

VacationBetter.org

Sponsored by the American Resort Development Association

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ARDA SALUTES NATIONAL TRAVEL and TOURISM WEEK WITH LAUNCH OF CONTEST

Timeshare Owners Share Vacation Experiences in Video, Photo and Story Contest

Washington, DC – May 4, 2009 – As part of the travel industry's efforts to promote the power of travel during National Travel and Tourism Week, the American Resort Development Association (ARDA) is encouraging timeshare owners to share the secret of better vacationing through its annual contest. Timeshare owners will have a chance to win \$1,000 by entering a vacation photo, story or short video depicting a memory of a timeshare vacation that impacted their health, family or overall enjoyment of life.

ARDA points to studies that show there are undisputed, long-term benefits associated with taking regular vacations that contribute to better health, relationships and job performance. However, while vacations are fast becoming recognized as a critical component of wellness and healthy living, Americans are trying to grapple with how to afford a vacation during these tough economic times.

“Vacation ownership products continue to offer a tremendous value for the consumer, both economically and emotionally,” said ARDA president and CEO Howard Nusbaum who said that the timeshare industry has long promoted the need to take time to vacation at least once a year. According to ARDA, timeshare owners continue to travel to their timeshare destinations despite smaller travel budgets and less discretionary income. In fact, vacation ownership properties are experiencing more than 80% occupancy rates as of March 31, 2009.

The real value of timeshare ownership comes from the discipline of better vacation planning and consistent quality accommodations. Creating lasting memories year after year should be viewed as a necessity, not a luxury.

Purchasing and essentially pre-paying for your future vacations at today's prices take the stress out of planning for one while guaranteeing that you get away at least once a year. Today, there are 76 million baby-boomers that are extremely compelled by the value proposition of better vacationing with timeshare.

“Timeshare owners are our industry’s biggest advocates and we hope the stories, pictures and videos submitted throughout this contest will help give other travelers a glimpse into a better vacation experience,” said Nusbaum.

Winners in each of the three categories – story, photo and video – will receive \$1,000 and the runners-up will each receive \$250. Additionally, the winning story, photo and video will be featured on www.VacationBetter.org, www.arda.org, and in ARDA’s *Developments* magazine. Timeshare owners can visit www.VacationBetter.org for further submission details and prize information.

About VacationBetter.org

The American Resort Development Association’s (ARDA) on-line resource informs consumers on the importance of taking a vacation and the overall benefits of enjoying one – regularly – through shared vacation ownership. VacationBetter.org is a comprehensive, educational tool for consumers to learn about this travel option and to demonstrate a way for travelers to vacation better.

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