



# 2024 OVERVIEW

**The ARDA team had a banner year across our legislative, communications, meetings and research departments.**

Thanks to our advocacy team's efforts, ARDA-ROC and ARDA enjoyed major legislative wins and defeated significant legislation that could have negatively impacted owners and the industry in 2024. The team also laid the groundwork with elected officials across the country to be prepared to handle legislative and regulatory issues that will likely surface again in 2025.

On the PR front, the communications team welcomed ARDA's new PR agency, Weber Shandwick, over the summer and spent the latter half of the year building the foundation for an association-led PR campaign, which will launch in Q1 2025. The agency also conducted messaging research and helped develop both an "always-on" pitching strategy and an executive visibility strategy that will be implemented in Q1 2025.

The ARDA Communications team secured 60+ placements syndicated across 210 additional outlets for a total of 270+ placements and totaling over 2B impressions.



Shaping the future of *vacations*.



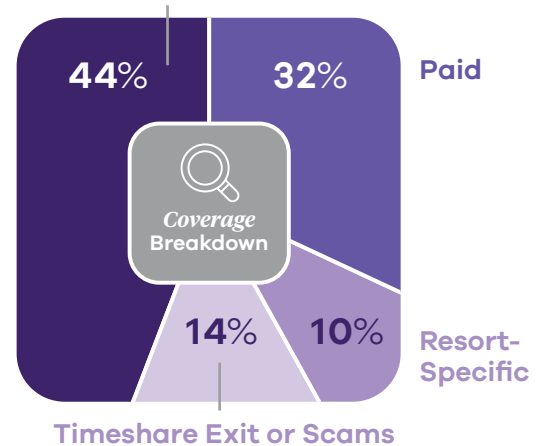
# Key PR Wins

In 2024, ARDA secured **60+ placements** in print and broadcast media such as CNBC, Forbes, Business Insider, Wall Street Journal, Washington Post, Fox Business, New York Post, USA Today, Associated Press, Skift and more! The placements were syndicated across **more than 210 outlets**.

## Top Outlets



### Timeshare-Specific



## Earned Media



In 2024, we secured coverage for our members' resorts for several timely news angles, including [Valentine's Day](#) in Forbes and the [best family getaways for the summer in USA Today](#). Additionally, we capitalized on Taylor Swift's reference to a "timeshare in Destin" on her new album to promote Florida timeshares, securing coverage in [MSN](#), [Thrillist](#) and [TravelPulse](#) as a result.

From a thought leadership perspective, we secured coverage multiple times in Forbes, including an article on the [Five Questions to Ask Before Buying a Timeshare](#), and an [overview of our 2024 Owners Report](#). We also worked with CNBC to showcase how timeshare owners' summer travel habits compare to the average traveler,

resulting in an [interview with Marriott Vacations Worldwide CEO, John Geller](#), about the trend of multi-generational travel and its impact on the timeshare industry.

ARDA President and CEO, Jason Gamel, participated in several interviews with top-tier outlets such as [Fox News](#) regarding the Mexican Cartel timeshare exit schemes, offering consumers advice on how to avoid falling victim to fraudulent activity from third-party exit companies.

As part of a PR trip to Hawaii, Jason was featured on [Hawaii Public Radio](#) and in the [Honolulu Star Advertiser](#), emphasizing the strong recovery of the timeshare industry in Hawaii following the Maui wildfires in 2023, and the trends that will shape the timeshare industry in the next 3-5 years.

# Key PR Wins

## Paid Partnerships

### SKIFT

ARDA partnered with Skift to produce a [forward-looking white paper](#), titled “Navigating the Future of Timeshare: Trends, Opportunities, and Insights for the Vacation Ownership Industry,” which Jason Gamel debuted on stage at Skift Global Forum.

The white paper provides insight into the world of vacation ownership and the factors driving its continued evolution.



Additionally, we worked with Skift to produce two articles: [Are Millennials the Happiest Timeshare Owners?](#) and [New Research Highlights the Resiliency and Adaptability of the Vacation Ownership Industry](#) to continue telling the story of our industry.



## Satellite Media Tour

In an effort to secure positive broadcast coverage and to promote the trends that will drive the industry for the next 3-5 years, Jason participated in a Satellite Media Tour (SMT), resulting in 30+ interviews which were aired across the country, resulting in over 550 million audience reach.



# Key PR Wins

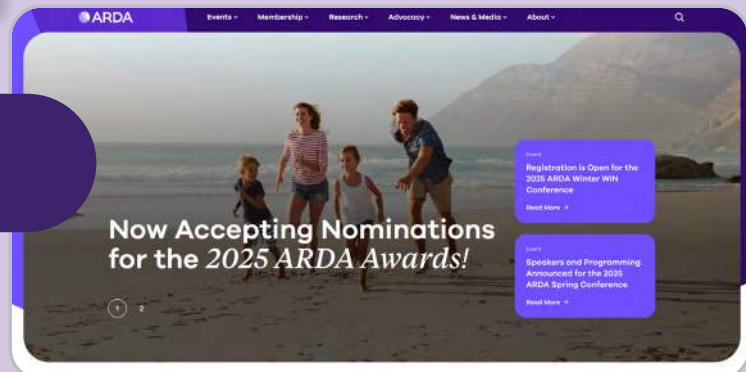
## Paid Coverage and Press Trips

- [INSIDER](#)
- [NBC TexasToday](#)
- [Travel Channel's Destination Divas](#)  
An episode featuring member properties and highlighting the benefits of timeshare for travelers and on-site activities will air in early 2025.
- [The Millennial Timeshare Boom: Timeshares are Back but Better](#)  
Alicia Richards visit at Club Wyndham Kona was syndicated across 52 publications and she became an owner after visiting the resort!
- [TinyBeans](#) at Breckenridge Grand Vacations
- [Karee Blunt at Hilton Grand Vacations Club Ocean Tower Waikoloa Village](#)  
Her article was syndicated across almost 60 publications.
- Hosted influencers at Holiday Inn Club Vacations Mount Ascutney Resort.



Sample coverage from hosted influencer trip

## ARDA Rebranding



In 2024, the ARDA team began our rebranding process, which will modernize the brand to help further align with our goals moving forward. We are excited to fully unveil the brand in the first quarter of 2025!

# Key LEGISLATIVE Wins

In an election year, legislative advocacy often takes a back seat to the heightened focus on fundraising, candidate platforms and the election narratives dominating the national conversation. The government affairs team was managing all of that while still focused on securing key wins to advance ARDA and ARDA-ROC's goals. This section highlights the pivotal legislative achievements that reinforce our commitment to owners and members. These victories not only reflect our influence in shaping policy but also demonstrate the collective strength of our advocacy efforts during a time when legislative priorities are deeply interconnected with election outcomes.



## Timeshare Salesperson Licensure

In Arizona and Oregon, we met with legislative and regulatory officials about creating a separate licensure category for timeshare salespersons. Currently, to sell timeshare in these states, a licensee has to obtain a full real estate license. The process is expensive, time consuming, and the required education course does not address timeshare sales. We believe we have the necessary support now for 2025 legislation.



## Florida



ARDA-ROC supported and passed Florida legislation to 1) Allow association boards more flexibility in managing facilities; 2) Clarify that estoppel requirements follow the Timeshare Act, not the Condo Act; 3) Extend hotel-like rights to timeshares for managing disruptive guests; and 4) Transfer the appointment of commissioners of deeds from the Governor to the Secretary of State for efficiency.

We also worked to mitigate the effects of Florida HB 1021, which introduced significant changes for HOAs and managers. Timeshare exemptions were added for two problematic provisions, but other requirements—particularly regarding contracts and procurement—will necessitate adjustments for managers.



## Tools for Legacy Resorts



We pursued and passed two bills in MA and VA to enact policies and procedures for the full or partial termination of a timeshare plan. These are important tools for aging or damaged resorts whose repair costs exceed their useful life.

# Key LEGISLATIVE Wins



## Timeshare Exit Victories

In VA, we defeated a bill that would have required a seller's mandatory take-back of timeshare interests after certain conditions had been met.



In TN, we defeated an exit company-backed bill that would have prohibited developers from communicating with their owners about low-cost exit options.



## Timeshare Taxation

One of the biggest victories in the many fights we had against tax efforts came in CO. We helped defeat a bill which would have reclassified any existing residential property as commercial (raising the tax rate from under 7% to over 25%) if the property was listed or used as a short-term rental. This included timeshare.

## Lowering Visa Wait Times

In early 2024, Congress passed H.R. 2882, allocating \$50 million to the State Department to reduce visitor visa wait times. ARDA emphasized the importance of lowering wait times, especially with major upcoming events like the 2026 FIFA World Cup and 2028 Summer Olympics. ARDA praised the State Department's new goal of achieving a 90-day average visa wait time in 90% of U.S. embassies globally and will continue to advocate for sufficient funding and resources to enhance the U.S.'s appeal as a destination for international visitors.

## Privacy

ARDA is monitoring the American Privacy Rights Act of 2024 (H.R. 8818), which aims to establish a national privacy standard, overriding many state-level privacy laws, and granting consumers the right to sue for violations. The bill has faced controversy, particularly over issues of preemption and private rights of action. Earlier in 2024, a planned committee markup was abruptly canceled due to growing opposition from legislators, including House leadership, which stalled the bill's progress. ARDA continues to track developments surrounding the legislation.



# MEETINGS & EVENTS



This year, the first joint **ARDA-ROC/TBMA Spring Meeting** was held in Las Vegas, with over 40 HOA board and resort managers attending. The team is looking forward to continuing the series with the spring meeting at Foxwoods Resort & Casino in 2025.

ARDA also held its first Legal Symposium this year, designed specifically for legal professionals. Attendance and engagement exceeded our expectations and this meeting will be held every other year moving forward.

Additional highlights from the year include the **2024 ARDA "Timeshare Together" Spring Conference**, which was held in Las Vegas for the first time since the COVID-19 pandemic. Guest speaker Will Guidara, restaurateur and best-selling author of *Unreasonable Hospitality*, was extremely well received and attendees enjoyed plenty of networking and educational opportunities. The **2024 ARDA Venture VIP Retreat**, held at The Lodge at Torrey Pines, was also a resounding success, with guest speaker Landon Donovan joining the group for golf and dinner.

Finally, **Leadership & Policy Forum** attendees heard from exciting speakers Ron Insana on the economy and Michael Steele on the political landscape following the presidential election. Trustee members also enjoyed an evening at the Anderson House. In 2025, this event moves to a new format at the St. Regis DC where we'll travel to Capitol Hill to meet key lawmakers.

**ARDA has hosted over 2,100 people from over 320 organizations, representing 25 different countries at our meetings and events.**

## A FULL LIST OF MEETINGS HOSTED IN 2024 INCLUDE:

- ARDA-WIN Winter Conference
- ARDA "Timeshare Together" Spring Conference
- The ARDA-ROC/TBMA Spring Meeting
- ARDA-UF Legal Symposium
- ARDA Venture VIP Retreat
- The ARDA-ROC/TBMA Fall Meeting
- ARDA Leadership & Policy Forum



# RESEARCH

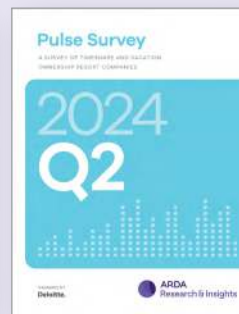
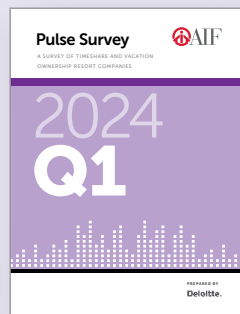
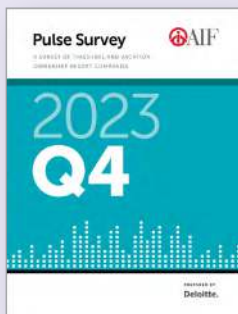
The following reports were published in 2024:



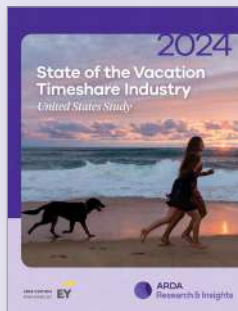
Since January 2024, our research has received over 2,400 downloads.



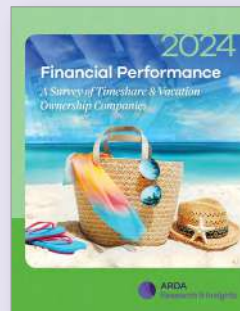
*Monthly Vacation Ownership Sentiment Index Study (JAN – DEC)*



*Pulse Survey Reports (2023 Q4, 2024 Q1–Q3)*



*State of the Vacation Timeshare Industry: United States Study*



*Financial Performance: A Survey of Timeshare & Vacation Ownership Companies*



*United States Owners Report: Shared Vacation Ownership*



*Economic Impact of the Timeshare Industry on the U.S. Economy*



*State Economic and Fiscal Impact Studies (AZ, CA, FL, SC, and TN)*



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