

OVER THE PAST FEW YEARS as the international property market has proved to be a volatile and uncertain area in which to invest, those considering purchasing a holiday home or city apartment overseas are now being offered an alternative, through membership of The Hideaways Club. Instead of outright ownership, members pay an annual fee to invest in and stay at a wide portfolio of luxurious properties in all parts of the world. Perfect for the global traveller, The Hideaways Club offers a beautiful and exclusive range of residences to be enjoyed year round.

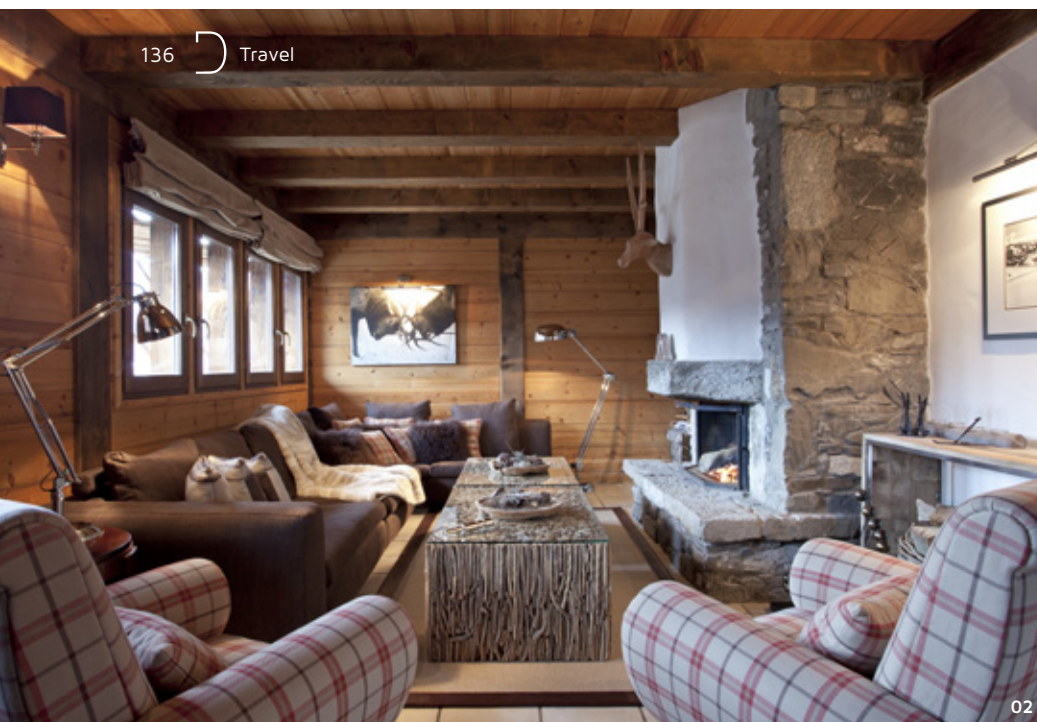
The Hideaways Club



Formed in 2007, The Hideaways Club concept came about as a result of personal experience. Whilst several destination companies were offering certain features, the founders felt no one had created the proposition of ownership and lifestyle in a format that would work for them. They wanted a club that ultimately provided an unrivalled luxury travel lifestyle and an exclusive Members Club together with the added benefit of being an investment, but without the inconvenience of second home ownership.

What resulted was The Hideaways Club, a global property company specialising in equity ownership and the management of a collection of international properties.

The Club launched with the Classic Collection, which has grown to become the largest club of its kind in the world, offering the opportunity to invest in and exclusively enjoy an entire portfolio of luxury villas and chalets throughout Europe, Africa, Mauritius and South-East Asia. Investors in the fund automatically



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- 01 Villa Hibiscus in Mauritius
- 02 Chalet Lumiere in Morzine, France
- 03 Masseria La Rosa in Puglia
- 04 Dar Lain in Marrakech
- 05 Villa Infinity in Portugal
- 06 Villa Layan in Phuket - pool and sunbeds
- 07 Villa Marianne in Provence, France
- 08 Villa Livka on the Island of Brac, Croatia
- 09 View from the balcony of Dubai residence

become members of The Hideaways Club, giving them year round usage of a wide variety of properties worth upwards of £1.5 million. These range from chalets in the Swiss and French Alps and Japan's premier ski region of Niseko, to luxurious villas in the South of France, Portugal, Spain, Morocco, South Africa and Croatia. The club recently added properties in Ibiza, Mauritius, Bali and Phuket to its portfolio, with many more scheduled to be added over the next three years.

Properties in the portfolio are chosen with the area's natural beauty and ease of access in mind. Furnished with great care and attention, all villas are family-friendly and have four or five bedrooms, private swimming pools and gardens.

Most recently the company launched its second fund, the City Collection – a private members' club which will provide members with a new way to enjoy a high-end city lifestyle. The City Collection offers a range of fully-serviced apartments in some of the world's most vibrant and upmarket cities. Set to initially begin with ten apartments spanning New York, London, Paris, Venice, Miami and Prague, additional cities scheduled to be added to the portfolio include metropolises from Moscow and Rio de Janeiro to Bangkok and Sydney, with an ultimate target of 120 city properties over the next three years. Properties will be located in secure locations near the city centre, overseen by a five star Concierge Service.

The City Collection has been created for people who enjoy travel, an international lifestyle and make frequent city visits. It is of particular appeal to those with busy schedules who are looking for a few days relaxation, a family break or those wanting to experience the wide variety of shops, restaurants and nightlife on offer in these cities.

The key word in The Hideaways Club's description is 'ownership'. With both club funds, investors buy a stake in the whole property portfolio which is selected, managed and maintained by leading experts in these fields. They also enjoy the benefits of a property investment without all the hassles typically associated

with sole ownership. The majority of destination clubs often lack the security of investment and actual asset ownership, and only involve the purchase of a limited number of properties, thereby limiting any potential future growth of the investment.

The Hideaways Club Classic Collection currently owns 29 properties and, through its alliances with the US-based Equity Estates and Banyan Tree Private Collection, members now have the choice of over 50 properties around the world in which to holiday.

Aside from the investment, The Hideaways Club offers a unique and flexible travel lifestyle featuring a private Concierge Service, tailoring each holiday to suit members' needs. The central Concierge will reserve the villa, chalet or apartment, book airport transfers or rental cars, make dinner reservations and organise any other activities guests wish to arrange ahead of time. Each destination has a local Concierge who will greet members upon arrival at the property in order to brief them on location and ensure all their needs are met.

The Hideaways Club Classic Collection offers three types of membership – Premium, Lifestyle and Associate. Premium membership allows members to enjoy properties four to eight weeks a year. Lifestyle gives members two to five weeks a year and Associate giving up to four weeks usage a year. In order to preserve exclusivity the club will close at 600 members and 100 properties within the next few years.

The City Collection offers two levels of membership – Premium and Associate. Premium membership gives members up to 23 nights a year in any one of the apartments. Associate membership, providing a half share in the company portfolio, entitles members to 12 nights a year in any apartment in the collection.

The Hideaways Club's portfolio continues to grow through further acquisitions and strategic alliances with other private holiday clubs, offering a logical financial alternative to the higher risk traditional purchasing model.

www.thehideawaysclub.com