



**For Immediate Release**

## **The Discovery Club hires new director of business development**

**Feb. 21, 2012, Victoria, BC** – With a passion for travel and more than 35 years of diversified business experience, Frank Berke has just been named the new director of business development for The Discovery Club, a luxury travel club that offers its members elite guest access to the world’s finest hotels and resorts without the restrictions and responsibilities associated with timeshare or fractional vacation ownership.

“Frank is perfect man for the job, and definitely a rare find,” said Kevin Walker, co-owner and founder of The Discovery Club. “In addition to having strong business acumen and experience in the management, development and sales of luxury resort property and high-end retail stores, Frank is a seasoned world traveller and has firsthand experience with the highs and lows of owning a vacation property.”

Berke comes to The Discovery Club as the former 24-year owner of Brilliant Ideas Canada Ltd., a collection of retail stores located throughout British Columbia and Alberta, operating under such trade names as Jewelry International, Berke’s Jewellers, Gold Crafters, Diamond Imports, 17th Ave. Berke’s, The Pierced Ear, Bernard Callebaut Chocolates and Soapberry Shop.

Berke also spent six years managing a luxury Caribbean resort, including developing and selling beachfront vacation homes. In addition, Berke has been involved with the ownership, sales and marketing of a number of land development initiatives in Western Canada.

“Today’s traveller wants total flexibility and convenience,” said Berke. “I’m honoured to take the role of business development director for The Discovery Club, a company that’s very much in tune with client needs, offering exceptional value, stress-free travel and superior customer service.”

With a one-time investment and low annual dues, Discovery Club members have unparalleled access to more than 2,700 international and luxury accommodation affiliates – and the club pays member’s hotel bills for life. In recent years, The Discovery Club has expanded to include adventure travel, such as African safaris, Italian Ferrari tours, Australian deep-sea diving and Arctic Circle polar bear watching.

“Having lived and worked in four different countries, Frank has a wealth of knowledge when it comes to luxury travel,” said Walker. “It’s a pleasure for all of us here at The Discovery Club to welcome Frank to the team.”

For more information about The Discovery Club, visit [www.discoveryclub.ca](http://www.discoveryclub.ca).

### **About The Discovery Club**

Owned by Walker Hospitality, The Discovery Club offers members elite guest access to the world’s finest hotels and resorts. In addition, members can indulge in first-class travel and once-in-a-lifetime experiences such as private aircraft, luxury train, specialty cruises and more. With a one-time investment and low annual dues, Discovery Club members have unparalleled access to exclusive holidays selected from the club’s extensive collection of international affiliates – and the club pays member’s hotel bills for life. Featured affiliates include select Fairmont hotels, Pan Pacific Hotels in Vancouver and Whistler, the Four Seasons Dublin, Hiltons, Shangri-La, Marriotts and many other luxury brand hotels and resorts worldwide. For more information, visit [www.discoveryclub.ca](http://www.discoveryclub.ca).

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