



Industry:
Hospitality & Vacation Ownership

Location:
Las Vegas

Number of Employees:
400

Program Summary

Carpoolers, bus riders, walkers, bikers. What is one thing they all have in common at Diamond Resorts International®? These team members get the chance to take home great prizes every month for doing their part to reduce air pollution and traffic congestion in Southern Nevada.

For years, the Las Vegas-based company has been a global leader in the hospitality and vacation ownership industries, and since 2009 when it became an employer partner of Club Ride Commuter Services, Diamond Resorts International® has been encouraging alternative commute options as a way to become an environmentally conscious global organization.

To help team members improve their commutes, [Diamond Resorts International®](#) offers preferential parking for carpoolers, bike racks for cycling team members and transit stops within walking distance of its corporate headquarters.

“We are actively taking steps to become an environmentally conscious global organization.”

Stephen J. Cloobek, *Chairman and CEO*

But the silver level partner of Club Ride goes above and beyond the normal call by giving clean commuting team members the opportunity to take home coffee makers, beach towels and more.

Every member of Club Ride is eligible to win [Club Ride Rewards](#) – such as gift cards and Club Ride merchandise – on a monthly basis, but thanks to a bright idea, Diamond Resorts International® workers get the chance at a little something extra.

Team members who use an [alternate form of transportation](#) at least once a month get their names entered into a drawing to win prizes, such as coffee makers, beach towels, bath towels, lawn chairs, soap and lotion gift sets, gift cards, BBQ tools and iPod accessories.

These extra incentives serve as a way to show the company’s support of the program and alternative transportation modes. As a result, more than 25% of corporate team members participate in Club Ride. And in the past year, Diamond Resorts International® commuters have:

- Reduced more than 41,800 vehicle miles from Southern Nevada roads.
- Saved more than \$6,000 in commuting costs.
- Kept more than a half ton of smog-forming pollutants or almost 18 tons of greenhouse gases out of the air we all breathe.



228.RIDE (7433) • rtcsnv.com