

SCANDINAVIAN VILLAGE LIMITED

ADMINISTRATION DIRECTOR'S INTERIM REPORT APRIL 2012

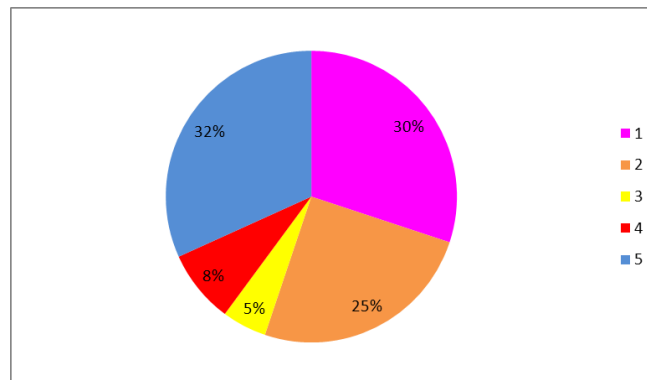
During the past few months Scandinavian Village has received an award from Green Tourism, an accreditation from VisitScotland and an excellent review from RCI.

The decision to encourage green practices has now permeated into most areas of the Village with everything from recycling improvements to lighting being looked at. The Green Tourism inspectorate awarded us a Bronze Award in the form of a plaque which is now located outside reception. However, there is no reason why we cannot seek to take this another step forward and aim to be awarded a Silver Award on the next inspection.

The General Manager met with the VisitScotland Quality Assurance Award representatives in the Village on 20 January 2012 and Scandinavian Village was awarded a three star rating. Therefore, we are proud to have a Visit Scotland plaque on the wall at the entrance to reception.

RCI is the largest timeshare exchange company in the world and through exchanges we receive reports from RCI on a regular basis. I am happy to report that Scandinavian Village achieves marks worthy of a Gold Crown Award, but we have to settle for a Silver Crown Award because we do not provide the facilities required for a Gold Crown Award.

It has always been a matter of record who was occupying the Village in any particular week. A register of guests was available but, a decision was taken to put that information into a format that we can easily read. The pie chart (copied below) reveals who was present in the Village in the first ten weeks of this year. This exercise is only in its infancy and in another year we will be able to overlay this chart and be able to tell the differences in demographics.



In the past few weeks Royal Mail has announced huge increases in postal charges and with over two thousand owners Scandinavian Village is not immune to these increased costs. At the present time almost 50% of owners take all their correspondence by email from the Office. This method is, by far, the least costly for SVL. Therefore, I am asking for your support in providing your current email address simply by sending an email to reception@scandinavian-village.co.uk to be used in future mail-outs. Presently we have two mail-out lists, one for email and the other for Royal Mail and consideration is being given to increasing this to four lists. I am aware that some owners may have a PC or laptop but are cautious about giving out their email account address, which is understandable. What we could do, with permission, is to record all the paperwork on to a CD and post that for a minimum outlay. There may also be Owners who would wish to receive only the minimal amount of paperwork and, again, with their consent we could also save costs by supplying these owners with a reduced version for a minimum outlay. It is in all our interests to reduce unnecessary costs as it inflicts on everyone.

To close on a high note I have to report that the incentive to rent out villas during the 2011 shut down period was a success. With particular thanks to the General Manager and her staff for their efforts over six thousand pounds was generated.

John Falconer

Administration Director