

Resort Trades

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- 10 Designing a Guest Experience With TECHNOLOGY!
- 12 How to Calculate Your Cost per Lead
- 18 Keeping Your Data Safe: Ransomware, Crashes, and Backups, Oh My!
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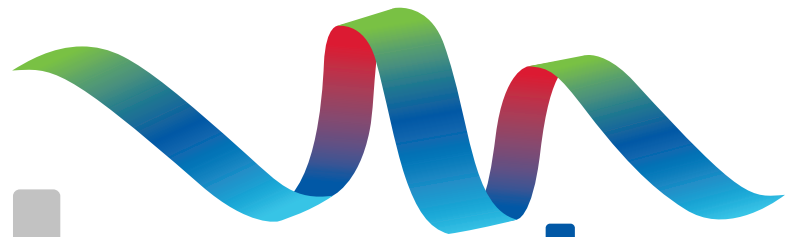
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For advertising information call 931-484-8819 or email adrep@thetrades.com.

CEO/Founding Publisher James Wilson

Publisher Sharon Scott Wilson, SharonINK@thetrades.com

Sales Marla Carroll, Marla@thetrades.com

Interim Design Director Tiffany Lewis

Art Director Carrie Vandever, Carrie@thetrades.com

Contributing Writers

Marge Lennon | Sheryl Cattell | Margit Whitlock

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6 P's of Marketing to Grow Your Business

Excerpts from Maryville University blog:
<https://online.maryville.edu/blog/6-ps-of-marketing>

Companies spent about 10 percent of revenue on their marketing budgets in 2019, according to Deloitte's CMO survey. Considering that most of a company's budget is wrapped up in rigid operating expenses such as materials, manufacturing, salaries, and utilities, it's for growing a business.

For any business, whether a global enterprise or small company, a comprehensive plan that outlines every possible avenue to attract customers' attention is vital. The building blocks of an effective marketing strategy include the 6 P's of marketing: product, price, place, promotion, people, and presentation.

The effective integration of the 6 P's of marketing can serve as the foundation for an effective growth strategy. The 6 P's enable businesses to achieve the following:

- Create a desirable product or service that offers value.
- Sell the product or service at a price that is attractive to customers.
- Determine the best place to sell the product or service.
- Optimize the success of attention-grabbing promotions.
- Identify the right people to improve marketing success.
- Attract customers by creating a visually appealing presentation.

What Are the 6 P's of Marketing, and How Can They Benefit Sales?

The traditional 4 P's of marketing — product, price, place, and promotion — have their origins as far back as the 1950s. The 4 P's gained increasing popularity and adoption

after Harvard University advertising professor Neil Borden wrote about the framework's benefits for successful product marketing in his 1964 article "The Concept of the Marketing Mix."

The 4 P's of marketing have proven to be time-tested principles still relevant in the marketing mix and used by leading global companies and small businesses alike. Today, they remain a critical component of a successful marketing strategy. However, digitization has transformed the traditional marketing mix to include two additional P's: people and presentation.

What are the 6 P's of marketing and how does each help sales?

Product: The product is what is being sold. Fulfilling a market opportunity with a timely product that meets customers' needs will help boost sales.

Price: The price is the cost the customer pays to acquire the product. An effective pricing strategy ensures that customers are willing to buy the product, generating sales for the company.

Place: The place is where customers can buy the product. Whether a brick-and-mortar store, website, or app, proper placement of products creates sales opportunities.

Promotion: The promotion includes all the tactics used to communicate a product's value. The goal of promotion is to attract a customer's attention and foster interest in learning more about — and eventually buying — the product.

People: The people are the individuals involved in the marketing process on both sides of an exchange. Employees such as salespeople and customer service representatives influence how customers view a business or product, and customers provide feedback to improve the product. This interaction between internal and external people helps determine success.

Presentation: The presentation is how the product appears in the market. Customers' opinions of how a product is presented (for example, through packaging and messaging) can impact their buying decisions.

[RESORT TRADES: While most readers are familiar with the four P's of Product, Price, Place, and Promotion; strategies #5 and #6 may need additional explanation.]

The 6P's of marketing defined.

According to The Houston Chronicle and The Balance Small Business, each "P" helps answer key marketing strategy questions.

1. Product/Service: What is the business offering?

2. Price: How much are customers willing to pay?

3. Place: Where will the offering be available?

4. Promotion: What will get buyers' attention?

5. People: Who will buy it? Who will sell it?

6. Presentation: How does the customer see the offering?

Continued on page 8



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People in Marketing

The fifth P in the marketing mix is people. Businesses regularly deal with people outside their organization such as customers and partners. Individuals working in marketing are focused on attracting external audiences to generate revenues for their company.

A company's internal people — production workers, managers, customer service representatives, salespeople, and support staff — are vital to the success of the marketing mix. These individuals set the tone for a company culture that either attracts or repels business. First impressions about a business count, and everyone involved in a product or service, from customer-facing employees to those working in production, distribution, and delivery, have both a direct and indirect impact on sales and customer satisfaction.

People strategies involve recruiting and hiring individuals who can contribute to a business's success. To find the right candidates, businesses use marketing strategies — selling the company itself — to attract top talent. Hiring effective staff can optimize the impact of marketing strategy and activities, and bolster a business's reputation.

#6 Presentation

Even when a product or service is superior to the competition, selling it depends on effective presentation. This sixth P of marketing focuses on the product's appearance and whether it accurately represents the business's image. Designers, creatives, and other professionals involved in presenting products should identify the type of customers the business wants to attract, and tailor a presentation to appeal to that target audience.

Important elements of presentation include:

- **Packaging:** The package determines the product's impression at first glance. On retail store shelves, a product is competing with hundreds of others. Effective packaging can help your product stand out to consumers.
- **Messaging:** Messaging focuses on what a company wants to communicate to customers about the company, brand, and product or service. Messaging highlights a product's primary selling points, but it can also express company values.
- **Branding:** What effect does your brand have on consumers? What thoughts and feelings are associated with your brand? Positive perception of a brand can drive business.
- **Resources:** Presenting Product in Marketing Strategy

Presentation of a product or service matters. The following resources offer perspective on the role of presenting products in relation to marketing strategy:

- Forbes, "The Importance of Branding in Business": The key role presentation and branding play in how people perceive a business by building trust and creating loyal customers
- SAP Community, "The Importance of Presentation in Product Marketing": The

value of presentation in improving image and sales

Different versions of the marketing mix model may incorporate other P's, such as process and positioning. Process describes the start-to-finish effort involved in building and marketing a product, from conception and production to sales and final delivery. Positioning describes how a customer understands the product, its brand, and its benefits.

Tailoring the 6 P's in Marketing Strategy for Your Business

A lot has changed since the introduction of the original 4 P's of marketing. Digital innovation keeps changing how products are developed, presented, sold, and delivered. No cookie-cutter marketing strategy fits the needs of every business: Each company has to assess its brand's and products' value and identify the best strategies, tactics, and vehicles to garner customers' attention. This requires understanding the needs of the market.

When creating a marketing strategy, businesses should first understand all elements of the 6 P's of marketing. With this knowledge, they can develop effective marketing strategies tailored to the unique needs of their business that highlight the benefits of their products or services to customers.

Reprint courtesy of Maryville University's Online Bachelors in Marketing program: <https://online.maryville.edu/online-bachelors-degrees/marketing/>



CLASSIFIEDS

EMPLOYMENT

Vacation Ownership Sales and Marketing Manager for Oyster Bay Beach Resort and Coral Beach Club located in St. Maarten, Dutch West Indies.

Position Summary: The sales Manager will lead a vacation ownership sales and marketing team in Oyster Bay Beach Resort and Coral Beach Club. The sales Manager will report directly to the Director of Sales and Marketing and assist in the management of the sales and marketing staff of 20-25 and must be proficient in closing deals as a TO.

Qualifications: 3+ years of sales experience for a recognized timeshare brand. Prior experience managing a sales and marketing team. Proven goal-oriented results in a commission sales environment. Willing to relocate to the Island of St. Maarten in the Caribbean. Interested parties should respond with resume to Christine McLaughlin via email cmclaughlin@obbr.com or fax: 215-540-1110. Job **Type:** Full-time

Director of Timeshare Sales and Marketing for Oyster Bay Beach Resort and Coral Beach Club located in St. Maarten, Dutch West Indies.

Position Summary: Director is responsible for managing all vacation ownership sales and marketing efforts at each Resort with multi-million dollars in annual sales. The Director will supervise the sales and marketing staff of 20-25 and must be proficient in closing deals as a TO.

Qualifications: 5+ years of sales experience for a recognized timeshare brand. Prior experience managing a sales and marketing team. Proven goal-oriented results in a commission sales environment. Willing to relocate to the Island of St. Maarten in the Caribbean.

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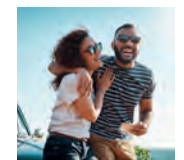
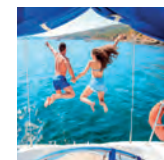
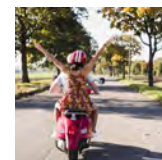


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Designing a Guest Experience With TECHNOLOGY!

By Margi Whitlock

Nearly every guest visiting your resort comes with a computer in their pocket or purse, creating an endless stream of possibility for enhancement to their experience at your resort. Today, integration of the internet into everyday devices and appliances has created what the tech industry calls the Internet of Things (IoT). IoT advancements pave a path for a new kind of hospitality. Let's take a look at areas where the guest experience can be enhanced with the most current technological trends.

Mobile Check-in

Covid caused most in our industry to adapt quickly to the use of technology in order to keep us safe and socially distanced. The idea of Mobile or Contactless Check-in has already started to take hold and is an option that is likely to remain and improve. Whether using a mobile device for self check-in or a kiosk on site, the strategy has proven to cut down on wait times for check-in, leading to higher customer satisfaction. Software available for mobile check-in means, your guests can begin their check-in process before they even arrive on site. It also provides a secure means of identification confirmation and payment all in the same place.

Keyless Entry

The next step to a truly mobile and contactless check-in is the keyless entry. Keyless entry requires both software and hardware updates with changes necessary for door mechanisms. The guest downloads a mobile key to their phone and uses the device to open the door. Both Hilton and Marriott have paved the way in this realm, proving guests are willing to use mobile keys with 7.6 million downloaded through their app in 2018 – pre-pandemic.

The keyless entry process eliminates the front desk visit and the hassle of lost keys. Converting to a keyless entry system will require communication in your check-in email about how the process works and instructions to downloading the app. It also means the work of your concierge and resort staff will need to be done virtually as well, so guests know all that is available to them during their stay.

Room Controls

Whether your guest uses a mobile key or a physical one, once in the room, IoT technology offers the ultimate personalization of the



Essential Technologies To Improve The Guest Experience. So Many Choices!!!

room experience. Smart features for lighting, thermostats, motorized window treatments, and in room entertainment are all on the market. Quickly improving technology also allows for voice automation of all of the above with an additional device such as Amazon Echo.

In addition, IoT is a benefit to the back of house as well, allowing for easier control of thermostats and lighting that has been proven to reduce energy bills.

And Beyond

Beyond room control tech, advances in virtual reality and robotics are finding new applications in hospitality marketing and operations. Sales rooms don't have to rely solely on photos and videos any longer. The omnidirectional camera makes it possible to create 360-degree videos of your property that can be viewed online or through a VR experience in your sales room.

Robots are already at work in some hotels handling tasks such as room service delivery and cleaning service. Imagine how quickly word will spread when your guests return home to tell their friends, "And then a robot delivered us extra towels!"

There's an App for That

General Manager at The Clancy, An Autograph Collection Hotel, Amy Arbuckle said it best,

"At this point, it's no longer news that mobile app technology has changed the hospitality industry immensely. And it's a change for the better - for both guests and hotel staff."

Integrating an app into your guest services allows for the mobile check-in, keyless entry, and room controls we have already discussed. It also allows for room service orders to be made anywhere on property, concierge alerts direct to the guest, and cashless tipping for your staff. Even more, it is an opportunity to expand your brand's reach with the integration of a booking platform, loyalty program, and personal profiles – providing valuable feedback and information about your guests.

Evaluating the benefit of technological updates is an on-going discussion. How much of the available technology you integrate into your resorts is a decision we recommend making with a team of people, including an Interior Designer and an IT specialist who can help you navigate options. As with any type of update to your resort, your technological advances need to be planned and phased to guarantee success. Best of luck navigating all of these NEW technologies. It is not easy or cheap, so shop around, use your network to get advice on best practices and my advice is to invest in an integrated systems management platform. Happy Techno! Time to embrace the obvious.

Margi Whitlock is Principal and Creative Director for Architecture and Interior Design at Architectural Concepts Inc., a San Diego, CA based Architectural and Interior Design Firm specializing in hospitality design. www.4designs.com Ms. Whitlock is an accomplished speaker with engagements at multiple ARDA conventions, HD Boutique show as well as being frequently published in magazines such as Developments, Resort Trades, Hotel Business, Hiatus, Vacation Industry Review and Resort Management and Operations.

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How to Calculate Your Cost per Lead

Tips for Getting More Profit from Digital Advertising

By *Darla Stratovich*



In this article, we'll learn why and how to calculate your cost per lead (CPL), recognize the elements of the cost-per-lead formula, and find out how to decrease your CPL without losing profits.

Imagine that you've launched an ad campaign in social media, in contextual advertisements, and on partner websites. Afterwards, you've got new clients. How do you measure whether you've spent enough, too little, or too much money on advertisements? How do you find out what channels have brought the biggest number of customers?

To measure the effectiveness of ad campaigns you've launched, you should calculate how much you've spent on acquiring each customer. You can also calculate the number of those who got interested in your product or brand.

A person who completed a desired action is called a lead, and the money spent to motivate that user for completing that action are called cost per lead, or CPL.

Why do you need to calculate the cost per lead?

The CPL directly influences the customer acquisition cost (CAC), or cost associated with a user who has already made a purchase. When you know how much you spent on acquiring a customer and how much profit this customer

brought to your company, you can define the most effective lead generation channels.

Find out your customer acquisition cost

The more expensive the product, the longer it takes for a customer to make a buying decision. You can influence that decision by, for example, telling more details about your products in emails. Then, the CAC will also include the cost of the advertisement which helped you include that customer to your mailing list.

Note! You shouldn't confuse CPL with CAC. While CAC is a cost per each user who completed a purchase, CPL is a cost of each step that the user takes on the way to the purchase. It can be a website registration, email subscription, and so on.

Identify the most effective lead generation channel

Different lead generation channels bring different types of customers with different purchasing power. The more expensive the leads are, the more profit they might bring.

Let's imagine that you've spent \$1000 on social media ads and \$2000 on contextual ads. As a result, you received 10 customers from both

channels. However, the customers who came from social media ads spent \$400 on average, while the ones from contextual ads spent \$800 on average.

This way, you might have found out that contextual ad campaigns bring more valuable leads than social media. Now, you can redistribute your advertising budget in favor of contextual ads.

Adjust your product price

The product price includes not only the production cost, but also the transportation, certification, advertising, and other expenses. If you can find the most optimal advertising channels, you will be able to spend less on ads and more on production quality. In other cases, you can increase the advertisement budget and lift the price of the product accordingly.

How to calculate cost per lead

You can calculate cost per lead using a formula based on your financial data. For correct calculations, it's important for all your actions to be displayed in the statistics. For example, if you are counting the number of calls, all of these calls should be tracked.

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Continued from page 12



To find out your cost per lead, you should divide the amount you've spent on advertisements by the number of leads you've attracted as a result of launching these ads. Remember that the cost per lead should never reach the margin value. It would mean that you are running at a deficit because leads don't become customers.

The basic cost per lead formula looks like this:

$CPL = \frac{\text{The Amount Spent on Ads}}{\text{The Number of Attracted Leads}}$

You can also use an online cost per lead calculator. For example, the online CPL calculator by The Online Advertising Guide allows you to find out the existing cost per lead, while the target CPL calculator by Jellog lets you plan the desired cost per lead based on the customer lifetime value, lead to customer conversion rate, and the desired ROI.

What factors influence cost per lead:

Average check. The higher it is, the higher quality leads you will need, and the higher will be the cost per lead as a result.

Customer lifetime value. While calculating your cost per lead, take into account repeat purchases. If the percentage of repeat purchases is high, then you can indicate a higher cost per lead, even though it isn't recouped from the first purchase.

It would be great if you evaluated cost per lead separately for each channel such as Google, partner websites, or social media. This way you can test the effectiveness of each channel and get rid of the ones that don't work for you.

How to decrease cost per lead

If you don't have a big advertising budget, you can decrease CPL to attract more customers for the same money spent. We offer you seven ways to do that:

1. Lower your cost per click

Every click influences CPL directly. Let's consider an example to see how it works. Imagine that 60 people clicked on a banner and each click cost you \$5. Users were redirected to the website, where they could request a call back — the ones who did become your leads. Only 50% of website visitors, or 30 users, left a request.

The cost per lead formula would look like this:

$CPL = \frac{\text{number of clicks} \times \text{cost per click (CPC)}}{\text{a number of leads}}$

$60 \times \$5 / 30 = \10 per lead

If the cost per click is low, then the cost per lead will also be low.

However, keep in mind that CPC determines the quality of incoming traffic. On a regular basis, you should track your click-through rates (CTR) and conversions. If these numbers are much lower than the obtained CPL, then this method doesn't do well for you.

2. Add or remove keywords

You need to build a semantic kernel which will help you bring in relevant users. To rank higher on the search engine results page (SERP) and not lose money on irrelevant clicks, you need to know the exact search queries of your audience. This will lead to more website visitors interested in your product, more purchases, and a lower CPL.

Track the keyword stats regularly, removing the ones which are not effective for you, and adding more keywords similar to the ones which attract relevant audience. It will work well if you use one keyword for one ad as you will be able to turn off ineffective ads right away.

You can also make a list of negative keywords, which will be excluded from your campaigns. For example, in case your service is paid, you can add "for free" into the negative keywords list.

So, track which keywords bring you the biggest number of users. Add relevant ones to your main list and irrelevant to the negative keywords list.

3. Use long-tail keywords

The shorter is the keyword or key phrase, the more often it's searched by users. For example, if you enter "grapefruit" in the search bar, you will see more than 74 million results.

short-tail keyword

Searching for a short-tail keyword in Google

If you search "grapefruit buy in bulk," you will see almost 13 million results.

long-tail keyword

Searching for a long-tail keyword in Google

You will get less traffic from long-tail keywords, but it will be more relevant. While making a list of long-tail keywords, you need to check their competition or, in other words, find out how many websites use the same keyword to rank in Google.

To calculate keyword effectiveness index, use this formula:

$KEI = \frac{\text{a number of queries a month}^2}{\text{a number of search results}}$

4. Calculate your KEI and then see what type of competition you are dealing with based on these numbers:

- a result from 0 to 10 means low competition;
- from 10 to 100 means average competition;
- from 100 to 400 or higher means high or extremely high competition.

You can look up a number of queries in Google Ads Keyword Planner under the "Impression" column.

impressions in Google Ads Keyword Planner

The number of impressions for keywords in Google Ads Keyword Planner

Continued from page 16

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You can also see the average number of searches and check out how strong the competition is.

searches and competition in Google Ads Keyword Planner

Checking the average number of searches and competition in Google Adas Keyword Planner

And the number of search results will be visible on the search engine results page.

number of search results

The number of search results is displayed on the SERP

If you have a few separate ad campaigns with long-tail and short-tail keywords, you can add short-tail ones to the negative keyword list of the ad campaign with the long-tail keywords. This won't allow popular keywords to "steal" your traffic.

4. Improve your ad copy

Users are always seeking for the most relevant content, which is in line with their queries. It means that the text of your ad campaign should match the text of the landing page. Describe your unique selling proposition (USP) or an ongoing promo campaign in the ad copy.

Create a few different options and test them to find out which one converts better. For instance, Google Ads allows you to hold a split test of new ad options. For that, you should go to the "Drafts and experiments" section.

Create a new project, link it to the existing campaign, and distribute your budget between the real and the test campaigns. As soon as you get the results, you will be able to change the entire campaign based on the test or just use the test separately.

Note that you shouldn't always try to lower the CPL. While leads from one source might have 1% conversion and from the other — 5% conversion, the difference in CPL between these sources may be no more than two times.

5. Analyze delayed conversions

The user's first website visit doesn't always guarantee conversion. Often, a user moves down the sales funnel step by step.

For example, a user journey towards the conversion might look like this:

- They click on the ad in social media, visit the website, and leave.
- They see a contextual ad, follow the link again, and sign up for emails.
- They follow the link in email and leave the website again.

- They follow a direct link and make a purchase.

In this case, you should calculate email opt-in conversion from a contextual ad and a purchase conversion from a direct link. However, the source of the lead was a social media ad, so this is a case of a delayed conversion. Then, the CPL should include the social media ad, the contextual ad, and an email costs.

You should track delayed conversions in order to have an idea where your leads come from, how people find information about you, and what path they follow. This will also help you understand how to shorten their journey and, as a result, lower CPL.

Google Analytics uses multi-channel funnels to track delayed conversions. There, you can see conversions from all channels; you can follow their history and see how valuable these conversions were in financial terms. The time period to choose can be from 1 to 90 days.

Looking up Multi-Channel Funnels report in Google Analytics

Every user who doesn't complete a target action, increases your average CPL. This can happen, for instance, due to the low usability of your website. In such a case, if people don't subscribe to your emails, check if the opt-in form is too far from the fold or if it's not user-friendly. If your website visitors don't complete their purchases, the process may be too confusing or too long for them.

Check if your website has

- a simple and logical structure;
- an easy and fast way to fill in all the forms and make a purchase;
- well-visible detailed contact information;
- clear imperative calls to action, such as "Buy," "Subscribe," and so on.

You can create a heatmap using the Page Analytics add-on for Google Chrome. A heatmap will allow you to see your website performance and understand which sections of the site get the most attention.

Enhance your product

Define your USP and constantly improve the quality of your products and services. An effective offer will distinguish you from your competitors and give users a sound reason to become your customers. A useful product and a quality service will form a constant flow of loyal audience, so you will have a chance to lower your CPL by decreasing the amounts you spend on attracting new customers.



Sum up: what you need to remember

A lead is a user who completed any target action — from a click to a purchase. Cost per lead, or CPL, is the amount of money you've spent to guide a user to a target action. When you know the CPL of different channels, you can find out their effectiveness and distribute your budget in the most efficient way or even change the price of the product itself.

How to calculate cost per lead: $(CPL = \frac{\text{The Amount Spent on Ads}}{\text{The Number of Attracted Leads}})$

How to lower cost per lead:

- lower the cost per click in contextual ads;
- work with your keywords: get rid of the irrelevant ones, adding similar to those which bring leads, and use long-tail keywords;
- hold split tests of different ad campaigns;
- analyze delayed conversions;
- increase website conversions;
- improve your product.

Test various lead generating channels and don't forget about email marketing. SendPulse makes it easy to build and segment your mailing lists, personalize emails, and sell your products straight from the email campaigns. Build up your own unique email marketing strategy, and we will help you reach your best results!

Daria Stratovich:

Being always on the road, I consider myself a thrill-seeking traveler. I draw inspiration from fresh experiences and meeting new people, and look at life as our very own works of art. I'm passionate about marketing and appreciate a chance to share this passion with you. Learn more from Daria at sendpulse.com/blog/author/daria_stratovich.

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RANSOMWARE

Keeping Your Data Safe: Ransomware, Crashes, and Backups, Oh My!

Hoteliers should talk to their PMS provider about implementing an automated back-up plan with an on-premises deployment, or about options to get hosted in the cloud with managed backups; Being prepared and diligent is key to protection

By Warren Dehan

Is your hotel's data protected? What if your hotel lost access to its data overnight? A situation like this would be more than an inconvenience, it would threaten your hotel's operations and negatively impact your business in a myriad of ways. Loss of access to data could be the result of an on-premises system crash, which will be inconvenient, but which can be brought back into operation reasonably quickly with the help of your PMS and IT teams. The more serious threat to hoteliers is ransomware attacks, and unfortunately, thanks to their rising prevalence, should be a real concern to hoteliers.

More than 500 million ransomware attacks were estimated to have been attempted by hackers in the first nine months of 2021, making last year the most expensive for data security on record. The only way hotels can defend themselves against these incursions is by practicing good data stewardship by diligently recording backups — and by educating your hotel's staff about potential vulnerabilities going forward.

Ransomware is a category of malicious software designed to prevent users from accessing infected machines. Once

infected, users find themselves unable to access their data and are prompted to pay a "ransom" to regain access to their files. While paying a hacker for access to your own computer is difficult to believe, impacted users are encouraged not to interact with the anonymous originator of the virus or provide payment. These activities will embolden hackers, enabling them to compromise further machines in the future and fail to guarantee your machines will remain safe from repeat hacks in the future.

Rather than play along with a hacker and hope they hold up their end of the bargain, the only reliable way to defend your property against a ransomware attack is to delete your files and restore to the most recent backup. That said, prevention remains the best cure.

Scam School

A hotel's first defense against ransomware is preventing it from gaining access to the property's system. This can be difficult in the era of phishing scams, whereby hackers impersonate trusted sources in digital communications such as email in order

to trick users. Phishing emails are often full of loaded links which, once clicked, are designed to provide hackers with unauthorized access to a business' systems.

Phishing scams are effective when users are busy, stressed, or unable to pay attention to small details. Unfortunately, the current hospitality and labor environment is perfect for this type of exploitation to flourish. Hoteliers should exercise caution when interacting with suspicious accounts, or by refusing to click on links inside email exchanges that may not be trustworthy. For example, if a website sends a password change request directly to your email, users are urged to change their password directly on that website rather than navigating to the web address through any links in the email, bypassing potential attempts from hackers to steal passwords or other information.

As part of your data defense initiatives, it is also important keep your antivirus up to date and stay current with operating system and network security

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Continued from page 18



updates.

More sophisticated scams are appearing each year, with modern hackers using publicly available information about a hotel to trick members of its staff or guests into providing them with private guest information. Known as vishing scams (voice phishing), these cons, more akin to social engineering, impersonate hotel leadership to obtain guest credit card information, phone number, email, and even home addresses by engaging in deceptive phone conversations.

Employee training is the most crucial part of data security, as it can dissuade habits that could potentially open your property up to vulnerabilities. The goal of cyber security, after all, is to make accessing your property's data more trouble than it's worth, prompting hackers to move on in search of low-hanging fruit. This is important because every hotel across the industry, independent and branded, are potential targets for cyber scams and should have a plan in place should their property's data become compromised.

Bring a Backup

So, you've been hacked; now what? In a best-case scenario, your property has a comprehensive data storage plan in place, which saves a fresh backup every night in addition to recording transaction log backups regularly throughout the day. Armed with this, a hotel could confidently delete its compromised data and restore to a backup, losing at most a handful of hours of business in exchange for cutting the hacker loose from your system. If you are hosted in your PMS provider's cloud environment, your backups will be automatically done and managed, and better secured against these threats.

It's easy to see how ransomware is a threat, but with a little extra strategizing behind your data protection strategy hotels can be better prepared to brush these attacks aside. Conversely, hotels without a way to properly retrieve or store backup data are complicating an issue that could leave them without months — or years — of data.

Hoteliers should speak with their PMS provider about setting up a data backup plan. Many of these plans can be

automated, providing the confidence that hotels remain protected in the event of a ransomware attack. Thanks to data storage strategies such as these, disruptive and potentially expensive ransomware attacks can be avoided.

About the Author

Warren Dehan is the President of Maestro, the preferred cloud and on-premises PMS solution for independent hotels, luxury resorts, conference centers, vacation rentals, and multi-property groups. Maestro was first to market with a fully integrated Windows PMS and Sales & Catering solution and is continuing that trend with leading edge web and mobile based solutions. Platform and deployment independence present Maestro as an investment that will continue to grow and adapt as new technologies emerge.



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The LinkedIn Minute

“Reach Out To...” is available only on the mobile version of LinkedIn. Here’s how to use it.

By Sheryl Cattell

EDITOR’S NOTE: *Resort Trades magazine proudly introduces our new series, “The LinkedIn Minute” – quick tips on using LinkedIn to teach how to deliver qualified leads and important connections to help you network personally and to promote your business.*

Today’s LinkedIn Minute is one that is only available on the mobile version of LinkedIn. And it’s called “Reach Out To...” The first step to activating this feature is to download the LinkedIn mobile app onto your smartphone. Once downloaded and open, you

can find the section by clicking on the mini me from the homepage (the tiny circle with your photo in it at the top left of your mobile LinkedIn app). From there, you will be given the option to view your profile. Once you are on your profile page in the app, scroll down until you see the section Reach out to...

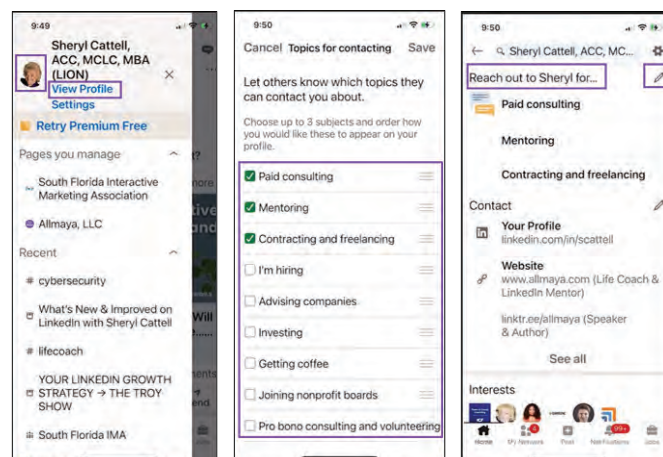
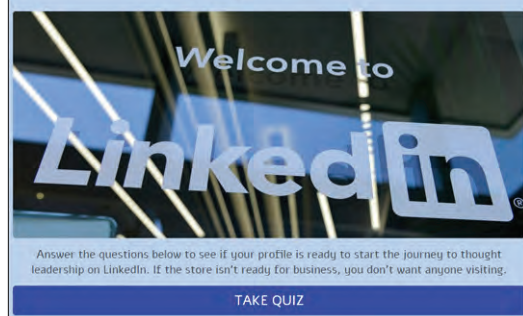
Mine says “Reach out to Sheryl for...” Once there, you can click on the pencil and select if you would like to be reached out to about investing, advising, hiring, getting coffee, or joining a board. So I’ve checked paid consulting, mentoring and contract freelancing. This is a great way for you to let people know that you are

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Is Your LinkedIn Profile Ready for Prime Time Business?



Sheryl Cattell, is the course creator and lead instructor for the LinkedIn Business Edge™, presented by BizHack Academy, and author of Turning Adversity into Purpose. Cattell is also a Master Certified Life Coach and founder of Allmaya, LLC, a coaching service dedicated to helping aspiring high achievers realize and attain their life’s purpose.



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So what is TOWB anyway; what exactly does that stand for?

God created the world in six days. When He was finished He rested.

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*He looked and saw that it was **GOOD**. (Genesis 1:32)*

TOWB is therefore a Hebrew word that means good - but it is more than that. It is actually a VERB and a NOUN at the same time. So the thought is good now and continuing to be good. That is the lofty goal of TOWB; be good and continue to be good in the eyes of God and of course each person we come in contact with and serve.

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// I definitely look at every page of Resort Trades each month to see what is happening in the industry. I find it very informative and know that others on my team are reading it, too."

Jon Fredricks, CEO Welk Resorts LLC

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Website: www.pineapplehospitality.net
Specialty: We're picky, with a focus on the product categories that create value for operators while benefiting guests and the environment. Pineapple only offers the best options in those categories and we provide them at competitive prices. We approach this product selection process like shoppers looking for a ripe pineapple at a produce stand, leveraging our experience and relationships to make sure we serve up satisfying options that are ready to go.

HOUSEWARES, LINENS & ROOM SUPPLIES**etcetera ... international**

820 Lumber St
Myrtle Beach, South Carolina, 29577
Ph: 843.839.3278
Website: www.etcmb.com/
Specialty: From Housewares, to include small appliances, dinnerware and glasses, bed and bath wares, and other accessories for the lodging and hospitality industry, etcetera ... international is a one-call source for everything to stock and replenish your rental unit or hotel room. Representing quality manufacturers, we offer very competitive pricing and the assurance that our service is among the most courteous, efficient, and convenient you'll ever experience!

INSURANCE**Leavitt Recreation & Hospitality Insurance**

942 14th St
Sturgis, South Dakota, 57785
tel: 800.525.2060
Website: www.lrhi.net
Specialty: For over 35 years, Leavitt Recreation & Hospitality Insurance has been the premier independent agent for Resorts, RV Parks, and various other recreation & hospitality oriented businesses across the U.S. Insuring over 3,500 locations, LRHI offers Liability, Property, Crime, Commercial Auto, Employment Practices Liability, and Work Comp Coverage through several preferred carriers, some of which are exclusive to Leavitt Rec. Centrally located in the heart of America, our home office is based in Sturgis, SD; however, Leavitt Rec.'s employees are stationed around the country and have years of experience working in the territories they serve. Call today to receive your FREE NO OBLIGATION QUOTE!

ASK how you can get
RESULTS
quickly using our
CLASSIFIEDS.
Contact Marla Carroll
931-484-8819

LANDSCAPE AMENITIES**The Brookfield, Co.**

4033 Burning Bush Rd
Ringgold, Georgia, 30736
tel: 706.375.8530
Website: www.thebrookfieldco.com
Contact: Hilda Jones
Specialty: The Brookfield Co. designs and manufactures fine concrete landscape furnishings. Offering 70+ styles/sizes of planters plus fountains, benches, finials, and stepping stones, this company provides the best in customer service. All products are hand-cast and finished in fiber-reinforced, weather durable concrete. Many beautiful finishes are offered. Custom work is available. Still run by the two founders and designers, the 30 yr. old Brookfield Co. sells direct to landscape professionals, developers, and retailers. Site delivery nationwide. All products ship from Ringgold, GA

LEGACY TIMESHARE SOLUTIONS**Legacy Solutions International**

70 Brickyard Rd, Unit 10
Essex, Vermont, 05452
tel: 802.373.5068
Website: www.legacysolutionsinternational.com
Specialty: Legacy Solutions International, LLC, founded by Ron Roberts, a 40-year timeshare industry veteran, delivers custom solutions that generate revenues for resort HOA's and managers facing threatening "legacy" issues. Most programs are ZERO out-of-pocket cost! Bring a smile back to your bottom line with effective and proven strategies for maintenance fee delinquencies, asset recapture, standing inventory sales, points programs, webinars, property management, legal & trust services, and even energy efficiency rebates! Contact: 802-373-5068 rjrobertssmg@aol.com.

// For important news, insights and opinions on the vacation ownership industry, I read Resort Trades Magazine.

Gregory Crist
CEO, National Timeshare Owners

MEMBERS DIRECTORY

LEGACY TIMESHARE SOLUTIONS



Lemonjuice Capital Solutions
7512 Dr Phillips Blvd, Suite 50-345
Orlando, Florida, 32819
tel: 863.602.8804
Website: lemonjuicesolutions.com/
Specialty: Lemonjuice is more than a professional, full-service resort management company. We are a solutions-based organization presenting an array of unique options that focuses on the resort and what is best for owners including strategic planning and delivering good outcomes. Our leadership and management team are experienced and disciplined timeshare and real estate professionals seeking the best outcomes for all. Unlike other management companies, we are solutions-focused and will invest capital in the Association to achieve goals that work. At Lemonjuice, we put owners first while understanding we serve at the pleasure of our Boards.



Vacatia Partner Services

Vacatia Partner Services
2840 Fairfax St, Ste 219
Denver, Colorado, 80207
tel: .720.335.8983
Website: vacatiapartnerservices.com
Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.



For many years, my clients have advertised in the Resort Trades with tremendous success. The publications are widely read and widely respected within the timeshare industry. The Resort Trades has also been of great assistance to my clients by helping print our press releases and photographs. They are an integral part of any public relations and advertising plan I suggest to clients."

Marge Lennon
President Lennon Communications Group

LENDING INSTITUTIONS



Colebrook Financial Company, LLC
100 Riverview Center, STE 203
Middletown, Connecticut, 06457
tel: 860.344.9396
Website: www.colebrookfinancial.com
Specialty: Colebrook Financial Company, focusing on timeshare lending, provides hypothecation and other financing products for small and mid-sized developers and can offer loans in amounts ranging from \$100,000 to \$30 million or more. We have an innovative approach to financing with rapid turnaround, personal service, and no committees. You'll always talk to a principal: Bill Ryczek, Fred Dauch, Mark Raunika and Tom Petrisko, each of whom has extensive timeshare lending experience.



Wellington Financial
1706 Emmet St N Ste 2
Charlottesville, Virginia, 22901
tel: 434.295.2033 ext.117
Website: www.wellington-financial.com
Specialty: Wellington Financial has financed the timeshare industry without interruption since 1981. Specializing in receivables hypothecation, inventory and development loans of \$10,000,000 and up, we've funded over \$8 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With 40 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.



Whitebriar Financial Corporation
575 Mystic Drive
PO Box 764
Marstons Mills, MA, 02648
tel: 508.428.3458
Website: www.whitebriar.com
Contact: Harry Van Sciver
Specialty: Receivables Financing. We can Lend or Purchase, including Low FICO, No FICO and Credit Reject. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's and assist in Workouts. Resort Equity and Bridge Financing available.

LUGGAGE CARTS



The Peggs Company
4851 Felspar St
Riverside, California, 92509
tel: 951.903.3871
Website: www.ezstacker.com/
Specialty: EZ Stacker™ is THE ONLY patent-protected stackable/nestable cart on the market enabling carts to be stored in far less space. It is the ONLY full-size luggage cart in the industry that stacks like a grocery cart. Talk about space saving. So say no to clunky, bulky luggage carts that cause more problems than they solve.

MANAGEMENT & OPERATIONS



Capital Vacations
9654 N Kings Hwy, Ste 101
Myrtle Beach, SC, 29572
tel: 843.449.6500
Website: capitalvacations.com
Contact: Alex S. Chamblin, Jr.
Specialty: Capital Vacations, headquartered in Myrtle Beach, SC, is one of the largest and fastest-growing management, development, and timeshare vacation club companies in North America. The company is dedicated to creating quality vacations and offers an affordable, flexible travel program called Capital Vacations Club. As a hospitality management provider, Capital Vacations provides full-service hospitality management solutions to vacation ownership resorts, helping to promote and support their long-term financial stability. With more than 68 managed resorts and over 30 vacation club properties across the United States and the Caribbean, Capital Vacations is committed to delivering memorable vacation experiences to owners and guests.



Getaways Resort Management
999 Fredensborg Canyon Rd
Solvang, California, 93463
tel: 844.438.2997
Website: www.GetAwaysresorts.com
Specialty: When you need winning strategies, not just promises from your resort management company, put GetAways more than 25 years of resort management experience to work for your resort. With close to 50,000 owners/members under management in four countries, GetAways has a proven reputation for providing Game Winning Solutions.

MANAGEMENT & OPERATIONS



Grand Pacific Resort Management
5900 Pasteur Ct, Ste 200
Carlsbad, California, 92008
tel: 760.827.4181
Website: www.gprmgmt.com
Specialty: For decades, we've created experiences worth sharing—from the moment you start dreaming of your vacation to long after you return home. We tailor our services to preserve the distinctive experience offered by your resort, delivering exceptional results based on our longevity and your vision. Our collaboration, consistency, and hands-on approach ensure your success. Owners vacation with us because they appreciate our service culture. Associations stay with us because of the financial strength we build.



Lemonjuice Capital Solutions
7512 Dr Phillips Blvd, Suite 50-345
Orlando, Florida, 32819
tel: 863.602.8804
Website: lemonjuicesolutions.com
Specialty: Specializing in professional, full-service resort and rental management, Lemonjuice delivers owner-centric options focusing on the individual resort's needs. LJS presents solutions concentrating on what is best for the resort and its owners including strategic planning. Our leadership and management team are experienced and disciplined timeshare professionals that understands innovation is key to operating a successful resort. Unlike other management companies, we are solutions focused and will invest capital in the Association to achieve the best outcomes for all. At Lemonjuice, we put owners first while understanding we serve at the pleasure of our Boards.

**TAKE THE
TIMESHARE
INDUSTRY'S MOST
SOLID INFORMATION
& NEWS SOURCE
WITH YOU,
WHEREVER YOU GO!**

MANAGEMENT & OPERATIONS**Vacatia Partner Services****Vacatia Partner Services**

2840 Fairfax St, Ste 219
Denver, Colorado, 80207
tel: .720.335.8983

Website: vacatiapartnerservices.com
Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.

**Vacation Resorts International**

25510 Commercentre Drive, #100
Lake Forest, California, 92630
tel: 863.287.2501

Website: www.vriresorts.com
Specialty: Vacation Resorts International (VRI) is a full-service timeshare management company providing 35 years of innovation, success, best practices, and solutions to over 140 resorts throughout the United States. We have the resources and solutions to generate income for your resort through rentals, resales, and collections. We invite you to discuss your needs with us today!

MEMBERSHIP PRODUCTS**Vacatia Partner Services****Vacatia Partner Services**

2840 Fairfax St, Ste 219
Denver, Colorado, 80207
tel: 720.335.8983

Website: vacatiapartnerservices.com
Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.

OUTDOOR AMENITIES**Kay Park Recreation Corp.**

1301 Pine St.
Janesville, Iowa, 50647
tel: 800.553.2476

Website: www.kaypark.com
Specialty: Manufacturing "America's Finest" park equipment to make people-places people-friendly, since 1954! The product line includes a large variety of outdoor tables, benches, grills, bleachers, litter receptacles, drinking fountains, planters, pedal boats, and more!

PEST CONTROL/DISINFECTANT**SteriFab**

PO Box 41
Yonkers, 10710
tel: 800.359.4913

Website: www.sterifab.com
Specialty: Approaching its 50th year on the market. STERIFAB continues to set new standards as it continues to be the only EPA registered product that both disinfects and kills bed bugs and other insects. This ready to use product is available in all 50 States and is ready to use. Available in pints, gallons and 5-gallon containers. STERIFAB.COM

PET SANITATION**DOGIPOT**

2100 Principal Row, Ste 405
Orlando, Florida, 32837
tel: 800.364.7681

Website: www.dogipot.com
Specialty: DOGIPOT® has numerous product designs made from various materials to help fit all of the possible needs of our customers in helping solve their dog pollution issues. We have the most aesthetically pleasing, commercially durable products on the market that are very economical. No one can match our experience, customer service, selection of products, or reputation in the market. DOGIPOT® products offer dependability that saves you money!

**POOL & WATER FEATURES EQUIP. & MAINT.****Hammerhead Patented Performance**

1250 Wallace Dr, Ste D
Delray Beach, Florida, 33444
tel: 561.451.1112

Website: www.hammerheadvac.com
Specialty: For 20 years, Hammer-Head has led the way in low-cost, safe, easy-to-use manual pool vacuum systems. Our portable, rechargeable, battery powered vacuums are designed for speed and simplicity. Remove debris without using the filtration system and cut your pool vacuum time in half, without shutting down the pool. Hammer-Head cleaning units are made in America and are the #1 choice of military, cruise line, resort, fitness club, and city managers from Key West to Okinawa.

**LaMotte Company**

802 Washington Ave
Chestertown, Maryland, 21620
tel: 800.344.3100

Website: www.lamotte.com/pool
Specialty: The Mobile WaterLink® SpinTouch™ lab is designed to be used onsite. The precise photometer can measure 10 different tests in just 60 seconds to obtain perfect water chemistry. All the test results can be viewed on the touchscreen or can be transferred into our WaterLink Solutions PRO water analysis program. Achieve precision without time-consuming test and clean-up procedures. Visit www.waterlinkspintouch.com for more information.

**Spectrum Aquatics**

7100 Spectrum Ln
Missoula, Montana, 59808
tel: 406.542.9781

Website: www.spectrumproducts.com
Specialty: Since 1972, Spectrum Aquatics® has designed and manufactured high-quality custom rails, ADA lifts, and commercial grade pool deck equipment. Spectrum has innovative products, skilled employees, knowledgeable engineers, and excellent customer service and sales staff. We are pleased to offer the ultimate aquatic adventure experience for resorts with our Adventure Zone products including AquaZip'n, AquaNinja, Basketball Hoops, Pool Climbing Walls, Poolside slides, and more.

PUBLIC RELATIONS**GBG & Associates**

121 Lakeshore Dr
Rancho Mirage, California, 92270
tel: 760.803.4522
Website: www.gb gandassociates.com
Specialty: Positioning Strategy, Placement and Reputation Management
Let GBG create a positive platform for new business development and increase awareness. We provide resources and spearhead tailor-made B2B or B2C strategic plans incorporating both paid and earned media, as well as social media campaigns and marketing collateral materials. We manage many moving parts for effective, comprehensive communication and reputation management programs. Three decades of vacation industry success. Let GBG create a positive platform for new business development and increase awareness. We provide resources and spearhead tailor-made B2B or B2C strategic plans incorporating both paid and earned media, as well as social media campaigns and marketing collateral materials. We manage many moving parts for effective, comprehensive communication and reputation management programs. Three decades of vacation industry success.

RECEIVABLE FINANCING**Whitebriar Financial Corporation**

575 Mystic Drive
PO Box 764
Marstons Mills, Massachusetts, 02648
tel: 508.428.3458

Website: www.whitebriar.com

Contact: Harry Van Sciver
Specialty: Receivables Financing. We can Lend or Purchase, including Low FICO, No FICO and Credit Reject. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's and assist in Workouts. Resort Equity and Bridge Financing available.

// **For important news, insights and opinions on the vacation ownership industry, I read Resort Trades Magazine.**

Gregory Crist
CEO, National Timeshare Owners

MEMBERS DIRECTORY

REFURBISHMENT & DESIGN



Hospitality Resources & Design, Inc.

919 Outer Rd, Ste A
Orlando, Florida, 32814
tel: 407.855.0350

Website: www.hrdorlando.com

Specialty: Hospitality Resources & Design is a licensed interior design firm. Services include interior design, LEED AP, kitchen & bath, purchasing, project management, and installation. We strive to create long-term partnerships with clients by listening to and understanding their unique goals. The team uses its expertise to provide clients with innovative designs while completing projects on time and in budget. Regardless of scope or location, we are happy to travel to you to begin a successful collaboration.

RENTALS AND RESALE



KOALA

77 Washington Ave, Floor 5
Clinton Hill, New York, 11205
tel: 833.562.5226

Website: www.go-koala.com

Specialty: KOALA is a new online marketplace that helps timeshare owners rent their unused stays securely to anyone in the world. Our mission is to empower owners with modern technology and open the doors for the next generation of vacationers.



SellMyTimeshareNow, LLC

8545 Commodity Cir
Orlando, Florida, 32819
tel: 877.815.4227

Website: www.sellmytimesharenow.com

Specialty: SellMyTimeshareNow.com is the largest and most active online timeshare resale marketplace worldwide. We provide a proven advertising and marketing platform to timeshare owners, while offering the largest selection of resales and rentals to buyers and travelers. With over 5.5 million visits to our family of websites and more than \$254 million in purchase and rental offers delivered to advertisers annually, we have been serving the needs of owners and non-owners alike since 2003.

RENTALS AND RESALE



Timeshares Only LLC

4700 Millenia Blvd. Ste. 250
Orlando, Florida, 32839
tel: 800.610.2734

Website: www.timesharesonly.com

Specialty: Timeshares Only is a cooperative advertising company that has served the timeshare resale market for over 25 years. We connect timeshare buyers, sellers, and renters on our online resale platform. Timeshares Only also enhances the timeshare product value by providing owners with maintenance fee relief, numerous monetization options, and exclusive access to the largest selection of travel benefits at remarkable prices. It's a whole new timeshare resale experience.



Vacatia Partner Services

2840 Fairfax St, Ste 219
Denver, Colorado, 80207
tel: .720.335.8983

Website: vacatiapartnerservices.com

Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.

SALES TRAINING



SHARI LEVITIN
ShariLevitin.com

Levitin Group

P.O. Box 683605
Park City, Utah, 84068
tel: 435.649.0003

Website: www.sharilevitin.com

Specialty: Shari Levitin is the author of the bestseller, Heart and Sell, a frequent contributor to Forbes, CEO Magazine, Huffington Post, and guest lecturer at Harvard. Shari started in the timeshare industry in 1997, and her team has increased revenues for companies like Wyndham, Hilton, and RCI in over 40 countries. Recently, Shari has been recognized as one of the:

- Top 10 Voices in Sales for LinkedIn
 - Top 20 Sales Experts in the Salesforce documentary, "The Story of Sales."
 - Top 50 Keynote Speakers
 - 38 Most Influential Women in Sales
- <https://www.linkedin.com/in/sharilevitin>

SOFTWARE

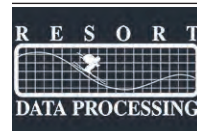


Maestro PMS

8300 Woodbine Ave
Markham, Ontario, L3R 9Y7 Canada
tel: 905.940.1923

Website: maestropms.com

Specialty: Ideally suited for independent full-service hotels, resorts, conference centers, and multi-property groups, Maestro can handle your complex PMS, Spa, Vacation Rental, and Sales and Catering requirements. With over 20 integrated modules on a single database backed by unparalleled support, it is the preferred PMS of an international clientele. A Web Browser solution on-premise or cloud, Maestro enhances the guest journey with a touchless, mobile and sophisticated personalized experience. Contact us to learn more.



Resort Data Processing

211 Eagle Rd
Vail, Colorado, 81657
tel: 877.779.3717

Website: www.resortdata.com

Specialty: RDP is an all-in-one Timeshare/Fractional Management Software solution that will modernize every aspect of your property. RDP enables both fixed and floating Timeshare management with full Owner accounting and an online Owner's Portal. RDP's sophisticated Reservations and Operations suites will allow your property to offer a Guest Experience that is not possible with other specialized Timeshare software vendors, including a customizable commission-free Booking Engine that will increase revenue through Paying Guest reservations.



RNS Timeshare Management Software

410 43rd St W
Bradenton, Florida, 34209
tel: 941.746.7228

Website:

www.TimeshareManagementSoftware.com

Specialty: Designed for legacy fixed and floating time resorts, our software solution streamlines the reservation and accounting functions for timeshare resorts. Plus our responsive On-Line Booking module allows you to show the weeks available to rent (owner or association weeks) on your web site for booking by the traveler. Includes A/R module to invoice and collect owner fees. One simple package to automate your existing timeshare resort.

SOFTWARE



SPI Software

444 Brickell Ave, Suite 760
Miami, Florida, 33131
tel: 305.858.9505

Website: www.spiinc.com

Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs, and resorts. SPI's Orange timeshare software is a comprehensive suite of services that includes sales and marketing, property management, billing maintenance, and more. SPI is a global company with our software installed on five continents providing a breakthrough product based on over 40 years of industry experience. This includes an advanced user interface, all major integrations, and cloud-based extendable applications.



Viewpoint

6277 Sea Harbor Dr
Orlando, Florida, 32887
tel: 305.491.2850

Website: viewpointweb.com

Specialty: @Work International is an IT company that has been providing software to the Timeshare Industry for over 30 years.

Viewpoint is currently used by more than 100 Resorts / Clubs globally.

Market Penetration: Viewpoint is used in over 85% of Australian & New Zealand resorts. And expanding globally with Resorts / Clubs using Viewpoint in the United States, India, Bali, Thailand, Greece, Egypt, the United Kingdom and many more.

STRATEGIC PLANNING



Lemonjuice Capital Solutions

7512 Dr Phillips Blvd, Suite 50-345
Orlando, Florida, 32819
tel: 863.602.8804

Website: lemonjuicesolutions.com/

Specialty: Lemonjuice delivers comprehensive professional management, strategic planning, and the resources needed to execute those plans for Association Boards and Managers. Unlike typical management companies, Lemonjuice will invest capital with the Association to help it achieve its goals. Services include strategic analyses; rental distribution, revenue management, and channel management; Resort technologies including operating systems, websites, and tools; professional resort management and accounting; title and roster reconciliation; sunset management; and Project restructuring and repositioning. Give your owners options!

TOWEL SERVICES**Towel Tracker**

950 Vitality Dr. NW, Suite A
Comstock Park, Michigan, 49321
tel: 616.325.2060

Website: toweltracker.com

Specialty: Towel Tracker enables you to control and simplify your towel service while increasing your bottom line through recurring savings on status quo expenses you no longer will pay!

On the surface level, guests simply swipe their room key to access as many towels as they want. Every towel taken is then invisibly tracked (via unique ID) and assigned to that guest's account. Upon return to the system receptacle, towels are automatically cleared from that account. Replacement costs for unreturned towels can be set to automatically roll into the guest's final room invoice as individual line items. Below the surface level, lie powerful data analytics to empower you to efficiently track and manage inventory, distribution, staffing, laundry costs, and even detection of formerly difficult-to-track (non-guest) "back-end" losses! Furthermore, as data is accumulated, patterns of usage will emerge, specific to your resort, to help you optimize your operations. All of this translates to recurring (year-after-year) savings across the board!

TRADE ASSOCIATIONS**ARDA**

1201 15th St NW, Ste 400
Washington, District of Columbia, 20005
tel: 202.371.6700

Website: www.arda.org

Specialty: ARDA is the face of vacation ownership. Based in Washington, D.C., the American Resort Development Association (ARDA) is the trade association for the timeshare industry. ARDA's membership comprises over 500 companies (both privately held firms and publicly traded corporations), which house 5,000-plus individual ARDA members. ARDA's active, engaged members have extensive experience in shared ownership interests in leisure real estate.

ARDA's work — including proactive advocacy — touches every role within the timeshare industry. Developers, exchange companies, vacation clubs, timeshare resellers, timeshare owner associations (HOAs), resort management companies, industry vendors, consultants, and legal and regulatory experts are all part of the ARDA network. Meanwhile, timeshare owners and managers connect with ARDA through the ARDA-Resort Owners' Coalition (ARDA-ROC).

TRADE ASSOCIATIONS**C.A.R.E. (Cooperative Association of Resort Exchangers)**

P.O.Box 2803

Harrisonburg, Virginia, 22801

tel: 800-636-5646 (U.S. & Canada)

540-828-4280 (Outside U.S. & Canada)

Website: www.care-online.org

Specialty: Established in 1985, C.A.R.E. is one of the industry's leading associations in ethical standards and value propositions. Its internationally diverse member base includes Resort Developers, Management and Exchange Companies, HOA's, Travel Clubs and Wholesalers as well as industry suppliers bringing value-added revenue enhancement opportunities. Companies that possess rent-able inventory or seek inventory for fulfillment set the foundation of C.A.R.E. with multiple advantageous scenarios for securing client vacations, increased inventory utilization and heightened yield management.

TRAVEL CLUBS**Global Connections, Inc.**

5360 College Blvd, Ste 200
Overland Park, Kansas, 66211
tel: 561.212.5359

Website: www.explorepci.com

Specialty: Established leader in the vacation industry offering its premier travel club, Global Discovery Vacations, through a sales distributorship channel; component-based travel and leisure benefits; exit and affinity programs. GCI is the developer of resorts in California, Colorado, Florida, and Tennessee; owns/leases multiple resort condominiums throughout the U.S., Canada, Mexico and Caribbean. From having your own travel club sales distributorship to strengthening loyalty with your members and employees, GCI has the solution you need.

"Everywhere we find fulfillment, affordability, and value, we find success." -- **Harry Van Sciver**

From "Recovering from Covid-19: Evil and Earnest, History and Resilience," July 2020 Resort Trades magazine

TRAVEL CLUBS**OTC Owners Travel Club**

6277 Sea Harbor Dr
Orlando, Florida, 32887
tel: 844.724.6000

Website: ownerstravelclub.com

Specialty: Owners Travel Club, your gateway to travel savings. With Owners Travel Club you are entitled to travel benefits with more options, more opportunities, and more ways for owners to save with our best price guarantee and Owner Dollars.

If your resort is enrolled in OTC, your membership is already live, just enter your user name and password and you're ready to experience the savings. If you would like to join, but haven't received an offer from your resort, no problem, please fill out the registration form below for your complimentary membership.

**Resort Inventory Group**

40 S Broad St, Ste 200
Brevard, North Carolina, 28712
tel: 239.777.3789

Website: www.resortinventory.com/

Specialty: Resort Inventory has 170 Hotels/Resorts contracted with inventory for the Timeshare/Vacation Club industry, to provide added member benefits with locations in NYC, San Fran, New Orleans, Wash DC., FL Beaches, CA coast, and many others. Member benefits, rental revenues, and to increase the "dots on the map" to enhance the club value, provide rental revenue income, and expand your membership program.

TRAVEL INCENTIVES**INCENTIVATIONS****INCENTIVATIONS**

1917 E Broward Blvd
Fort Lauderdale, Florida, 33301
tel: 800.790.8520

Website: www.incentivations.com

Specialty: We specialize in customized travel incentives for organizations of all types, with an emphasis on hotel and resort condo lodging awards. Our products are tailored to fit your target market, your goals, and your budget. Online fulfillment with toll-free customer service is included. Our ION Travel Booking Engines can be deployed on your website, delivering members-only travel discounts and powerful benefits for owners, and a revenue stream for you. Connect with us to learn more.

TRAVEL INCENTIVES**True Incentive**

2881 E Oakland Park Blvd, Suite 205
Fort Lauderdale, Florida, 33306
tel: 800.684.9419

Website: true-incentive.com

Specialty: We offer Incentive-based direct marketing solutions. Our clients' direct marketing campaigns benefit from our years of experience and guidance. Ask us about our digital travel incentives including airfare, cruises, hotel stays, resort vacations, and themed resort experiences such as waterparks and amusement parks throughout the US. We are committed to client success, customer experiences, with a high quality of servicing and support distinguishing True Incentive as the leader in incentive-based direct marketing. Contact us to learn more.

ResortTrades.com Resort Industry Connection 24/7

Resort Trades Weekly eNews

Every Thursday, Resort Trades Weekly provides subscribers with topical, original content, plus curated news about the people, places, and events concerning all-thing-timeshare. Visit

resorttrades.com/resortnation

Looking for vendors

... who are familiar and engaged in our industry? Tired of needing to explain to suppliers why timeshare resorts' and hospitality's needs are often different? These businesses are guaranteed to be interested in you and your needs:

members.resorttrades.com

7 Reasons Why a Video is Worth 10,000 Words

Video has transformed the way your audience learns and has become a complete business strategy.

Using a TradesShowcase is the most effective way to promote your business in the resort industry (and we can prove it!)

Here's why:

1. Piggyback on the Trades' unequaled SEO.
2. Get on YouTube, the second largest search engine in the world.
3. 'Touch' viewers emotionally, build trust, and draw them to you.
4. Increase sales exponentially.
5. Attract new employees.
6. Communicate clearly with owners/members, staff, or other stakeholders.
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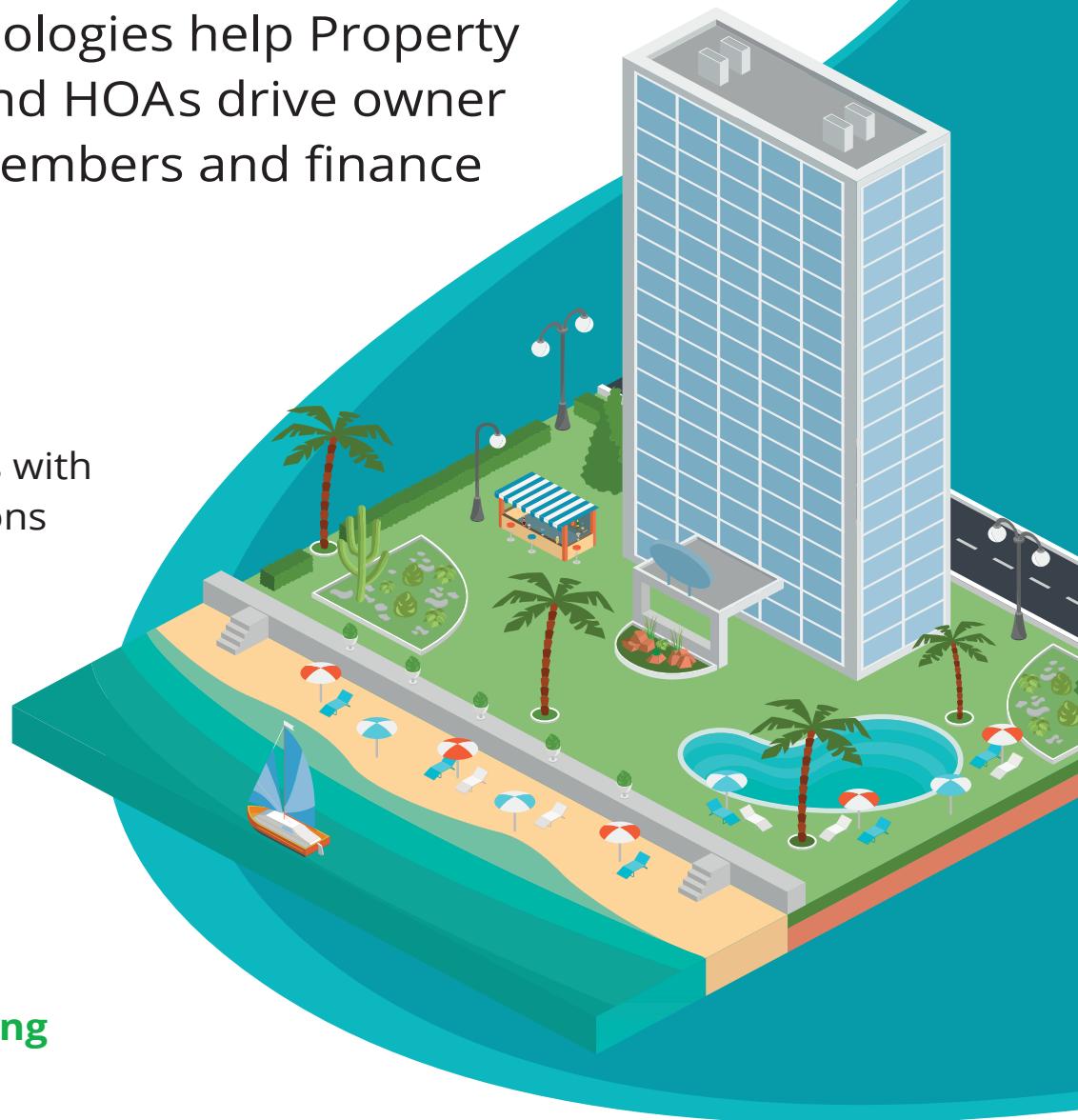
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Travis Bary
Chief Operating Officer
tbary@capitalvacations.com
843.281.4346