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Top Timeshare Professionals Exchange Ideas for Industry's Future

Education, Industry Perspective and Networking Highlight ARDA Convention

(Washington, March 24, 2010)—More than twenty-five hundred timeshare industry professionals gathered in Las Vegas for the 2010 American Resort Development Association (ARDA) Convention and Exposition, March 14 – March 18, 2010 at the Venetian Resort Hotel and Casino.

This year's convention kicked off with the RCI/AIF Open Golf Tournament at Bear's Best Las Vegas. One hundred and forty-four golfers played in support of the ARDA International Foundation and the AIF Auto Driveaway. All net proceeds from the tournament and Auto Driveaway support industry research and education programs. Interval International's "Party with a Cause," which showcased Tommy James and the Shondells, also raised funds for the Foundation.

The convention's opening general session, sponsored by RCI, featured keynote speaker Andy Sernovitz, who is a nationally recognized expert in word-or-mouth marketing, entrepreneur, and author.

The week's events featured a notable line-up of forum and educational sessions with outstanding speakers. Highlights of the convention included the Opening Session: State of the Industry featuring leading CEOs who discussed the ever-shifting landscape of the timeshare industry and cutting-edge tools for the future.

Other events included the Business Models Forum, with industry leaders sharing new business strategies and models needed in order to succeed during the current economic environment. The Sales and Marketing Forum focused on branding and selling through electronic media, with an emphasis on social media. The Resale Forum was an interactive discussion that included three initiatives: regulatory reform, consumer education, and research to address this key industry initiative.

ARDA members were joined by 369 international colleagues from around the world, and activities included an ARDA-Caribbean Committee, the International Marketplace, and an International Reception.

Throughout, industry executives shared industry practices, gained knowledge of the most recent marketing trends and tools and heard state-of-the-industry updates. Panel discussions and educational sessions were on a wide variety of topics ranging from hospitality issues, fractional and private residence clubs, fundamentals of finance, cross-industry developments, green management, and e-media trends.

“Although the industry has been hit hard by the tight credit environment, the fundamentals remain sound, especially in fulfilling the need for better vacationing at a great value,” said Howard Nusbaum, ARDA president and CEO. “Our industry was developed during the recession of the 1970s, and the entrepreneurial nature and creative spirit of our members was more evident than ever at this year’s ARDA Convention.”

Highlights of the program also included Breakfast of Champions, sponsored by Hilton Grand Vacations, featured former U.S. Army Officer and Founder of Educational Achievement Services Conseulo Kickbusch. The ARDA Awards Gala featured the presentation of the annual ARDY Awards and entertainment by The Rhythmics which was sponsored by Holiday Systems International (HIS).

The 2010 Signature Sponsors include American Express, Equiant Financial Services, Holiday Inn Club Vacations, Holiday Systems International (HSI), International Cruise and Excursions, Inc. (ICE), Interval International, RCI, Redweek.com, Starwood Vacation Ownership, Inc., and VacationGuard, Inc.

The American Resort Development Association is the Washington D.C.-based professional association representing the vacation ownership and resort development industries. Established in 1969, ARDA today has over 1,000 members ranging from privately held firms to publicly traded companies and international corporations with expertise in shared ownership interests in leisure real estate. The membership also includes timeshare owner associations (HOAs), resort management companies, and owners through the ARDA Resort Owners Coalition (ARDA-ROC).