

2024



 **ARDA**
Media
Kit

ARDA 2024 Media Kit

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About ARDA

ARDA is a nonprofit, nonpartisan, Washington, DC-based trade association for the vacation ownership and timeshare industries, representing more than 350 privately held and publicly traded companies. ARDA's members include developers, exchange companies, vacation clubs, timeshare resale and rental companies, timeshare owner associations (HOAs), resort management companies, industry vendors, consultants, and legal and regulatory experts.

For over 50 years, ARDA has advocated on behalf of America's resort developers and timeshare owners, both on Capitol Hill and in statehouses across the country.

As the global leader for the vacation ownership industry, ARDA also regularly works with established and emerging associations and markets worldwide to help advocate for the interests of its members and the industry. ARDA is also a member of the Global Alliance for Timeshare Excellence (GATE), made up of vacation ownership advocacy organizations from Brazil, Asia Pacific, Australia, Canada, Europe, Mexico, and South Africa.

**ARDA is comprised of three branches:
ARDA, ARDA Research & Insights, and ARDA-ROC.**



ARDA is "the voice" of the timeshare and vacation ownership industries, educating and forging relationships with policymakers from Capitol Hill to statehouses across the country, as well as members of the media and the traveling public, to ensure that vacation ownership is recognized as a key sector of the greater hospitality industry.



ARDA Research & Insights, which is powered by the ARDA International Foundation (AIF), fulfills the research and educational needs of the timeshare and vacation ownership industries. Areas of focus include identifying consistent and ongoing benchmarks, analyzing technological changes and impacts, and enhancing the public's knowledge of the industry.



The ARDA Resort Owners' Coalition (ARDA-ROC) serves as the advocacy arm of ARDA, advocating for the interests of timeshare owners at the federal, state, and local levels. With over 25 years of experience, ARDA-ROC is dedicated to safeguarding the rights and well-being of timeshare owners through legislative monitoring and proactive engagement.

ARDA 360

Across LinkedIn, Facebook, and Twitter, ARDA is resharing information from members, publishing curated content from ARDA, ARDA Research & Insights, and ARDA-ROC, and promoting member and industry news. Like and follow ARDA to stay up to date on the latest industry news.

ARDA Social Links:



The Coalition for Responsible Exit

The Coalition for Responsible Exit is a program created by ARDA, along with its developers, leading exchange companies, and ARDA-ROC, that educates and provides resources to timeshare owners looking to responsibly and safely exit their timeshares. The Coalition's website, ResponsibleExit.com, offers information on how to sell, rent, and exit timeshares via developer-generated no- and low-cost programs designed to make the process safe and secure.

The Coalition for Responsible Exit Social Links:



ARDA Members

ARDA encourages membership for any person or company involved with the timeshare industry.

ARDA's members include developers, exchange companies, vacation clubs, timeshare resale and rental companies, timeshare owner associations (HOAs), resort management companies, industry vendors, consultants, and legal and regulatory experts.

Prominent corporate members include:

Travel + Leisure Co.
Hilton Grand Vacations
Marriott Vacations Worldwide
Disney Vacation Club
Holiday Inn Club Vacations
Westgate Resorts



Jason Gamel—President & CEO, ARDA

Jason Gamel is President and CEO of ARDA. Drawing on more than 25 years in leadership roles in the hospitality and timeshare industries, Gamel oversees all operations

of ARDA, helping to shape its legislative and regulatory agendas and its public relations and communications strategies, as well as introducing industry research and thought leadership on matters related to timeshare, shared ownership of vacation real estate, and emerging travel trends to help educate a new generation of travelers on all that vacation ownership has to offer.

Gamel initially joined ARDA in 2004 as Vice President of State Government Affairs based in Orlando. After nearly nine years, he departed in 2013 to join Wyndham Destinations (now Travel + Leisure) in Orlando, Florida, serving as Senior

Vice President Legal until returning to ARDA and assuming his current role in 2019.

Gamel also spent six years as an Associate with Baker & Hostetler LLP, supporting the firm's timeshare and resort development practice and counseling clients in matters relating to timeshare and resort projects in the U.S. and Mexico.

Born and raised in Lansing, Michigan, Gamel earned a bachelor's degree in political science and human resource management from the University of Michigan, and a Juris Doctor from Fredric G. Levin College of Law at the University of Florida. He currently has bar licenses in Arizona, California, and Florida.

A resident of Northern Virginia, Gamel enjoys spending downtime playing golf, exercising, and savoring life with his wife, Lydia, and daughters Morgan and Kennedy (plus his two dogs!).

For Jason's full bio please email media.inquiry@arda.org

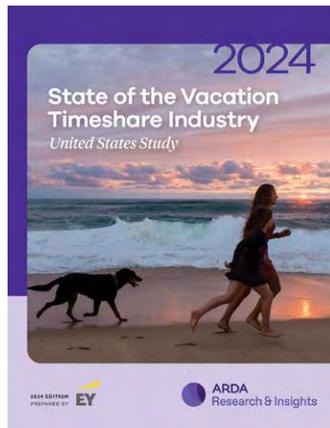
U.S. Timeshare Industry

by the Numbers

Timeshare Owners

- Nearly 10 million U.S. households own one or more type of timeshare product.
- Over 90% of timeshare owners are happy with their product.

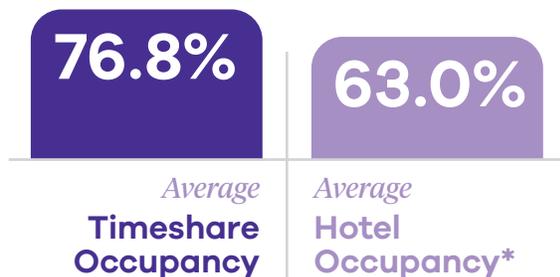
ARDA's most recent *State of the Vacation Timeshare Industry: United States Study 2024*:



Additional figures from ARDA:

- Average age of all timeshare owners: 45
- Average age of recent timeshare purchasers: 39
- Percentage of timeshare owners who are Millennials or Gen-Z: 57%
- Percentage of timeshare owners who are young Gen-X, Millennials, or Gen-Z: 69%
- Timeshare owners earning \$100k or more: 53%
- Timeshare industry's economic contribution to the U.S. economy: \$85.7 billion
- Spending by timeshare owners during timeshare resort stays: \$11.6 billion, including \$3 billion spent at resorts and \$8.6 billion spent off-site in local communities.

<i>Average per Transaction</i> Sales Price	\$24,170
Sales	\$10.6B
Rental Revenue	\$3.0B
Nights Rented	12.6M
<i>Total Industry</i> Economic Output	\$35.7B



*STR Monthly Hotel Review: December 2023, Smith Travel Research.

Debunking Timeshare Myths

MYTH

REALITY

Timeshare is an outdated travel model that is primarily used by older travelers.

The average timeshare owner is 45. Additionally, Gen-Z and Millennials account for 57% of all timeshare owners and 76% of new sale purchasers.

Owning a timeshare is more expensive than staying in a traditional hotel.

While becoming a timeshare owner is a big decision, it can be extremely cost-effective in the long-term, as owners lock-in their timeshare purchase at today's prices, regardless of future inflation rates. This is an important benefit of ownership, especially in recent years, as hotels have increased their average daily rate (ADR) and have added more nightly fees to offset increased costs. Additionally, timeshare owners save money while on vacation by having the ability to cook full meals in-suite and enjoy the added benefits of suites that feature multiple bedrooms, separate living and dining areas, kitchen, a washer and dryer, and more.

Timeshare owners are locked into a fixed-week model.

In recent years, the timeshare concept has evolved dramatically. Today, timeshare owners benefit from a flexible points-based system that allows them to book vacations at a resort of their choice for a length of time that best suits their vacation needs. Additionally, the industry has a robust exchange network that enables owners to trade "points" for comparable accommodations or travel-related services and experiences. The first option for exchange is to use an internal network through a timeshare developer to book properties within their existing portfolio. The second option is to use an external exchange company — the largest are RCI and Interval International — to open another network of resorts. Points can also be exchanged to book cruises, car rentals, sporting events, and more.

To experience timeshare, you must be an owner.

Travelers who are interested in experiencing timeshare accommodations can rent a stay at most timeshare resorts. Today, there are over 1,500 timeshare resorts in the U.S. offering the multi-bedroom suites, full kitchens, separate dining areas and in-suite washer & dryer found in other short-term rental options, but with the safety and security provided by the reputable hospitality brands that manage them.

There is no way to exit a timeshare.

ARDA created The Coalition for Responsible Exit in partnership with ARDA-ROC and leading resort developers and exchange companies across the industry to provide helpful, easily accessible exit resources to owners if timeshare is no longer a fit for their lifestyle. The Coalition's website, ResponsibleExit.com, offers information on how to sell, rent, and exit timeshares via developer-generated no- and low-cost programs designed to make the process safe and secure.

ARDA MEMBERSHIP Overview

ARDA is the trade association for the timeshare industry representing more than 350 privately held and publicly traded companies.

ARDA's members include developers, exchange companies, vacation clubs, timeshare resale and rental companies, timeshare owner associations (HOAs), resort management companies, industry vendors, consultants, and legal and regulatory experts.

Below are just a few of its active members with household names in the hospitality industry:

TRAVEL+ LEISURE

Travel + Leisure Co.

As the world's leading membership and leisure travel company, Travel + Leisure Co. (NYSE:TNL) transformed the way families vacation with the introduction of a dynamic points-based vacation ownership program at **Club Wyndham**, and the first vacation exchange network, RCI.

Travel + Leisure Co. delivers more than six million vacations each year at 275+ timeshare resorts worldwide through its vacation ownership brands – Club Wyndham, WorldMark by Wyndham, Margaritaville Vacation Club, Accor Vacation Club, and the new Sports Illustrated Resorts. The company also provides tailored travel and membership products, and **Travel + Leisure GO** — the signature subscription travel club inspired by the pages of *Travel + Leisure* magazine.

Learn more at travelandleisureco.com.



Disney Vacation Club

Disney Vacation Club, a leader in vacation ownership, debuted in 1991 with a flexible, vacation points-based system rather than the traditional fixed-week timeshare model. Today, Disney Vacation Club has more than 250,000 member families, from all 50 states and approximately 100 countries, who have discovered the joys of membership.

Disney Vacation Club members are able to choose from among a variety of exciting vacation destinations, including a stay at any Disney Vacation Club Resort or one of thousands of vacation exchange options in destinations around the world. Plus, when purchasing directly from Disney, members can also enjoy exchange options within the Disney Collection, which include select Disney Resort hotels, Disney Cruise Line and guided vacations with Adventures by Disney or National Geographic Expeditions, as well as hotel exchange through the World Collection, featuring a range of well-known resorts and hotels in landmark cities and international destinations.

With Disney Vacation Club properties located near the Disney theme parks in Florida and California, members have easy access to new and innovative attractions on both coasts for years to come. For more information, visit DisneyVacationClub.com.



Hilton Grand Vacations

Hilton Grand Vacations Inc. (NYSE:HGV) is recognized as a leading global timeshare company and is the exclusive vacation ownership partner of Hilton.

With headquarters in Orlando, Florida, Hilton Grand Vacations develops, markets, and operates a system of brand-name, high-quality vacation ownership resorts in select vacation destinations, such as Arizona, California, Florida, Nevada, Barbados, Italy, Japan and Mexico.

Hilton Grand Vacations has a reputation for delivering a consistently exceptional standard of service, and unforgettable vacation experiences for guests and approximately 720,000 Club Members. Membership with HGV provides best-in-class programs, exclusive services and maximum flexibility for Members around the world.

Learn more at <https://corporate.hgv.com/home>.



Marriott Vacations Worldwide

Marriott Vacations Worldwide (NYSE: VAC) is a leading global vacation and leisure experience company that offers vacation ownership, exchange, rental and resort and property management, along with related businesses, products, and services. MVW has over 120 vacation ownership resorts and approximately 700,000 Owner families in a diverse portfolio that includes some of the most iconic vacation ownership brands.

The Marriott Vacation Clubs™ is a portfolio of industry leading vacation ownership brands with over 90 domestic and international properties collectively throughout the U.S., Caribbean, Mexico, Central America, Europe, Asia, and Australia, including **Marriott Vacation Club®**, **Sheraton® Vacation Club**, and **Westin® Vacation Club**, that MVW operates under an exclusive, long-term licensing agreement with Marriott International, Inc. Owners and guests can enjoy villa-style accommodations with the standard of excellence expected from the most trusted brands in hospitality.

Hyatt Vacation Club® is a separate business unit and vacation ownership brand of MVW operated under an exclusive, long-term licensing agreement with an affiliate of Hyatt Hotels Corporation that is dedicated to helping people rediscover the power of vacations. Consisting of several different ownership programs, Hyatt Vacation Club includes a distinct collection of 22 vacation club properties set in some of the most unique and desirable destinations across North America and the Caribbean.

MVW also operates Interval International, an exchange network and membership program comprised of more than 3,200 affiliated resorts in over 90 countries and territories and provides management services through Aqua Aston to other resorts and lodging properties.

Learn more at MarriottVacationsWorldwide.com.



Holiday Inn Club Vacations

Encompassing resorts across the United States and the Mexican Caribbean, Holiday Inn Club Vacations Incorporated is a resort, real estate, and travel company with a mission to be the most loved brand in family travel by delivering easy-to-plan, memorable vacation experiences that strengthen families.

Based in Orlando, Fla., the company has been a leader in the vacation ownership industry since 1982, when Holiday Inn® founder Kemmons Wilson debuted the company's flagship property, Holiday Inn Club Vacations® at Orange Lake Resort, next to Orlando's Walt Disney World® Resort.

Today, the Holiday Inn Club Vacations resort portfolio spans across the United States, and into the Mexican Caribbean, with the company's international expansion in May 2023. Throughout its history, the company has maintained the core family values true to its founding Wilson family, while aggressively pursuing growth, transforming its member engagement model and building an industry-leading team passionate about the guest experience.

Learn more at [HolidayInnClub.com](https://www.holidayinnclub.com).



WESTGATE RESORTS

Westgate Resorts

Westgate Resorts is the largest privately held timeshare company in the world and one of the largest resort developers in the United States. Founded in 1982 by David Siegel, the company is headquartered in Orlando with seven Orlando hotel resorts, and 22 themed destination resorts nationwide, featuring more than 14,000 luxury villas and hotel rooms in popular vacation destinations throughout the United States, such as Orlando, and Cocoa Beach, Florida; New York City, New York; Park City, Utah; Las Vegas, Nevada; Gatlinburg and Pigeon Forge, Tennessee; Myrtle Beach, South Carolina; Williamsburg, Virginia; Branson, Missouri; and Mesa, Arizona.

In 2022, the company launched the cutting-edge World of Westgate (WOW) Loyalty Program, an exclusive program that rewards Westgate Owners and Hotel Guests with prestigious perks and privileges at no added cost.

Westgate Resorts locations are known to feature a variety of unique restaurant, retail, and spa concepts, including Los Amigos Mexican Grill & Tequila Bar, Villa Italiano Chophouse, Drafts Burger Bar, Edge Steakhouse, Westgate Marketplace & Deli, and Serenity Spa by Westgate.

Learn more at [WestgateResorts.com](https://www.westgateresorts.com).



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