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Membership at Destination Club Lusso Collection grows 25%, Adds Turks and Caicos Property



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After hitting a critical milestone of 100 members last year, destination club **Lusso Collection** saw membership jump 25 percent in the first quarter of this year. The club now has 140 members and this year plans on expanding the property portfolio to include 39 homes in 21 destinations. It just announced a new home in the Turks and Caicos, an **increasing popular** location for both vacation homes and **destination club** properties.



"Fifty percent of growth has been from member referral," said Lusso's marketing director Lisa Bergerson. The number of referrals, she said is not only indicative of member satisfaction with the club but an overall interest in seeing the club's real estate portfolio continue to expand. "We need to buy more properties to maintain our member to home ratio," said Bergerson, "and that motivates members to refer their friends."

Lusso Collection now has 26 properties in 15 destinations and its aggressive real estate expansion this year will include more residences in both beach locations and Europe, two areas that Bergerson expects the club to make additional property announcements in the coming weeks.

The newly announced Turks and Caicos property is in the southwest corner of Providenciales island. The 3,800 square foot house has four-bedrooms, an outdoor kitchen, firepit, infinity-edge swimming pool and a private beach. It will be available for booking by members next week for trips beginning in mid-May. Both **Quintess**, **LRW** and **Exclusive Resorts** also have homes in the Turks and Caicos.

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