ARDA World 2012: Something for Everyone

BY ALEXA ANTONUK

Where can you find the largest annual gathering of timeshare industry leaders in the world? ARDA Convention!

The upcoming ARDA World 2012 convention will take place in the entertainment capital of the world, Las Vegas, April 1-5, 2012, at the world-famous Venetian Resort Hotel & Casino—and promises to feature “something for everyone.” A popular international destination, Las Vegas is just a quick jaunt from most international locations and home to a variety of international and domestic ARDA members.

Whether you’re a developer looking to expand business fronts, an international partner, or a long-time convention attendee, this year’s ARDA World fits your needs. In fact, our members asked for it, and ARDA is delivering: expanding our domestic offerings while focusing on the burgeoning international side of the vacation ownership industry.

Although ARDA World will focus on key international issues, the signature elements and features that ARDA conventions are known for (top-notch speakers and can’t-miss events) will remain the same.

What’s New?
As owners become more fluent, sophisticated, and interested in international travel, those who want to remain players in the industry must continue to adapt to meet demand. Likewise, the Convention is adapting and will feature ARDA’s global development partners from around the world—3,000+ attendees from over 35 countries and exciting new international exhibiting options.

ARDA’s partner organizations from Australia, Canada, Europe, Mexico, and South Africa will be on hand to speak to developers and convention attendees, and development agencies from each of these regions will also be in attendance. Developers looking for new locations and access to regions like Brazil, China, India, Mexico, Indonesia, and South East Asia (Thailand, Malaysia, Singapore, Vietnam, and Bali) will benefit greatly from meeting these partner organizations and attendees.

Exhibiting Info
Exhibitors will also find a new international twist at this year’s ARDA World convention. The ARDA Exhibit Hall provides a focal point for learning about new products and services directly from their suppliers, all under one roof.

This year, ARDA is paving a path for you to meet one-on-one with key industry players and to display the latest innovations within the vacation ownership and resort development industries. In the exhibit hall, ARDA plans to host five pavilions for development agencies within each of the featured regions. There will also be a GATE lounge, where partners from Europe, Australia, South Africa, and Canada can assemble for discussion.

Mark your calendars for an all-new ARDA Convention in 2012! Stay posted by checking www.arda.org/convention2012/.

Looking to sponsor at ARDA World 2012, the largest annual gathering in the timeshare industry? A preview list of 2012 convention sponsorships are available at www.arda.org/sponsor or by contacting Bob Craycraft, vice president of industry relations, at 202/207-1079 or bcraycraft@arda.org.

“SEEN&HEARD”

Don’t just take our word for it—see what our associates have to say about ARDA World!

“Brazil is a very active and important market for us, with opportunities all around the country. There were over 15 companies from Brazil at the 2011 ARDA Convention—more than we would ever see in one sales trip to that country. The ARDA Conventions make sense to us as part of our South American outreach. The ARDA World Convention concept can only make a great global opportunity even better.”

—Miguel Kaled
Director of International Business Development
Morris Architects & Morris DO Brasil

“Just as the dynamics of our industry are changing, so is our world. As we expand into new venues and jurisdictions, we need to be aware of and prepared to deal with significant challenges from perspectives as varied as labor and legislative conditions to customer profiles and cultural idiosyncrasies that can make or break the success of a new venture. In this regard, I am excited about the educational opportunities and exchange of ideas between a broad international base of participants that will take place at the ARDA World Convention in 2012.”

—Denis Ebrl
Executive Vice President
Club Melia