home, stock the cupboards, sweep out the cobwebs and spend the next week doing repairs, managing a handyman, or being bossed about by their wife to do odd jobs around the house," he says with a smile, like he's done it all before. Of course these small irritations are nothing compared to the accompanying overheads, security and other incidentals that only escalate annually.

There is no doubt that all the compounding factors have resulted in the concept of Private Residence Club ownership fast dominating the concept of secondary home ownership and the burden of a traditional holiday property. Hundreds of people worldwide, who have historically owned a second home outright, have dispensed with the unnecessary burden to invest in a lifestyle of convenience and familiar comfort. They are looking to create balance between their day-to-day existence and the leisure time they spend when the opportunity arises.

"This is more than just a property acquisition or club membership," continues Kevin. "It is about the ultimate lifestyle investment and the ability to provide a legacy for generations to come."

IFA Hotels & Resorts has launched the exclusive Fairmont Heritage Place Zimbali, the only internationally branded Private Residence Club in South Africa.

#### OPPOSITE:

The launch of Fairmont Zimbali Resort provides 5-star facilities and amenities to Fairmont Heritage Place, the only internationally branded Private Residence Club in South Africa.



*Nothing is spared when it comes to luxury and style in a Fairmont Heritage Place Zimbali villa, or the 5-star support facilities of the resort.*



The club consists of 18 exclusive villas, which are located within the heartbeat of the prestigious Zimbali Estate. Nestled in the cradle of the new, magnificent Fairmont Hotel & Resort, each villa is a tastefully designed haven of indulgence and attention to detail.

The luxury appointed units feature Balinese-inspired architecture and a touch of local finishes designed to withstand the local weather conditions of sun, surf and ocean winds. Owners have access to a range of world-class amenities, including nine exclusive food and beverage experiences, a health spa, private ocean-side beach club, the kid's club and indigenous nature walking trails. Avid golfers can play the existing Tom Weiskopf-designed golf course and on completion in 2011, members will have access to the new 18-hole Gary Player Signature Course.

#### A PLACE OF YOUR OWN. FOREVER.

The unique feature of this membership is that select owners will enjoy 21 nights title to an exclusive villa annually, coupled with a range of outstanding services and amenities. These include the personalised layout of your residence on arrival, use of the hotel chefs and the privilege of a 5-star hotel concierge service, while still enjoying the privacy of your own home.

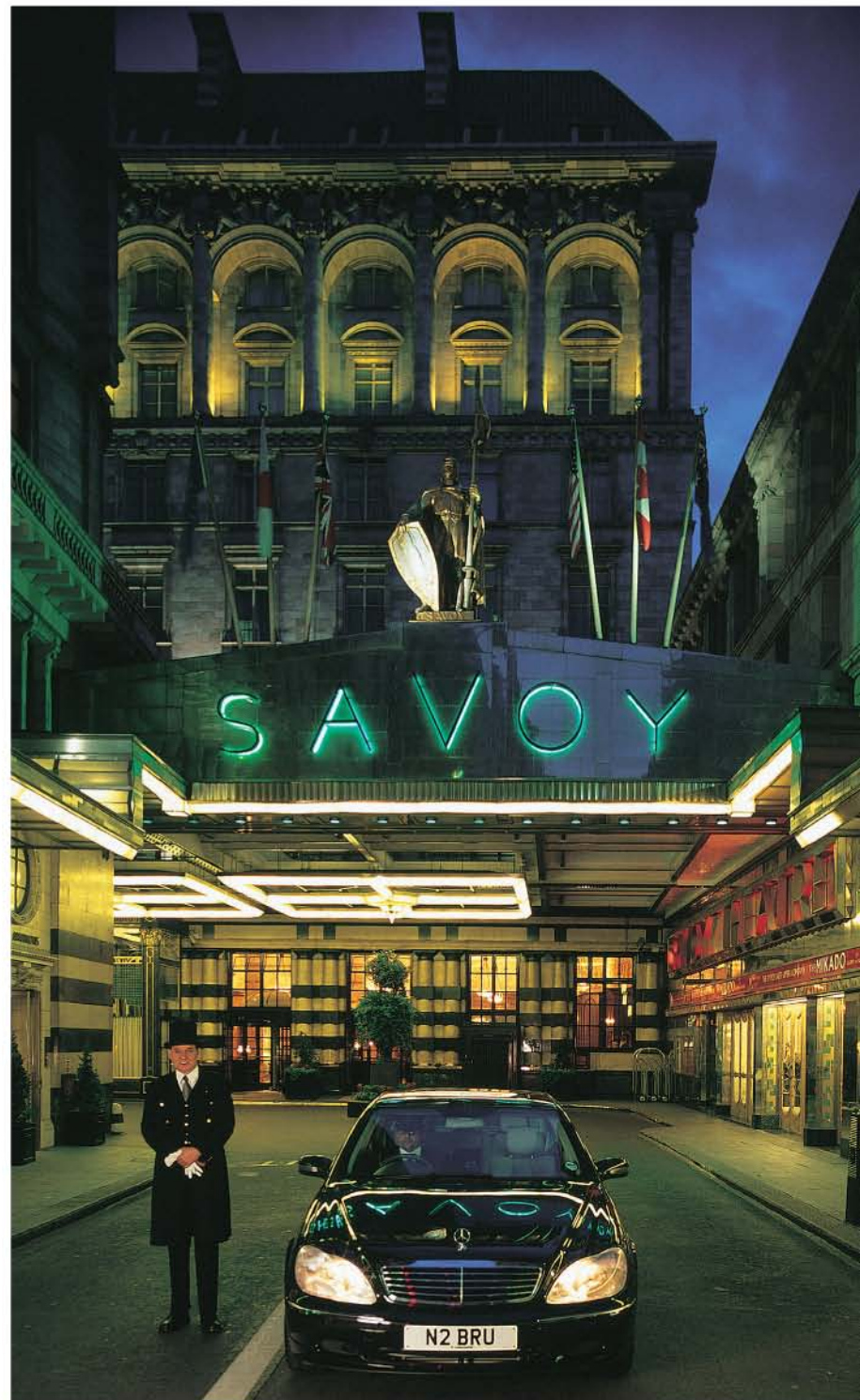
#### ONE KEY TO A LEGACY OF LUXURY

The most enticing aspect of Fairmont Heritage Place Private Residence Club ownership is that it is totally transferable, keeping the legacy alive and allowing you to share this wonderful lifestyle with generations to come.

#### WHERE SERVICE IS MATCHED ONLY BY LOCATION

It is not per chance that the internationally acclaimed Fairmont Group manages the Private Residence Club. Fairmont is the world's most storied hotel brand. For more than a century, their grand collection of fabled castles, secluded lodges, meeting places and modern retreats have hosted the rich and famous, Kings and Queens, Presidents and Prime Ministers and stars of the stage and screen. "You can expect nothing less than 5-star treatment and service," Kevin guarantees.

Building upon unique strengths and an established reputation, Fairmont aims to become an unrivalled global presence, yet remain committed to its core values by providing experiences that are authentically local, in hotels and resorts of unrivalled presence, with service that is truly engaging.



ABOVE:  
The Savoy, London.

OPPOSITE PAGE:  
Franz Klammer Lodge, Telluride, Colorado



"This prestigious service and facility extends to members of Fairmont Heritage Place Zimbali. One has to realise that everything good is limited in number, so only an elite number of people will have the opportunity to acquire membership, offering a holiday home at Zimbali and access to some of the most prestigious hotels and resorts in the world through the group reciprocal usage programme," says Kevin.

"But let me tantalise your intrigue a bit further with this concept," he muses. "Imagine spending your nights at the Plaza Hotel Manhattan when in the Big Apple, enjoying the elegance of the Savoy in London, skiing in Colorado, or lapping up the Mediterranean



Ghirardelli Square, San Francisco, USA.

at some of the world's most sought after hotels and resorts. These are just a few of the exclusive benefits of being a member of Fairmont Heritage Place Zimbali, the most exclusive Private Residence Club in the world."

"The absolute beauty of this unique, and I reiterate, 'exclusive' membership, is that it's your way of ensuring a legacy of luxury holiday accommodation, which can be handed down, in perpetuity, from one generation to the next, providing your family and those to come with an exclusive vacation experience year after year."



Acapulco Diamante, Acapulco, Mexico.



This is one lifestyle investment involving property where the only requirement is membership. Fairmont Heritage Place Zimbali does not sell you a property. Instead you are offered an exclusive lifestyle, with exclusive membership to Fairmont Heritage Place, Zimbali, and a whole host of benefits.

A holiday at Zimbali, arguably one of the most prestigious estates in South Africa, as well as reciprocal usage at resorts in Acapulco, Dubai, San Francisco, Vale or even Whistler in Canada to name a few, will

BELOW:  
Fairmont Heritage Place is alongside the resort feature pools and overlooking the ocean.



be very appealing to a discerning market. The most pleasant of all surprises was to discover that life balance can be purchased affordably, but even at the top end, it is still comparatively a third less than the same benefits anywhere worldwide.

Kevin is quick to inform that IFA is an international leader in the

development of premier integrated and mixed-use hotel and tourism resort projects and luxury hospitality services. With a portfolio of luxurious leisure properties in Portugal, Zanzibar, Lebanon and Namibia, now complemented by the inclusion of South Africa with the addition of Fairmont Zimbali Resort, IFA