

LAS VEGAS, Oct. 3, 2013 /PRNewswire/ -- In one of the most unique and openly transparent promotions ever mounted, Diamond Resorts International (NYSE:

[DRI](#)

) is continuing to send families to various vacation locations as "Undercover Guests." In this second wave of the online sweepstakes, 4 families will receive a weeklong paid vacation for up to four people, each at a different, undisclosed Diamond Resorts destination. In addition to receiving the vacation of a lifetime, each family will report back to Diamond and detail all the dimensions of the vacation experience. Management will take this information and use it to improve and innovate across all aspects of Diamond Resorts, creating an ever-more-satisfying vacation paradigm.

Many families in the Undercover Guest program will also be videotaped, as was the first family, to complete the undercover assignment. Excerpts from the video footage will then be posted on the Diamond Resorts website for all to see. In addition to being genuinely innovative, this aspect of the sweepstakes and its aftermath represents a new, highly accessible level of corporate transparency.

David Palmer, President and CEO of Diamond Resorts, explained the driving rationale behind the promotion. "Our commitment to great vacations is absolute," he said. "Undercover Guest is an innovative tool we use to ensure that we are living up to our standards of affordable luxury and priceless memories." Palmer continued, "We deeply value what these families do in going undercover for us—not just in terms of telling us where we can improve the vacation experience, but also because we believe that time spent on vacation with your loved ones is more than just a break. It's critical to well-being. We are committed to make every vacation the best it can be. The Undercover Guest program helps us strive to achieve that for everyone."

The sweepstakes that selects the winning families will be live until November 9th, 2013, and full entry details are available on the website at

www.DiamondResorts.com

. Winners will be drawn every two weeks for a total of 4 winning families.

About Diamond Resorts International® Diamond Resorts International®, with its network of more than 300 vacation destinations located in 33 countries throughout the continental United States

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Hawaii

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Canada

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Mexico

, the
Caribbean

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South America

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Central America

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Europe

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Asia

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Australia
and
Africa

provides guests with choices and flexibility as they design their dream vacation, whether they're traveling an hour away or around the world. Diamond Resorts team members "move mountains" so members and guests get affordable luxury and priceless memories, and so that each vacation is the best possible. Our hassle-free, relaxing vacations give guests a truly memorable experience every time, for a lifetime.

Diamond Resorts International® manages vacation ownership resorts and sells vacation ownership points that provide members and owners with Vacations of a Lifetime™ through 92 managed resorts, 210 affiliated properties and four cruise itineraries. To learn more, visit DiamondResorts.com.

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"Undercover Guest" Continues at Diamond Resorts; 4 Families to Win and Play "Secret Agent" Vacationer

Written by Australian Business

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