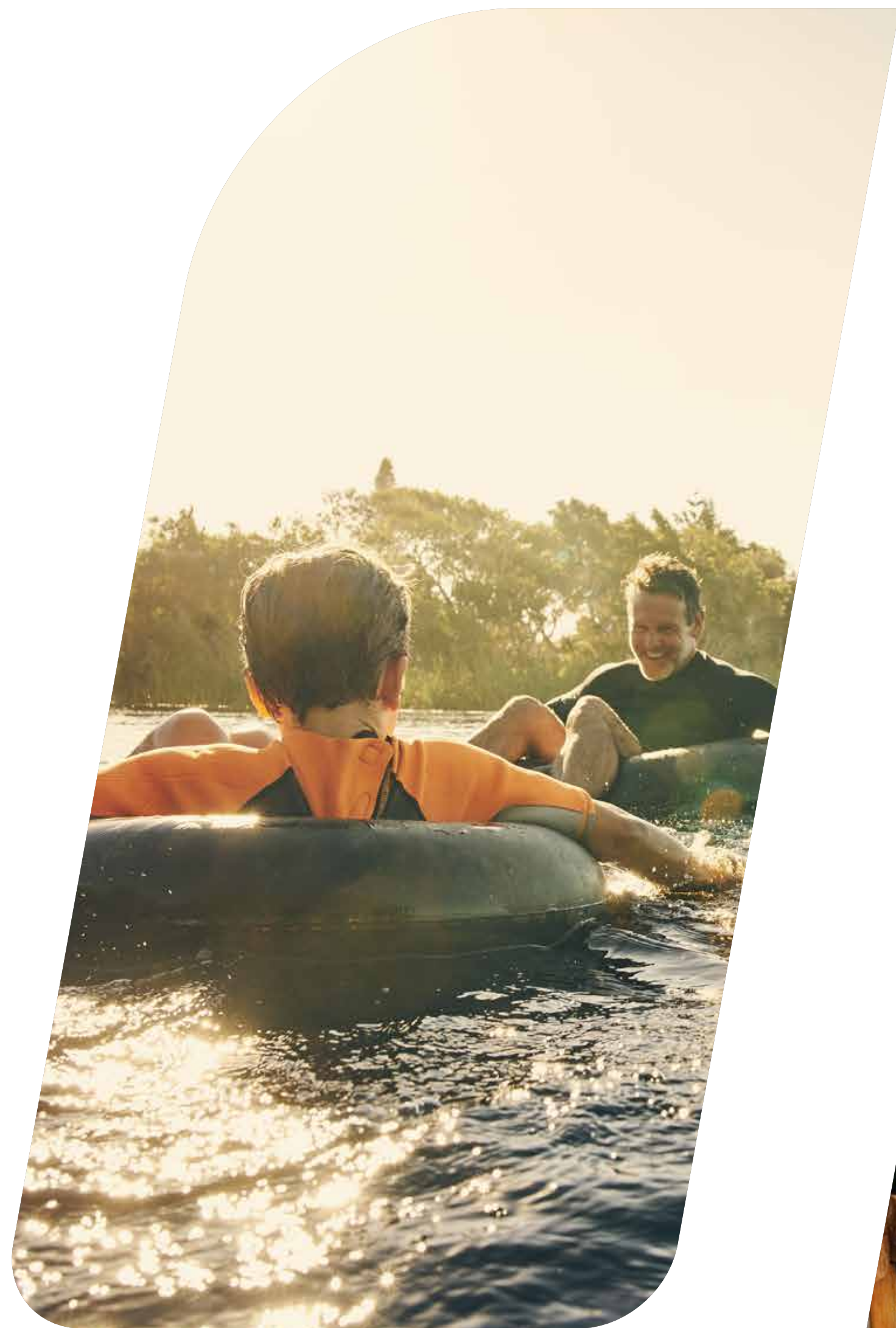


# HYATT VACATION CLUB SALES GALLERY DESIGN CONCEPTS

GLOBAL CREATIVE  
22-HVC-1881735

CREATIVE TEAM  
Erica Dei  
Eric Mohrman  
Heidi Ekey

PROJECT MANAGER  
Cheryl Sims



Live. Love.  
**VACAY.**

# Our GOAL

To help create a positive impression of our brand and inspire sales using environmental branding in the gallery. By using **experiential displays** with bold graphics and text, we'll create **powerful, relevant branding** that resonates with our future Owners. We'll illustrate that we're ready to meet them wherever they are on life's journey. We'll show them how a **vacation investment yields immeasurable returns, making life better, healthier, and happier** — and how that might look on them. We'll build a two-way street where conversations evolve into **deep, long-lasting relationships**. And we'll succeed in our brand promise to help people **rediscover the power and purpose of vacations**.

“Be genuine. Be remarkable. Be worth connecting with.”

— SETH GODIN

WELCOME+RECEPTION



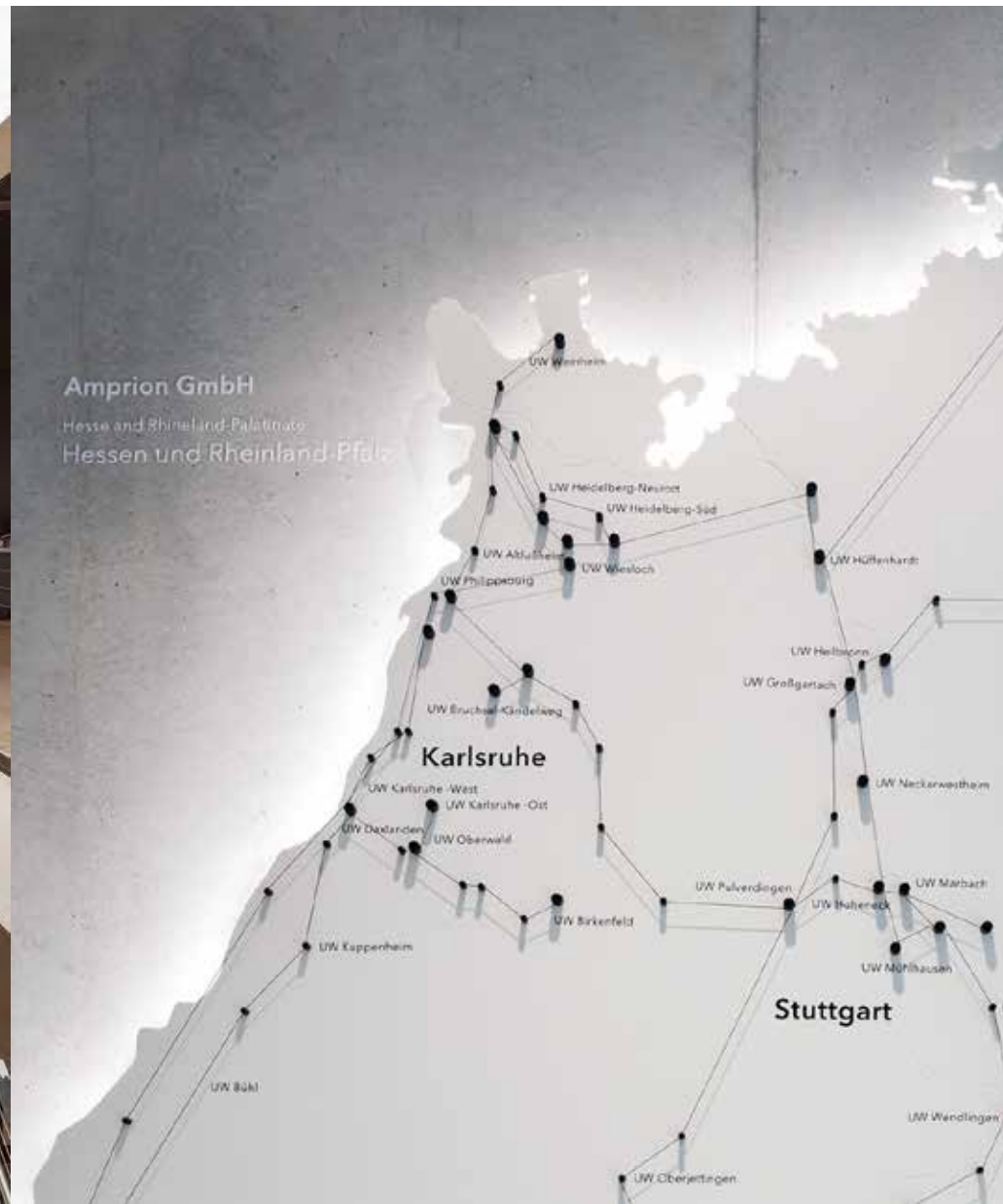
Tone-on-tone wall design using the HVC quadrant. Adding warmth, credibility, and wow factor to the entrance area.



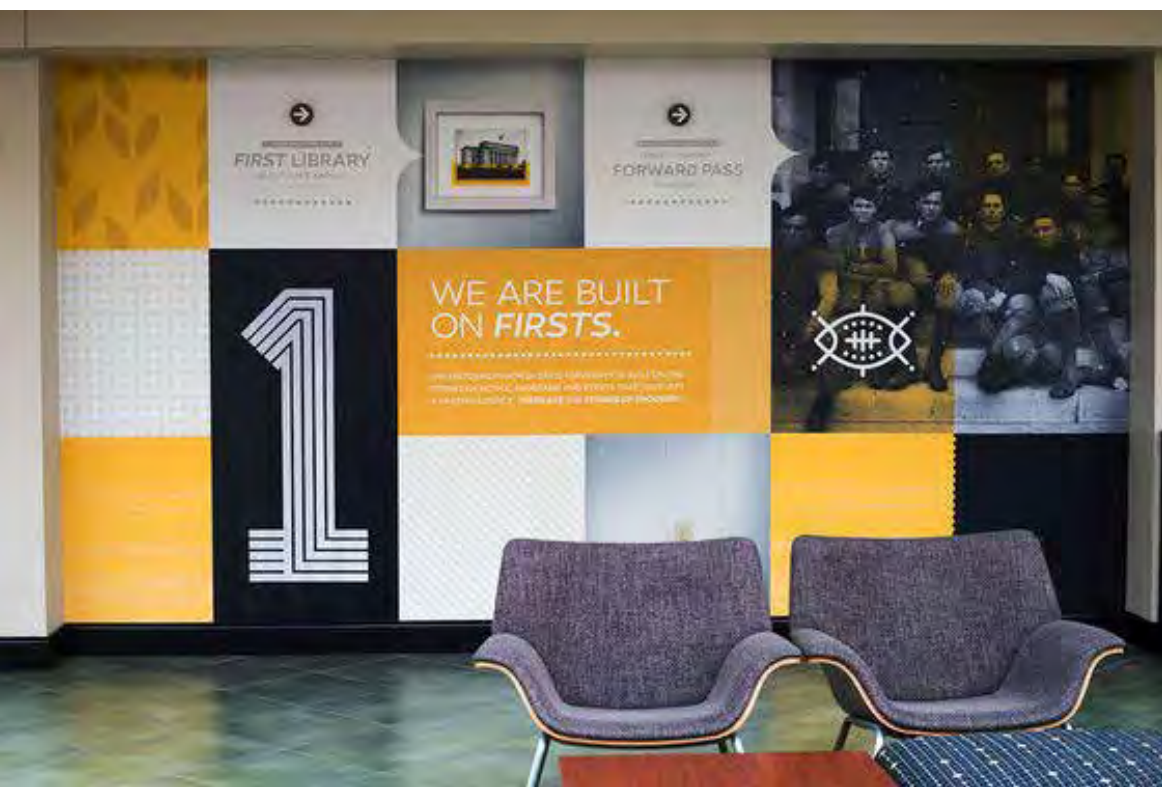
Backlit elements. Would work well with the quadrants from the HVC logo.



Wood design displaying the HVC icon.



Backlit map art: Maps evoke a sense of freedom, wanderlust. All HVC locations will be shown. This is an example of an elegant and sophisticated way to display the map.



# CONCEPTS

- WELCOME+RECEPTION



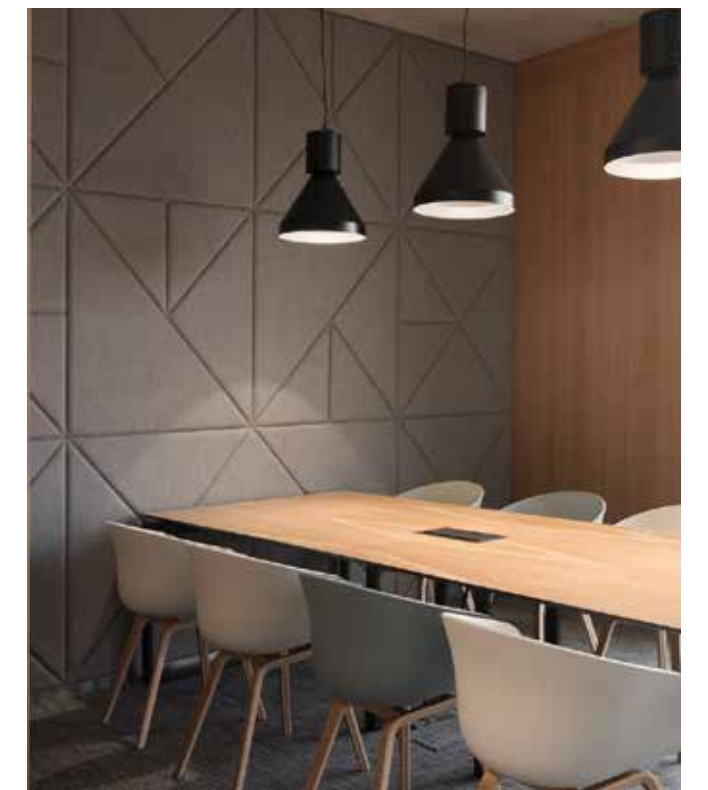
Get away and be  
**IN THE MOMENT.**



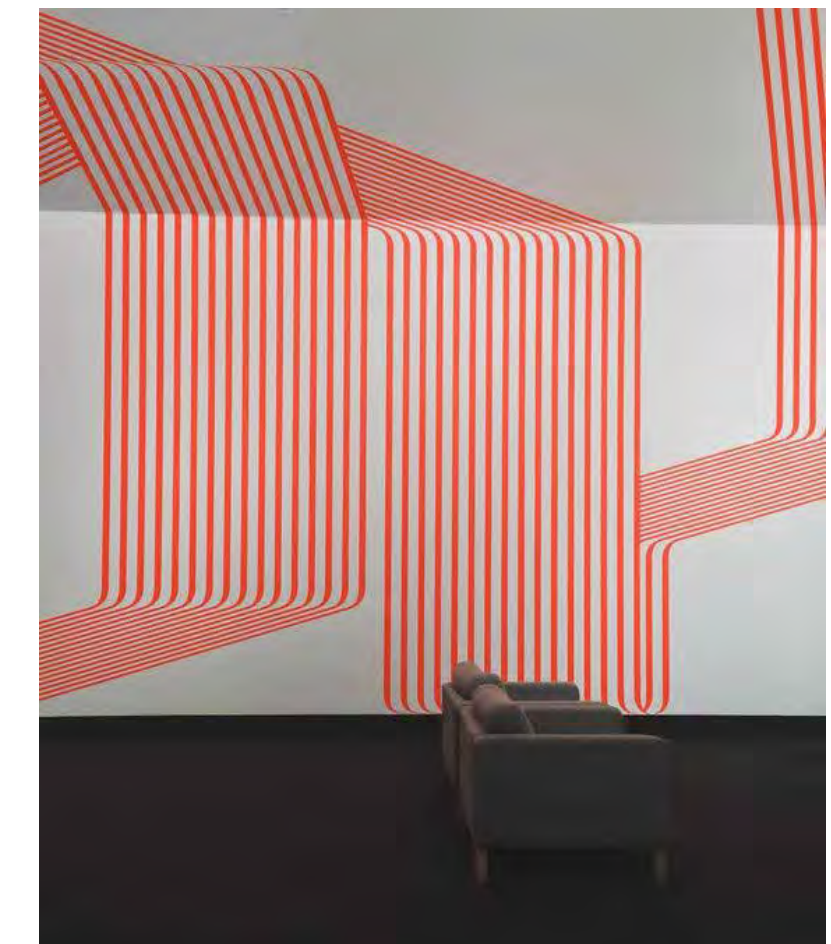












HRC/WELK/HVC TIMELINES



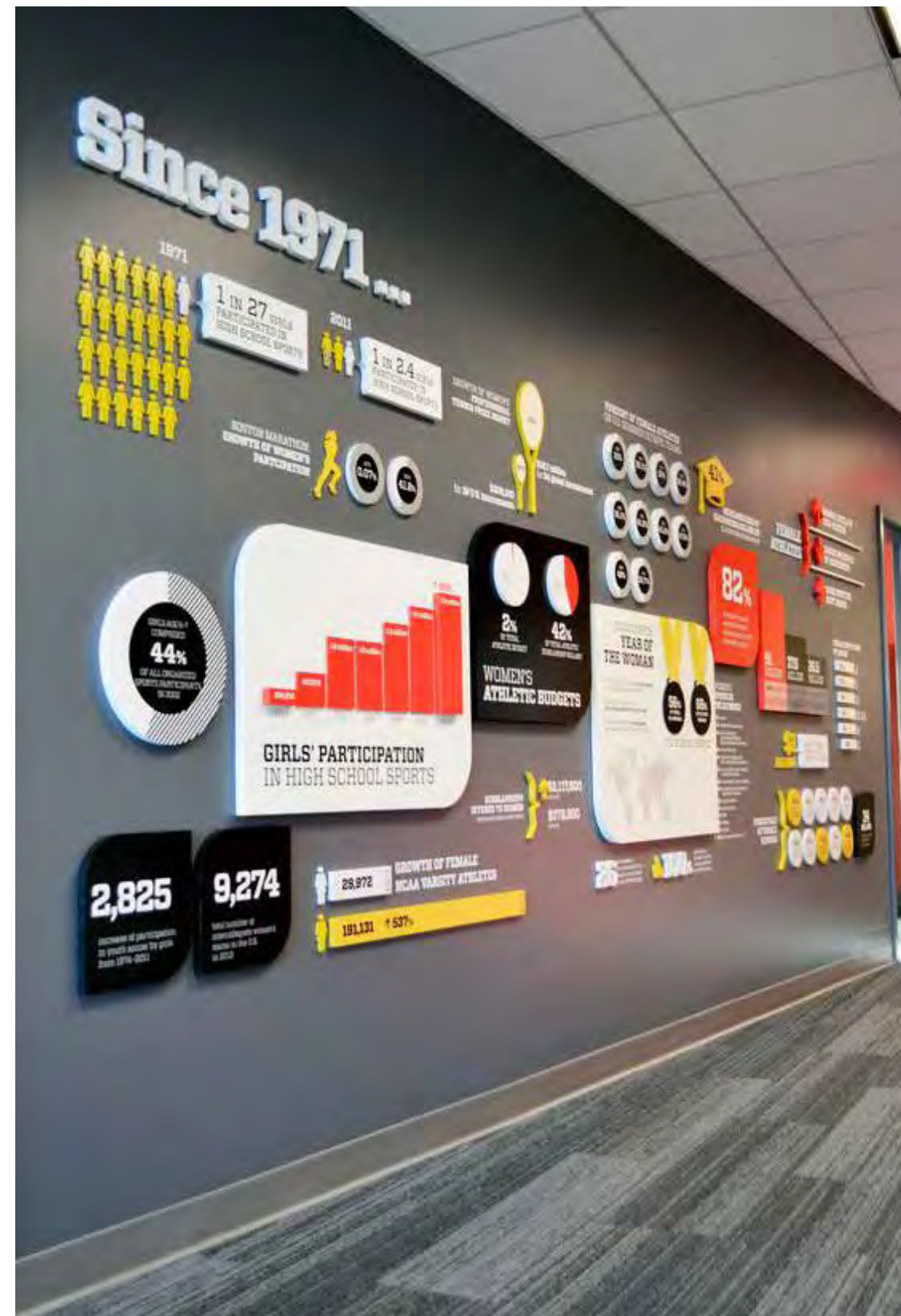
Backlit elements to display the timeline.



An artful, dimensional, engaging installation with a sense of motion to capture the past, present, and future of the the brand.



Informational/timeline installation. Artistic to attract attention, then interactive to get the audience engaged.



# CONCEPTS

- HRC/WELK/HVC TIMELINES







**YESTERDAY**

In 1964, Lawrence Welk bought a motel in Escondido, California.  
 He turned a roadside stop into a popular destination where people **engage and connect**.  
 His company took that idea and ran with it.  
 Eventually, there were eight beautiful resorts in hand-picked locations where families return annually as a cherished tradition.

A little time goes a  
**LONG WAY.**



**TODAY**

In 2021, Marriott Vacations Worldwide purchases Welk Resorts.  
 Plans begin to combine it with Hyatt Residence Club to form **Hyatt Vacation Club**.  
 Hyatt Vacation Club is built on the idea that vacations make us happier and better as we **relax, recharge, and reconnect**.  
 It's built so people **discover the power and purpose** of vacations.

Live.  
 Love.  
**VACAY.**



**TOMORROW**

In the future, Hyatt Vacation Club will **keep evolving** in pursuit of our mission.  
 We will continually expand Owners' travel options and enhance the **unique experiences** at our resorts.  
 We don't just buy villas and amenities; we invest in **making your life richer**.  
 You don't just buy into vacation ownership; you invest in a **balanced life** and a future filled with what matters most.





A little time goes a

# LONG WAY.

Inspiration copy related to surrounding timeline info. Inspiration copy related to surrounding timeline info.

Periant inis ipsam, nonsenem quate nihil modit invendit es consequ untur, que nonsentiatia qui odis eatur alibus. Liqum vendelitae volorum adis sedio blabo. Fugit quia nostiam, coreriberum.



VACA

A little time goes a  
**LONG  
WAY.**

**YESTERDAY**

Inspiration copy related to surrounding  
timeline info.

Periant inis ipsam, nonsenem quate  
nihil modit invendit es consequ untur,  
que nonsentiatia qui odis eatur alibus.  
Liquam vendelitae volorum adis sedio  
blabo. Fugit quia nostiam, coreriberum.



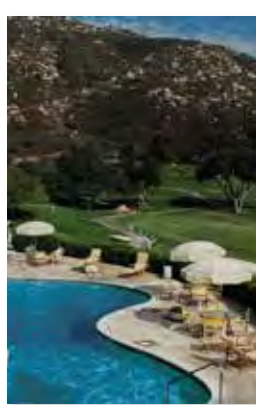
In 1964, Lawrence Welk bought a  
motel in Escondido, California.

He turned a roadside stop into a  
popular destination where people  
**engage and connect.**



His company took that idea and  
ran with it.

Eventually, there were eight  
**beautiful resorts in hand-picked  
locations** where families return  
annually as a **cherished tradition.**



In 1964, Lawrence Welk bought a  
motel in Escondido, California.

He turned a roadside stop into a  
popular destination where people  
**engage and connect.**

**TODAY**



In 2021, Marriott Vacations  
Worldwide purchases  
Welk Resorts.

Plans begin to combine it with  
Hyatt Residence Club to form  
**Hyatt Vacation Club.**



Plans begin to combine it with  
Hyatt Residence Club to form  
**Hyatt Vacation Club.**

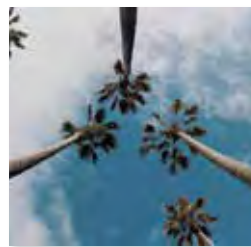
Hyatt Vacation Club is built on  
the idea that **vacations make us  
happier and better** as we **relax,  
recharge, and reconnect.**

**TOMORROW**



In the future, Hyatt Vacation Club  
will **keep evolving** in pursuit of  
our mission.

We will continually expand  
Owners' travel options and  
enhance the **unique experiences**  
at our resorts.



We don't just buy villas and  
amenities; we invest in **making  
your life richer.**

You don't just buy into vacation  
ownership; you invest in a  
**balanced life** and a future  
filled with **what matters most.**



HYATT  
VACATION  
CLUB

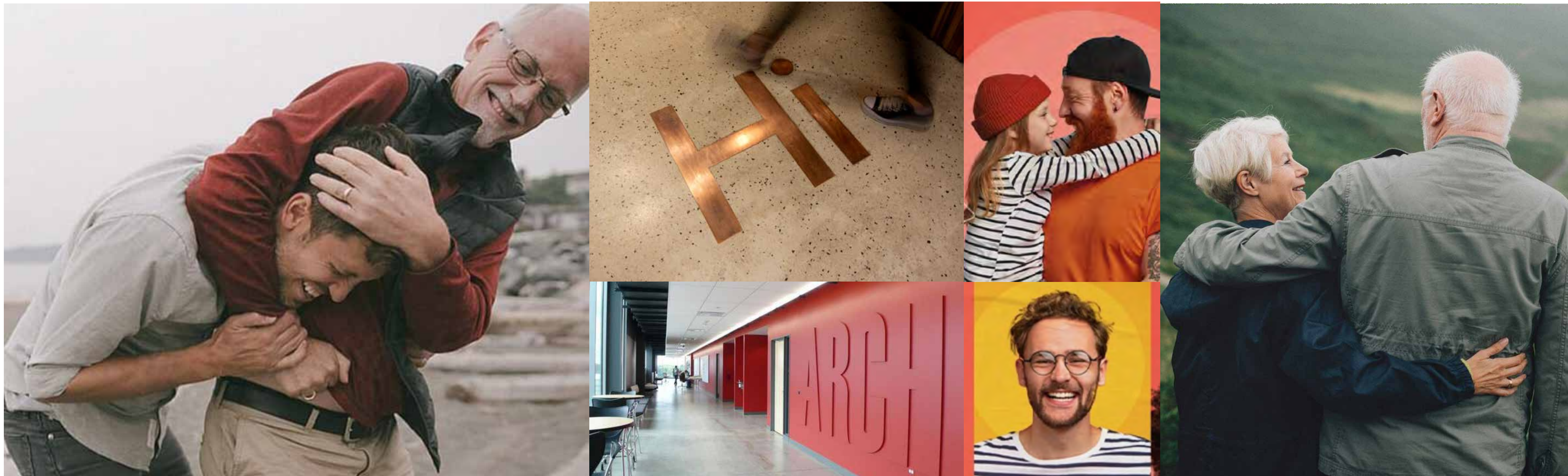


Hyatt Vacation Club will **keep  
evolving** in pursuit of our mission.



HYATT VACATION CLUB

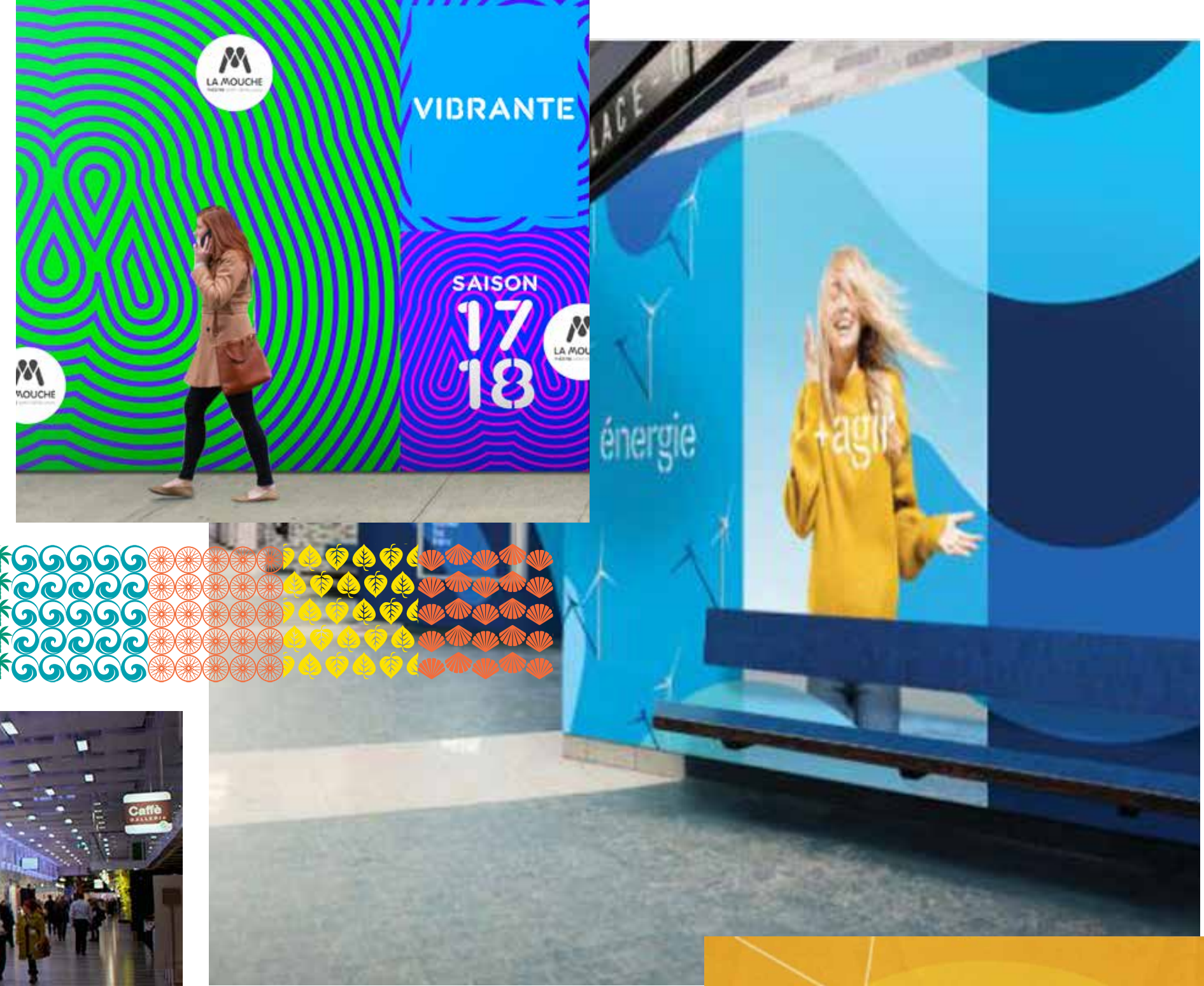
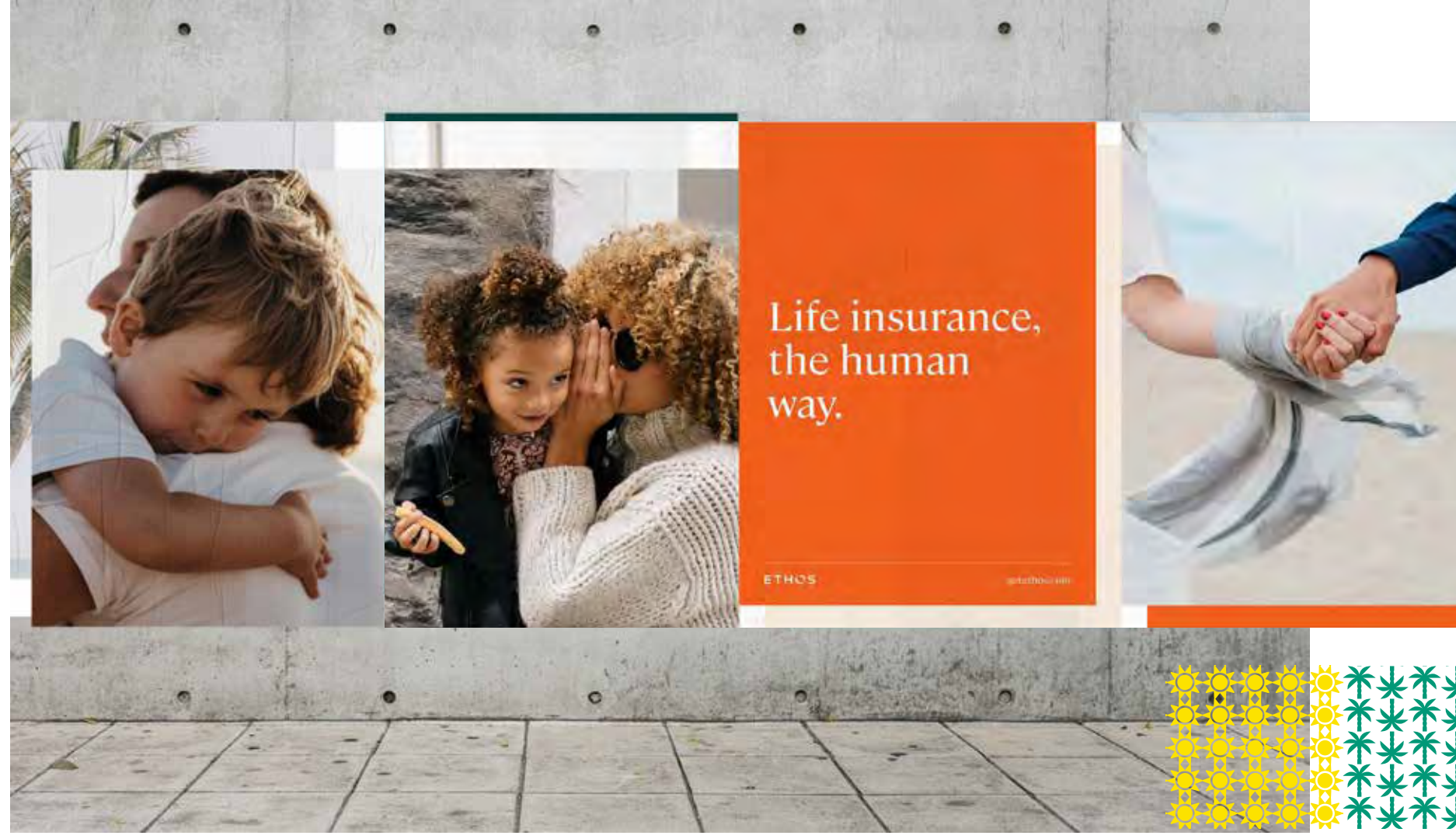
HVC SALES GALLERY DESIGN CONCEPTS / **HRC+WELK+HVC TIMELINES**



Families making memories to cherish for a lifetime.

Brass finish (welcoming message), tone-on-tone embossed lettering or wood design displaying a word like "VACAY," "RECONNECT," "TOGETHER," etc. to evoke emotion. Cut out images with bright backgrounds and outfits.

Emotional purchase. Beautiful, sincere photography. Imagery to touch people's hearts and get them thinking about make memories with their loved ones on vacation.



RESTSTAYPLAY  
GOLFRISEDINE  
HIKESWINRIDE  
SHOPTOURVACAY

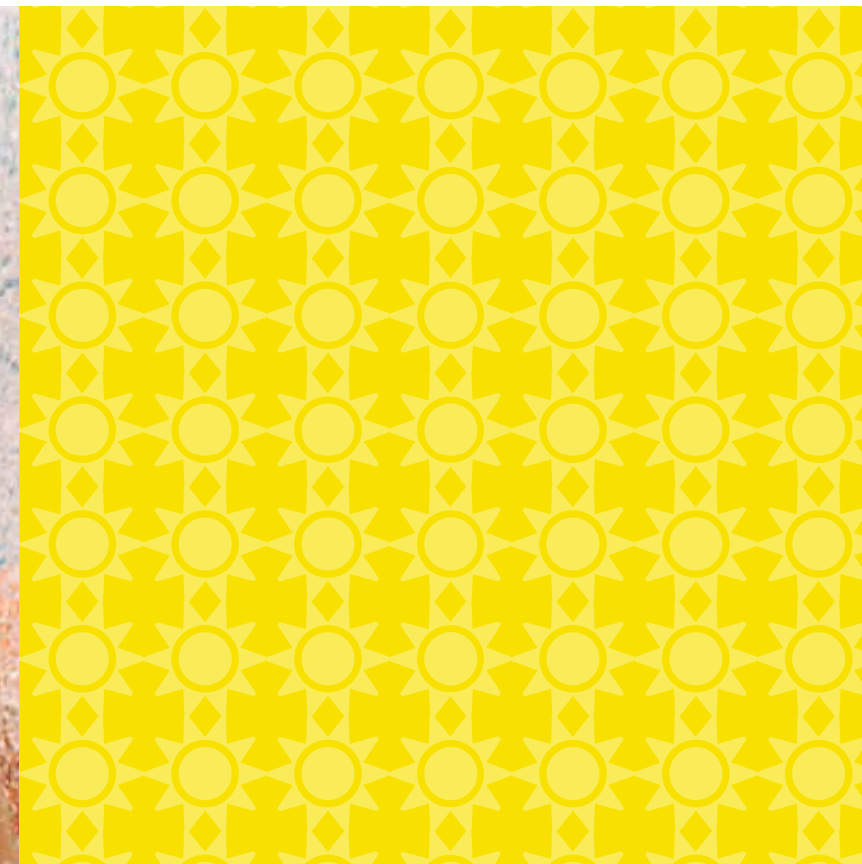


# CONCEPTS

- SUPERGRAPHICS

Did you know, vacations can  
rewire your brain. Studies show  
that vacationers have more ideas,  
improved cognitive abilities and  
are more inspired than those  
who don't take time off.

Realign  
your priorities  
and reconnect  
with what  
matters most.



Did you know, vacations can  
rewire your brain. Studies show  
that vacationers have more ideas,  
improved cognitive abilities and  
are more inspired than those  
who don't take time off.

Live. Love.  
**VACAY.**



VACATIONS  
MAKE  
LIFE  
BETTER.



BETTER PHYSICAL HEALTH GREATER SATISFACT  
STRESS RELIEF DEEPER CONNECTIONS REDUCE  
HIGHER WORK PERFORMANCE MORE OPTIMISM  
LOWER RISK OF HEART DISEASE PHYSICAL ACTI  
CULTURAL EXPOSURE FEEL ENGAGED IMPROVE  
STRONGER FAMILY BONDS NEW EXPERIENCES  
ENHANCED MINDFULNESS LOWER RISK OF DEPR  
INSTILL CURIOSITY REDUCED CHRONIC PAIN LI  
WORK-LIFE BALANCE IMPROVED HEART HEALTH  
FEEL MORE PRESENT KEENER PROBLEM-SOLVING  
HIGHER COGNITIVE FUNCTION MORE PATIENCE  
BOREDOM RELIEF BOOSTED SPORTS PERFORMA



RESTSTAYPLAY  
GOLFRISEDINE  
HIKESWINRIDE  
SHOPTOUR**VACAY**  
LOVECOZYLIVE  
BONDTIMECALM  
FEELTRIPSELF  
WARMREAPZEST









THANK YOU

