



VACATION COMMITMENT

Vacation Commitment Day
March 31, 2015

FOR IMMEDIATE RELEASE

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New Employer Initiative Strives to Cure the Epidemic of Vacation Deprivation *TakeBackYourTime.org Spearheads Initiative to Change the Culture of Paid Vacation Time*

Seattle, WA (March 17, 2015) – Take Back Your Time, a non-profit organization working to improve lives by eliminating the epidemic of overwork in America, today announced the launch of its Vacation Commitment Initiative. The mission is to help change the culture around paid vacation in America by fostering corporate support in encouraging employees to take their earned time off. The program was presented today to hundreds of HR professionals attending The Future of Work conference in Nashville, Tennessee.

“Americans are among the world’s worst vacationers,” said John de Graaf, President of Take Back Your Time. “According to U.S. Travel Association, some 40 percent of Americans leave an average of seven or more days of paid vacation on the table every year*. The goal of our Vacation Commitment Initiative is to address the growing epidemic of American workers not taking their earned vacation time and spark a national call-to-action.”

The Initiative is sponsored in part by Diamond Resorts International®, a global leader in the hospitality and vacation ownership industry, dedicated to helping people lead healthier and happier lives by encouraging families to Stay Vacated.™, and is gaining commitment from the corporate community.

“It is our honor to help support this program and our hope that it will truly make it easier for people to enjoy their earned time off,” said David F. Palmer, President and CEO of Diamond Resorts International®. “It is the mission of Diamond Resorts to create healthier lives through the power of vacations and we are committed to helping people Stay Vacated.™ and live more balanced, fulfilled lives.”

As part of the Vacation Commitment Initiative, TakeBackYourTime.org has designated March 31, 2015 as national Vacation Commitment Day. “On this day, we’re challenging employers nationwide to take the first step toward becoming vacation-supportive workplaces by reminding their employees about the importance of taking their vacations,” said de Graaf. “This one day could really go a long way in helping employees, who last year left a cumulative 400,000,000 days of vacation unused*, actually take their hard-earned vacations.”

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HR professionals will have access to a free, Vacation Commitment Initiative toolkit, which can be downloaded at TakeBackYourTime.org. The toolkit provides turnkey resources for companies to implement the program within their organizations, and includes an internal communications plan, sample correspondence, tips, and discounts on vacations for employees and more. Also in the kit are details about an opportunity their employees will have to win a one-week paid vacation to Ka'anapali Beach Club in Maui, Hawaii, a Diamond Resorts International® property.

*Oxford Economics, "An Assessment of Paid Time Off in the U.S." February 2014

To make a commitment and join the Vacation Commitment Initiative, please visit www.TakeBackYourTime.org.

To access the Vacation Commitment Toolkit, visit www.TakeBackYourTime.org/Toolkit

About Take Back Your Time

Based in Seattle, Washington, Take Back Your Time is a non-profit coalition dedicated to improving lives by eliminating the epidemic of overwork in the United States and Canada. Take Back Your Time advocates for broader cultural change in the workplace and has committed to promoting policy change and cultural attitudes to improve our quality of life and influence better outcomes for all of us. To learn more, visit www.TakeBackYourTime.org

About Diamond Resorts International®

Diamond Resorts International® (NYSE: DRII), with its network of more than 330 vacation destinations located in 34 countries throughout the continental United States, Hawaii, Canada, Mexico, the Caribbean, South America, Central America, Europe, Asia, Australasia and Africa, provides guests with choice and flexibility to let them create their dream vacation, whether they are traveling an hour away or around the world. Our relaxing vacations have the power to give guests an increased sense of happiness and satisfaction in their lives, while feeling healthier and more fulfilled in their relationships, by enjoying memorable and meaningful experiences that let them Stay Vacationed.™

Diamond Resorts International® manages vacation ownership resorts and sells vacation ownership points that provide members and owners with Vacations for Life® at over 330 managed and affiliated properties and cruise itineraries.

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