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## Halogen Guides Interviews Destination Club CEOs: Part 3 of 4- Lusso Collection's Steve Greer



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All the industry players were in attendance at the recent Destination Club Association meeting in Denver. We used the opportunity to catch up with the [Lusso Collection's](#) CEO Steve Greer to talk about the state of the industry and what's next for the club.

Greer thinks the outlook for the industry as a whole is quite promising. He foresees more consolidations like that between Ultimate Resort and Private Escapes, and believes that the next few years may see established hospitality players attempt to move into the space as well. As far as the current economic slowdown goes, Greer sees an opportunity for his club. Individuals who might have considered second home ownership may see greater value and less risk in a destination club membership given the uncertain real estate market, and at the same time properties are cheaper for Lusso to add to its collection. The drawback of course is that capital markets are tightening.

Greer cited Lusso's industry lowest member to property ratio, and equitable access to homes as one of the club's key strengths in attracting members. New membership is dependent on referrals, so the club must continue to deliver positive experiences so members spread the word.

Lusso's membership more than doubled in 2007, going from 50 members to 115. The club has 23 homes in 13 locations, with another 25 slated to join the collection in 2008.

Watch the complete video below, and stay tuned tomorrow for part four of our CEO interviews, where we talk with Ultimate Resort's Jim Tousignant. [Part 1](#), with Exclusive Resort's Jeff Potter, and [Part 2](#) with High Country Club's Christian Kirschner are available to watch as well.