



Recognize your organization's best people, products, places, and promotions.

2025 ARDA AWARDS **Nomination Guide**

Submit entries now! Deadline Friday, December 20, 2024.

**WINNERS ANNOUNCED AT THE
ARDA AWARDS CEREMONY MARCH 26, 2025**

ARDA SPRING CONFERENCE • MARCH 23–26 • THE SIGNIA BY HILTON BONNET CREEK • ORLANDO, FL

www.arda.org

**Thank you to the
ARDA Awards Committee!**

By devoting their time and effort, they ensure that ARDA provides recognition to the outstanding achievers in our industry.

**2024–2025
Awards Committee**

Yvette Batalla

Interval International

Jessica Bohlman

Travel + Leisure Co.

Bob Carl

Disney Vacation Club

Michelle DuChamp

Vacatia

Janie Elderdice

Hilton Grand Vacations

Susan McDowell

Marriott Vacations

Worldwide Corp.

Marcea Philips

RCI

Zach Sonberg

Marriott Vacations

Worldwide Corp.

Robert Stolt

RCI

Stacey Sutherland

arrivia

It is the mission of the **ARDA Awards Committee** to provide a program for the fair and equal evaluation of achievement levels within our industry and to provide recognition for those who have achieved excellence. The ARDA Awards Committee does not participate in judging any of the nominations.



**2025 ARDA AWARDS
Nomination Guide**

General Information	3
Awards Commitment.....	3
Awards Ceremony and After Party.....	3
Eligibility & Things to Note.....	3
Recognition.....	3
Nomination Entry Information	4
General Nomination Guidelines.....	4
Entry Deadlines and Fees.....	4
ARDA Circle of Excellence (ACE)	5
Categories 1–4.....	6
Categories 5–6.....	7
Marketing & Sales	8
Marketing Categories 7–11.....	10
Sales Categories 12–17.....	10
Management & Administration	11
Corporate Office Categories 18–26.....	13
Resort Operations Categories 27–35.....	14
Advertising, Promotion & Communications	15
Categories 36–45.....	17
Resort Design	18
Categories 46–50.....	19
Nomination Forms	21
Nomination Form.....	21
Statistical Data Form.....	22

It is the mission of the **American Resort Development Association (ARDA)** to foster and promote the growth of the vacation ownership industry and to serve its members through education, public relations and communications, legislative advocacy, membership development and ethics enforcement.

General Information

Awards Commitment

The ARDA Awards Program is committed to recognizing the best nominees submitted in categories that include overall professional excellence, outstanding sales and marketing accomplishments, product design, advertising and promotion. The category divisions for the 2025 ARDA AWARDS program are: **Marketing & Sales, Management & Administration, Advertising, Promotion & Communications and Resort Design.**

The **ARDA Circle of Excellence (ACE)** division honors those who have attained the highest level of excellence in the resort industry.

Awards Ceremony and After Party

This year's Awards Ceremony, where all winners will be announced will be held on **Wednesday, March 26 at the Signia by Hilton Bonnet Creek.**

Reserved seating will be available at the ceremony for all finalists and sponsor companies. The After Party is open to all ARDA Spring Conference registrants and awards program participants.

Eligibility & Things to Note

The ARDA Awards Program is open to all ARDA members. Members must be current in all financial accounts with ARDA at the time entries are submitted.

All nominees in the Marketing & Sales and Management & Administration Divisions must have worked for the ARDA member company for the entire 2024 calendar year. Entries in the Advertising, Promotion & Communications Division are limited to materials first used or results first achieved in the 2024 calendar year. Nominations in the Resort Design Division need only be a completed vacation ownership project (year of completion is not a factor in eligibility).

Award winners are not eligible to win in the same category again for at least one year after the date of winning. If a person won an award in 2024, they may not be nominated for the same category again in 2025. Finalists may be nominated again in the same category.

Recognition

- A list of all finalists will be posted to the ARDA website in February.
- No finalists are selected in the ACE Categories. The winner in all ACE categories is announced at the Awards Ceremony.
- Reserved seating will be available at the Awards Ceremony for all finalists and sponsor companies. The After Party is open to all participants in the ARDA Awards Program as well as all attendees of the Timeshare Together Conference. No tickets are needed.
- At the Awards Ceremony on Wednesday, March 26, 2025, one finalist will be selected as a winner for each category. Winners (including team winners) will receive one trophy. Additional trophies may be purchased after the ARDA Spring Conference 2025 at www.arda.org/awards.

Nominee Entry Information

General Nomination Guidelines

Below are general nomination guidelines that apply to all categories. Please reference a category for its specific nomination guidelines.

- All entries must be received by close of business on Friday, December 20, 2024. No exceptions or extensions will be provided.
- Entry fees are non-refundable.
- Entries received without the proper fees will be disqualified.
- Entries become the property of ARDA. ARDA reserves all publishing rights to materials submitted.
- Submitted entries/collateral will not be returned.
- If you have questions, please contact Catherine Lacey at catherine.lacey@arda.org.



Entry Deadline & Fee

Friday, December 20, 2024 **\$175 each**

Judging Information

- ARDA conducts blind judging in the Management & Administration division. Judges for these divisions are selected from within the resort industry. Judges do not participate in judging categories in which their companies have nominees.
- Judges for the Marketing & Sales, Advertising, Promotion & Communications, and the Resort Design divisions are selected from outside the industry and represent a variety of fields in relation to the divisions. All judges for these categories are given background information on the resort development industry. Judges for the Marketing & Sales division are educated about the nuances and specialized marketing and sales functions of the resort development industry.
- ARDA Circle of Excellence (ACE) categories are judged by a panel of business leaders from outside the industry.
- ARDA reserves the right to verify any and all information submitted with an entry. If information cannot be verified, the nomination may be disqualified. Information found to be falsified will be referred to the ARDA Ethics Committee for review.
- All data and information submitted will be held in confidence.
- The judges reserve the right to withhold awarding finalist status and/or ARDYs in any category where the quality of work does not warrant such recognition.
- ARDA reserves the right to split categories where appropriate, or move entries from one category to another if an entry has been submitted incorrectly.
- ARDA reserves the right to cancel a category should there be fewer than five submissions. No refunds will be given in this situation.
- All decisions of the judges are final.

ARDA Circle of Excellence (ACE)

Companies may not nominate a project, person or team who previously won an ACE award; however, nominations that have not won may be resubmitted for consideration again. Nominations can be resubmitted for the same category—provided the person/company has never won that award before.

Judges for the ACE awards are not employed within the resort development industry. Multiple awards (or no awards) may be given in any ACE category, at the sole discretion of the judges.

There are no finalists for the ACE awards, only a winner for each category. The winner will be announced at the Awards Ceremony. By nominating an individual or company for an ACE award, the nominator assumes responsibility for the presence of the ACE nominee at the Awards Ceremony.



The ARDA Circle of Excellence (ACE) Award is open to all ARDA members — regardless of an individual's position or the nature of their organization's mission. The ACE division represents the highest level of excellence within the resort industry.

Specific nomination submission instructions for ACE categories:

Please refer to arda.org/awards for information on payment and submission process.

All nominations must include the following:

- *Nomination Entry Form* (one for every nomination)
- *Payment*
- *Narrative*: double spaced, minimum 12-point type, 1" margins, no graphics, and no more than 8 pages. The top right corner of each page of the narrative must include the category name, category number, and nominee's name.

A minimum of 1 photo is required for all categories in the ACE Division, however, most categories require additional photos and other collateral pieces. All photographs and collateral pieces that are submitted will be used to illustrate the winning nomination in a video played during the Awards Ceremony. It is imperative that all nominations submit the asked for collateral. Nominations that do not submit the required collateral will not be accepted.

1 ACE Culture and Belonging Award

This award honors an organization that strives to build and sustain an exceptional work environment for employees, and demonstrates its ability to create the values, beliefs, and practices necessary to support staff well-being, growth, and satisfaction. Please describe in detail how your organization has shown a true commitment to advancing a workplace where employees can flourish both personally and professionally. Please include a minimum of five photos or other collateral illustrating your nomination.

2 ACE Philanthropic Award

This award recognizes an outstanding community contribution by an ARDA member company during the 2024 calendar year. This nomination may be for a one-time philanthropic effort. Narrative should include a description of the program or event including its purpose and goals and the reason for the company's involvement. Describe the nature and extent of the company's involvement and level of participation. In addition, discuss how the contribution impacted the community or group. Include a minimum of two letters of recommendation, ideally from the charity or organization that your nomination describes or from individuals or groups that benefited from your project. Please send a minimum of five photos or other collateral that represent the event.

3 ACE Customer Experience Award

This award recognizes a ground-breaking product, service or concept within your organization that relates to customer experience. This program or project must have been successfully implemented within the last two years. Narrative should discuss the nature of the project, the need for such an innovation and the impact of the innovation on company operations, staff, customers/owners and the industry. Please send a minimum of five images that illustrate the project.

4 ACE Employee of the Year Award

This award recognizes an outstanding employee who has demonstrated commitment and loyalty to his/her organization, has a history of superior performance and contributions and has set a positive example for his/her co-workers. Narrative should discuss what makes the individual's achievements outstanding and worthy of an ACE award. Please include specific achievements and examples of how the obstacles were overcome to achieve success, along with actions that resulted in savings or increased revenues. Discuss the individual's professional characteristics-including his/her leadership, creativity, honesty, positive attitude and willingness to go the extra mile. Please include a minimum of two letters of recommendation from professional colleagues. Please send one photograph of nominee.

[More ARDA Circle of Excellence "ACE" Categories >](#)

5 ACE Emerging Leader Award

This award is given to a professional on the rise within the resort industry in recognition of his or her outstanding accomplishments to date. The nominee should possess noteworthy achievements within a specific area that effectively illustrate his or her past success and future potential. He or she should have a maximum of five years of experience within the vacation ownership industry. This award is meant to honor an individual contributor in a non-supervisory role. The narrative should showcase specific examples of accomplishments that support the characteristics of leadership, vision, professionalism, integrity and commitment. Include a minimum of two letters of recommendation from professional colleagues. Please send one photograph of nominee.

6 ACE Resort of the Year Award

This award recognizes a timeshare resort which is considered the best of the best.

Narrative should discuss the following items:

- Design
- Sustainability
- Impact on local community
- Sales and marketing of the project
- Day-to-day operations

Please include the following items. Note: all images should be .jpg format at a minimum of 300 dpi.

- Site plan
 - Floorplans of units and common areas/amenities
 - A minimum of ten and a maximum of twenty photos with plain color background, showing interior and exterior of units, common areas, amenities and landscaping.
-

Marketing & Sales



Marketing & Sales Award categories are open to all ARDA members and are most applicable to developers, vendors, and industry partners.

Specific nomination submission instructions for Marketing & Sales categories:

Please refer to arda.org/awards for information on payment and submission process.

All nominations must include the following:

- *Nomination Entry Form*
- *Payment*
- *Narrative (see guidelines below)*
- *One photograph of nominee in .jpg format at a minimum resolution of 300 dpi*
- *Statistical Data Form if applicable*

Narrative Guidelines:

All narratives should be double spaced, minimum 12-point type, 1" margins, no graphics and no more than 4 pages in length. The top right corner of each page of the narrative must include the category number, category name, nominee name and company name. All marketing and sales categories are blind-judged. For this reason, please do not use the nominee or company name in the narrative (except in the top right corner of each page). As an example, rather than saying "John Smith has consistently beaten sales goals. He works at Rocky Mountain Resort or Denver, CO", please use language such as "This nominee has consistently beaten sales goals for this project located in the Rocky Mountains".

Note: Statistical Data Form (where applicable) will be judged separately from the narrative and will make up 50% of the final score for each entry.

Unless otherwise indicated in the category description, please answer each of the following questions in the narrative.

1. What makes this nominee's performance and contributions outstanding? Please include specific examples of achievements.
2. Describe nominee's marketing and/or sales philosophy and style.
3. Describe how the nominee helped with organizational or team goals.
4. Provide details on nominee's year over year growth.

MARKETING

7 Marketing Management Leader

Individual responsible for the design, direction, implementation and control of marketing programs at a single resort/sales site or multiple projects.

8 Marketing Team

Team involved in marketing and promotional efforts either on or off premise.

9 Marketing Individual

Employee of a marketing team in a non-supervisory position. Please answer only questions 1, 2 & 3. No statistical data form required for this category.

10 Marketing Program

Marketing program designed to attract prospects, generate tours and produce sales. Types of marketing programs can include things such as alliance programs, call centers, inbound and outbound programs, mini vacations, direct mail, trial/entry/exit programs, owner referrals and resale programs. Please describe the marketing program in detail, including results achieved. Questions 1-4 are not required for this category. No statistical data form is required for this category.

11 New Products

This category is open to any new product developed within the last two years and is focused on customer-centric products to drive timeshare sales and/or marketing initiatives. Eligible products could be concepts such as a new short-term or timeshare product, a new travel club product, or an enhanced exit line product. Please describe the product as well as the results achieved from such product.

SALES

12 Sales Management Leader

Individual manager responsible for the sales function at a single resort site or multiple project sales sites.

13 Sales Team

A sales team within the overall sales department. For example, the team may service a particular sales territory, customer segment or single client. This category is limited to sales teams only, no marketing or administrative personnel may be included.

14 Salesperson: In-House

Individual salesperson in a non-supervisory position exclusively dedicated to in-house sales to owners, exchangers and other guests who are in residence at the resort.

15 Salesperson: Traditional Line

Individual salesperson in a non-supervisory position who is employed on a daily line rotation touring all types of tours. Individual may be employed at an on-site or off-site sales facility.

16 Sales Verification Loan Officer/Quality Assurance Officer

Individual directly involved with completing the closing paperwork for the transaction of a timeshare sale. Please answer questions 1 and 3 only. (no statistical data form required)

17 Sales Trainer/Training Team

Individual or team involved with recruiting, hiring and training new and/or existing sales representatives. Please answer questions 1, 2 & 3. (no statistical data form required)

Management & Administration

CORPORATE OFFICE (CATEGORIES 18–26)

RESORT OPERATIONS (CATEGORIES 27–35)



Management & Administration Award
categories are open to all ARDA members'
personnel.

Nomination submission instructions for Management & Administration: Corporate Office categories:

Please refer to arda.org/awards for information on payment and submission process.

All nominations must include the following:

- *Nomination Entry Form*
- *Payment*
- *Narrative (see guidelines below)*
- *One photograph of nominee in .jpg format.*

Narrative Guidelines:

All narratives should be double spaced, minimum 12-point type, 1" margins, no graphics and no more than 4 pages in length. The top right corner of each page of the narrative must include the category number, category name, nominee name and company name. All management and administration categories are blind-judged. For this reason, please do not use the nominee or company name in the narrative (except in the top right corner of each page). As an example, rather than saying "John Smith is the best maintenance team member. He works at Rocky Mountain Resort or Denver, CO", please use language such as "This nominee is the best maintenance team member. He works for a resort located in the Rocky Mountains".

Please answer each of the following questions in the narrative.

1. What makes this nominee's performance and contributions outstanding and deserving of an ARDA award?
2. Describe a program, procedure or policy the nominee has implemented which has helped with owner/guest satisfaction or with internal employee process and procedures.
3. Give examples where the nominee's actions made a positive difference in an owner's or guest's vacation experience or for an internal employee or team experience.
4. Describe any new ideas and methods introduced by the nominee. Please include specific results.
5. Describe how the nominee has contributed to the goals, objectives and mission of the organization.

[More Narrative Guidelines >](#)

CORPORATE OFFICE

18 Business Administration or Operations Team Member or Team

A manager, individual team member or team employed in an administrative or operations department such as finance, accounting or HOA.

19 Legal and Regulatory Manager, Team Member or Team

A manager, individual or team employed in a non-supervisory role in a legal or regulatory department such as legal, regulatory, processing, contract administration or title processing.

20 Owner/Customer Relations Team Member or Team

An individual in a non-managerial position or administrative role, or a team at a corporate or resort location who serves owners/customers by providing product or service information, resolving owner/customer issues and/or providing general owner/customer service.

21 Owner/Customer Relations Manager

A manager at a corporate or resort location who serves owners/customers by providing product or service information, resolving owner/customer issues and/or providing general owner/customer service.

22 Human Resources Professional or Team

An individual or team employed in a human resources position at any level at a corporate or resort location. Responsibilities may include such things as creation and implementation of specific employee processes and procedures, compensation, payroll, benefits and employee relations.

23 Talent Acquisition Professional or Team

An individual or team in a corporate or resort location who is responsible for determining new applicant requirements and qualifications and is responsible for all areas of recruitment of new team members. This category is applicable for recruitment in all departments including but not limited to sales and marketing, resort operations and corporate staff. In addition to answering all questions, please also describe specific recruitment strategies.

24 Cross Functional Team

A cross-functional team, also known as a multidisciplinary or interdisciplinary team, is a group of people with different areas of expertise who work together to achieve a common goal. These teams can include employees from different departments and levels of an organization, such as finance, marketing, operations, and human resources. Please describe in detail a project that this team has completed.

25 Training and Development Professional or Team

Team or Manager engaged in training and development of employees aimed at bettering the performance of the entire organization or smaller groups of employees. In addition to answering all questions, please describe specific training programs and their results.

26 Technology Project Professional or Team

The IT or technology team responsible for a project that has impacted owner services or corporate services in 2024. Some examples may include development of apps or websites, implementation or development of new technology for reservation services, new technology in a resort itself or within the corporate office.

RESORT OPERATIONS**27 Activities Program Professional or Team**

A manager or team at a resort location who is responsible for the resort's activities program.

28 Safety/Security Professional or Team

An individual or team employed in the security department of a resort who exemplifies best practices in security and risk management.

29 Resort General Manager

Individual responsible for all aspects of a resort's operations; in addition to general resort management additional responsibilities may include, hiring and training staff, maintaining product & service standards, owner/guest relations and directing the work of others.

30 Resort Assistant Manager

Individual who reports directly to the General Manager; and is responsible for helping to complete all day to day operations of a resort.

31 Resort Department Manager

Individual in a management position within a resort who is responsible for one or more resort departments such as front desk, owner/customer services, activities, food and beverage or retail sales.

32 Resort Operations Team Member

Individual in a non-managerial position who works in a resort, in a department such as front desk, owner/customer services, activities, food and beverage or retail sales.

33 Maintenance Team Member or Manager

Individual team member or manager responsible for maintenance operations at a vacation ownership resort.

34 Housekeeping Manager

Individual manager responsible for housekeeping operations at a vacation ownership resort.

35 Housekeeping Team Member

Individual in a non-managerial position employed within the housekeeping department of a vacation ownership resort.

Advertising, Promotion & Communications



Advertising, Promotion & Communications Division is open to all ARDA members. Entries must be limited to those materials first used or results first achieved in the 2024 calendar year.

Nomination submission instructions for Advertising, Promotion & Communications categories:

Please refer to arda.org/awards for information on payment and submission process.

Each nomination must include the following items:

- *Nomination Entry Form*
- *Executive Summary & bullet pointed information*
- *A maximum of 8 collateral materials that illustrate the nomination. Please see individual categories for more information on collateral pieces of applicable.*
- *One digital image labeled "display image." This image will be used on screen during the Awards Ceremony if your nomination is the winner.*
- *Payment*

Executive Summary Guidelines

The Executive Summary is a brief description and overview of the project. Summaries should be a minimum of 50 words and a maximum of 500 words. Topics should include goal, use, limits and constraints and a description of how the piece being submitted fits into the overall program or any other unique characteristics of the project. Following the executive summary, please include the following bullet pointed information:

- Target market
 - Purpose (i.e. brand awareness, informational piece etc.)
 - Total circulation
 - Total budget
 - ROI if applicable
-

36 Newsletter

Newsletter that features stories, news, editorials or advertising and is not a sales brochure. Newsletter can be externally focused for owners or other groups, or internally focused for employees.

37 Digital Magazine

Magazine that features stories, news, editorials or advertising. Magazines must be digital in nature and emailed to circulation.

38 Integrated Marketing Campaign or Program

A strategic campaign that uses more than three types of media (i.e. social media, print, digital or print advertising etc.) which are designed to reinforce each other. Please submit a minimum of three and a maximum of ten different pieces of the campaign.

39 Video

A video used to communicate externally about a product, property or initiative to new or existing owners, or a video used to communicate internally to team members. Please include a link to the video.

40 Digital Products: Sales

Any digital product used specifically for the purpose of sales, may include but not limited to items such as sales films, virtual reality tours or interactive media used within a sales center or during the sales process.

41 Special Event: Owner/Guest

Open to any special event sponsored by the nominating company that focuses on owners or guests. Please describe the event in detail. Please submit a minimum of three and maximum of five items that illustrate the event.

42 Special Event: Sales and Marketing Incentive Event

Open to any special event sponsored by the nominating company that focuses specifically on rewarding sales and marketing team members who have achieved their goals. Please describe the event in detail. Please submit a minimum of three and maximum of five items that illustrate the event.

43 Employee Engagement Campaign or Event

Any internal campaign or event in a resort or corporate location designed to engage and communicate with employees in order to create conditions in which employees are motivated to meet company goals or metrics for success, or to communicate to team members.

44 Owner/Guest/Customer Engagement or Communications Campaign

Any campaign focused on engaging owners/guests/customers and encouraging them to interact, share their experiences or participate in another way, or to communicate to owners/guests specific items.

45 Social Media Campaign

Marketing campaign centered on actively starting conversations online, pushing digital content, driving traffic to a specific site or collection of sites.



Resort Design

Resort Design Division categories recognize the design aspects of a resort product or project within the vacation ownership industry.

Nomination submission instructions for Resort Design categories

Please refer to arda.org/awards for information on payment and submission process.

Each nomination must include the following items:

- *Nomination Entry Form*
- *Executive Summary*
- *A maximum of 10 PowerPoint slides that illustrate the nomination. Unless otherwise noted in category description.*
- *One digital image labeled "display image". This image will be used on screen during the Awards Ceremony, if your nomination is the winner.*
- *Payment*

Executive Summary

The Executive Summary is a brief description and overview of the project, as well as the project budget. Summaries should be a minimum of 50 words and a maximum of 500 words.

RESORT DESIGN CATEGORIES

46 Interior Design

Open to any vacation ownership property. May include any area of the resort, including unit interiors, restaurant, lobby and check in area, etc. In addition to 10 PowerPoint slides, please include a floorplan.

47 Refurbishment: Unit

Open to any interior unit refurbishment of a vacation ownership property. 10 slide PowerPoint must include clearly labeled before and after photos.

48 Refurbishment: Common Area or Exterior

Open to any refurbishment of a common area or exterior of a vacation ownership property. PowerPoint must include clearly labeled before and after photos.

49 Sales Center

Open to any sales center, on property or off-site. Nomination can be a new build, or refurbishment. If submitting a nomination for a refurbishment project, PowerPoint must include clearly labeled before and after photos.

50 Amenities

Any type of amenity found at a vacation ownership property. Examples include pools, spas, golf courses, water parks, and recreation areas. clearly labeled before and after photos.



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Submit entries now!

Deadline Friday, December 20, 2024.

Questions?

Contact Catherine Lacey at (202) 371-6700 or catherine.lacey@arda.org.

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