



PRIVATE ESCAPES  
destination clubs

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PRIVATE ESCAPES DESTINATION CLUBS

# WANDERLUST

\*the irresistible desire to travel

## luxury defined

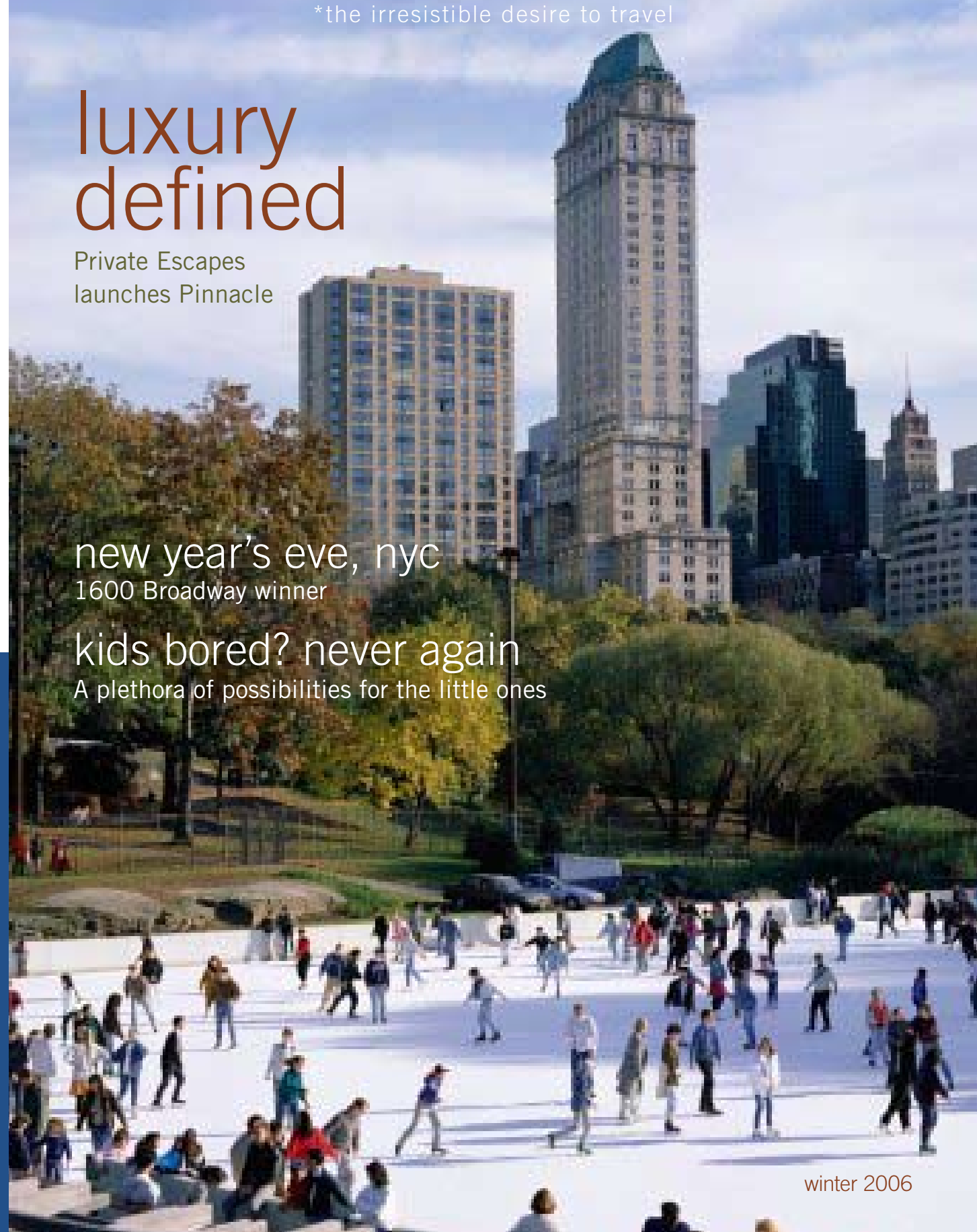
Private Escapes  
launches Pinnacle

new year's eve, nyc  
1600 Broadway winner

kids bored? never again  
A plethora of possibilities for the little ones

## cabo awaits

Our Cabo Pinnacle property "Casa Luz" translates to "House of Light" and "Marries Light" – you'll see why when you cross the threshold and see straight through the living and dining areas to the terrace, pool and Sea of Cortez. Bring family and friends to this new, four-bedroom, sprawling hacienda: a lap of luxury with infinity pool, pool bar, fire pit, cobblestone walkways, marble floors, gourmet kitchen, a separate casita, and views of the ocean and the Ocean Course. Located in North America's premier golf community on two miles of private coastline, this home is the newest Pinnacle sanctuary.



winter 2006

## duly noted



**Hopefully** everyone enjoyed a joyous and safe holiday season!

This issue of *Wanderlust* features our new luxury club, Private Escapes Pinnacle. We have spent nearly three years in preparing for this particular club release and believe it will prove to be precisely the right decision. Since 2004, we have studied the marketplace and its trends, sharpened our skills in every functional part of the company and looked for the ideal timing to introduce this offering. That time, we believe, is right now.

Why? Because Exclusive Resorts, the 800 pound gorilla of the space, is too big. With over 2,200 members, they act more like a developer as their real estate purchases must now be done twenty at a time. There is no value in introducing a unique and compelling single property as the 2,000 members will reserve it for the next 10 years and no one will be happy with that. So they are forced to acquire by the dozens, ignoring the beautiful stand-alone residences that are the strength of our Pinnacle offering.

Members of Pinnacle will be delighted and charmed with each and every residence in the portfolio. They are people that do not believe bigger is better and take very little satisfaction in being member #2,287 with no voice in shaping future destinations or services. They want to pick up the phone and talk with the CEO about their last experience and, despite how great it was, offer how it might be even better and know that they will be very carefully listened to. They want to know that their next experience, whether it be a New York City weekend at our penthouse residence at 1600 Broadway, a mountain getaway to our lodge in Park City or a beach/golf getaway to our new hacienda in beautiful Los Cabos, Mexico, will be as memorable as their last trip. Every time, like clockwork. You won't find this level of attention anywhere else.

Pinnacle is defined in Webster's dictionary as, "the culminating point". We cannot say it any better than that.

Happy holidays,  
Richard Keith  
President, Private Escapes Destination Clubs

# the view from the top

Private Escapes Pinnacle  
launches with three  
breathtaking residences



## DEER VALLEY, UTAH

Just as our signature customer service separated Private Escapes from the rest of the destination clubs, so has that quality raised one world-class ski resort above the fray: Deer Valley.

Named the #1 ski resort in North America by *Ski Magazine* last year, this posh resort is famous for special amenities: free shuttles, ski valets, gourmet on-mountain cuisine, uncrowded slopes and friendly staff. Another perk: QuickStart lets you convert your airline boarding pass into a same-day lift ticket so you can be skiing as soon as you're free to move about the cabin. See [parkcityinfo.com/skiing/quickstart](http://parkcityinfo.com/skiing/quickstart) for details.

Deer Valley prides itself on customer service and on bringing elegance to skiing. That's why it was perfect for a Pinnacle home – a grand, timbered lodge, v actually, with 6,752 square feet of classic Western architecture and sophisticated luxury. The 5 bedrooms, 5 ¾ baths, gourmet kitchen and three social areas including a great room and high-tech media room are laced with rich tiles, hardwoods and river rock fireplaces. Miles of hiking and mountain bike trails are just out the door, and charming, upscale Park City sits at your feet.

While Pinnacle members enjoy the same unparalleled service available to all Private Escapes members, what sets this club apart is its portfolio: more spacious homes of remarkable character in the most elite locations.

Pinnacle homes have enough room so everyone in the family, the extended family, or circle of friends can vacation together. They're historic mansions, city landmarks, sprawling villas and penthouses infused with the quintessential character of their settings.

Pinnacle homes aren't "oceanview"; they're "oceanfront." They aren't just downtown; they're in Times Square. And they can't get any closer to the golf course, or you'd be teeing off the dining room table.

The club's first three acquisitions, all ready for visits, are a ski lodge in Deer Valley, Utah, an antebellum mansion in Charleston, and a spacious penthouse in Times Square.



## Rich REWARDS

A special "congratulations" goes out to Elizabeth Schlier, winner of the New Year's Eve stay at the Pinnacle New York Penthouse, the prize for the Pinnacle Member who provided the most referrals between mid-October and December 1. "We are so pleased for this once in a lifetime chance to watch the ball drop from a warm, cozy NYC penthouse," said Schlier. The Schlier family has exciting plans for this magical evening, starting with an Italian feast at Bond 45 in the theatre district. After dinner, the Schliers have invited their neighbors from home and their children to join them for the special event.

"With floor to ceiling windows and the sights and sounds of Times Square, I am sure that the children will easily make it to midnight!"

The Schlier family will round out their stay in NYC with a visit to the Guggenheim and The Met, a little after-Christmas shopping at Macy's, and the Rockettes Christmas Spectacular at the Radio City Music Hall. "We are excited about once again enjoying NYC through such a spectacular property ...these are really the kinds of opportunities and experiences you can get regularly with Private Escapes!"

Congratulations to Elizabeth as well as she is our newly-elected Pinnacle Member of the Board of Managers. We look forward to her input on important policy and strategy decisions.



Besides the usual ski resort activities, Deer Valley also offers hot air ballooning, heli-, cat- and tele-skiing, bobsledding at Olympic Park (where the 2002 Olympic bobsled, luge and ski jumping events were held), snowmobile tours (with mini-snowmobiles for little kids!) and a skateboard park.

Park City offers its own treasures. Shop at hundreds of upscale boutiques along the quaint Main Street. Dining is exquisite: for a most romantic evening, try Chenez, says Local Host Kelley Rogers. Reservations are required and no children are allowed at this Old World-style French restaurant. Another fabulous romantic restaurant: the Grappa, a Bill White restaurant serving Tuscan fare.

Rogers also recommends Blind Dog grill in Prospector Square where locals go for fresh fish, prime meats and sushi. Great kid-friendly restaurants include Red Rock at the Junction, The Morning Ray, and Davanza's Pizzeria, where the local kids know to ask for the Student Special (a huge piece of pizza and the best fries ever!).

Another great dining experience Rogers recommends: The Viking Yurt at 8,000 feet accessed by sleigh ride from the base of the Canyons Ski Resort and named "One of the Most Romantic Places to Propose in America" by the *Today Show*.

Deer Valley is just a short drive from Sundance Resort, Rogers says, where visitors can take classes, hike, attend outstanding lectures and enjoy a wonderful meal. Festivals worth scheduling your trip around include the Sundance Film Festival (Jan. 18 to 28, 2007), when skiing is at its best because the slopes are virtually empty, the annual Park City Kimball Arts Festival (Aug. 4 to 5, 2007) and the Deer Valley Jazz Festival in late August.



#### CHARLESTON, SOUTH CAROLINA

The Revolutionary and Civil Wars, the hey day of Southern charm and plantation commerce crawl out of dusty history books on a visit to the well-preserved Southern foothold of

Charleston, where Pinnacle's lavish antebellum mansion lies in the heart of the historic district.

The 1845 mansion has been fully restored with 4 bedrooms, 3 baths and 2 powder rooms, a formal dining room with opulent chandelier, living room, billiards room, gourmet kitchen, two stories of wraparound porch, and a magnificently constructed staircase. It's more than 4,750 square feet of Southern hospitality.

This escape is ground zero of yesteryear. Charleston is charming and warm, beautiful and gracious. As a thriving city of today, it's powered by the privilege and torment, the powerful lives and unsettled ghosts of America's most tenuous times.

Start with a walking tour of Charleston's historic homes – you're already in the neighborhood. See Rainbow Row, a stretch of private homes from the mid 1700s painted in every color – one of the most photographed and painted scenes in America. Go to America's only commercial tea farm – Charleston Tea Plantation. The Magnolia Plantation tour takes you through a plantation founded in 1676, and at Middleton Place you can see a well-preserved 18th-century plantation that survived the Revolutionary and Civil Wars plus an earthquake.

Perhaps most thought-provoking is Fort Sumter, the small island fort where the Civil War began. The Historic Charleston Battery offers astounding views of Fort Sumter and Charleston Harbor. And no history buff will miss the Ghost and Graveyard Tour held in the area's final resting places – more restful for some than others – of infamous Charleston characters.

Charming present-day features of "The Holy City" include horse-drawn carriage tours, Old City Market, rickshaw bicycle taxis, Saturday's Farmer's and Artisan Markets, and the South Carolina Aquarium.

Or play in the sparkling sand and cool surf of the Atlantic Ocean at any of three beautiful beachfront parks and nearby resort islands of Kiawah and Seabrook. Charleston is also a golfing mecca with area courses designed by Pete Dye, Tom Fazio, Jack Nicklaus, Arnold Palmer, Rees Jones, Arthur Hills and Robert Trent Jones, Sr. Unwind at the European-style Spa at Charleston Place, located three blocks from the Pinnacle house.

Recommended restaurants include the Cypress for gourmet Lowcountry cuisine (great for a romantic evening; reservations are essential). You'll get the best fried chicken and collard greens where the locals eat at Jistine's Kitchen in the historic district, and Hank's Seafood or Garibaldi's Café are great for crab soup, bouillabaisse and snapper. Magnolia's is Charleston's most popular restaurant with uptown American cuisine and down South flavor. Local Host Dunne Saal recommends the crab wontons and shrimp and grits at Carolina's, a landmark in Charleston's culinary history.



#### 1600 BROADWAY, NEW YORK CITY

Unless you own New York City, it doesn't get any better than this. It's the Penthouse of 1600 Broadway, the gateway to Times Square and the Rockefeller Center. You know that romantic dream we all of have of a trip to the Big Apple? That one where we're ice skating on the rink at Rockefeller, and it's snowing lightly, and we're holding hands with someone special, and the trees tower above us sparkling with white lights, and we've just had tea at Tiffany's, and someone took a picture of us for a postcard? That dream? Here's where it comes true.

And the Penthouse takes all the hassle away. You can walk anywhere. Tickets to anything – theater, comedy, sports, museums – and reservations to any of what are some of the world's best restaurants can be arranged with your Escape Planner. If you don't want to think ahead, the building's 24-hour concierge service can handle arrangements seamlessly.

Or seek refuge from it all – at least for a few hours of sleep – in this 26th-floor, 1,576-square-foot residence. Relaxation comes quickly in the contemporary 2 bedroom, 2 ½ bath penthouse with floor-to-ceiling views of this magnificent city. Just built, this home boasts maple floors, granite countertops, Italian custom cabinetry, gourmet kitchen appliances and bathrooms with limestone walls. The building itself offers guests an entertainment lounge with billiards, virtual golf, fitness center, outdoor terrace and putting green, and observatory.

Visit Hershey's, the great American chocolate company – it's right across the street. Take a ride on the Staten Island Ferry past the Statue of Liberty and Ellis Island. Shop at Macy's (the world's largest department store), FAO Schwarz, Bergdorf Goodman, and everything along Fifth Avenue. Go to SoHo or TriBeCa. Be inspired at the Met or the MoMA. Discover a new you at the famous Elizabeth Arden's Red Door Salon and Spa. Stay out late at America's premier comedy nightclub – Caroline's – or smooth your edges with jazz at BB King's Blues Club. The ideas are endless.



# encore

CAP CANA, DOMINICAN REPUBLIC



Just in time for an escape from the winter blahs, Pinnacle will acquire a tropical getaway in Cap Cana on the eastern-most tip of the Dominican Republic. It's St. Tropez with a brighter sun. "Ultra-luxurious" for a start.

The softest white-sand beach and the clearest blue sea frame what aspires to be the most upscale community in the entire Caribbean. With plans for three Jack Nicklaus Signature courses (the most in any development outside of the U.S.), the only full-service yacht marina between Turks & Caicos and Puerto Rico, and scores of luxury boutiques and spas, the development will top out at 5,000 residences.

Pinnacle's villa in Villas Caletón Estates is one of the most elegant. With 6,000 square feet (9,000 if you include the terrace), this two-story home features 5 bedrooms, 5 ½ bathrooms, and plenty of formal and informal space for gatherings. Or take it outside where everyone can relax under the expansive canopied patio next to the private pool.

This home is a stone's throw from the beach on the Jack Nicklaus Punta Espada golf course. From here, you can hike up bluffs, yacht, swim, golf, deep-sea fish and dive, play polo, or just enjoy the tropical flora with a bike ride on the trails through surrounding wildlife sanctuaries. This Caribbean gem will be a Pinnacle family favorite.

## the traveler

A discussion with Pinnacle member  
Jonathan Worrall

The inherent problem with living in a great place is that you have to vacation in one that's even better.

Jonathan Worrall, CEO of Mergent and a Pinnacle member, recently upgraded from Platinum. He and his wife, Kelly, and their two children, Ed and Lottie, lived most of their lives in England, South Africa, Italy and Australia, but they came to America lured by the ideal setting of a lake home with a pool in Tega Cay, S.C. "When we go on vacation, we like to stay somewhere that is better than we are used to at home," Worrall says. The Worralls think they've found it in the Pinnacle portfolio.

The Worralls don't pack lightly – they take both teenagers and their teens' friends with them on vacation at most school holidays. "So space is a major issue," Worrall says, which is why the family upgraded to Pinnacle; more space, same great service.

"I'm amazed by the people Private Escapes gets to be the Local Hosts," Worrall says. "I don't know where they find them!" Witness Tom Castrigno, the host at Copper Mountain, who cooked a gourmet meal in their vacation home.

Worrall and his wife have so far visited only one Pinnacle property – 1600 Broadway in New York. "It was great. The location's fantastic if you want to be in the middle of everything." Skiing is popular with his kids, so Worrall's family is heading to Pinnacle's Deer Valley, Utah, lodge for Christmas.

He'd like to see Pinnacle add more ski properties and international destinations. "I'd love to see a yacht in the portfolio, too," he says. "One with bits of string to pull!" he adds.

*Worrall is also on the executive committee of Xinhua Finance based in Shanghai, and chairman of Ford Equity Research. He has authored two books: "Beating the S&P with Dividends," and "From Wall Street to the Great Wall – How to Invest in China."*



## kid's corner

Winter or summer, kids have a blast at a ski resort. Most resorts offer really cool things for kids to do: tubing, sleigh rides, snowboarding, alpine slides, hiking and biking. But a visit to Pinnacle's Deer Valley Blue Sky Lodge takes kids' fun to a new level. Expect all the usual things plus ... mini-snowmobile rides! A dinosaur museum! A human maze! And the Ziprider!

**Mini-snowmobile rides:** These special mini snowmobiles are a favorite at Gorgoza Park in Park City. Kids get the thrill of riding alone and revving across powder, usually something only the big kids and adults get to do. These little snowmobiles are only for kids age 5 to 12 and under 110 pounds.

**Dinosaur Museum and Park:** Utah was once inhabited by Tyrannosaurus Rex and the gazelle-like Dryosaurus. You'll feel like you're hanging out with them when you visit The Dinosaur Museum and Park in Ogden. You'll see life-sized skeletal replicas of different dinosaurs, including Tyrannosaurus Rex and a Baryonyx, a sandpit where scientists actually dig up dinosaur bones, and exhibits of the latest dinosaur finds.

**Human Maze:** The human maze is a larger-than-life labyrinth that kids maneuver through in an a-mazing adventure. Race against the clock or each other to find your way out, or guide your friends from the viewing platform. Open summers only at the Park City Mountain Resort.

**The Ziprider:** This is the best adrenaline rush Park City Mountain Resort has to offer. At 2,300 feet, the Ziprider is the world's longest zipline. It propels you through the trees down the mountain at speeds up to 50 miles per hour. Four people can race each other at the same time. The Ziprider is open spring, summer and fall.