

Resort Trades

Timeshare Resort & Hospitality Professionals



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Publishers' Corner

by Sharon Scott Wilson, RRP

Welcome to Resort Trades' annual Technology issue.

This month we're all about using online technology to drive sales. But prior to engaging in this discussion, I'd like to give a nod to human ingenuity.

Last month, Resort Trades had the honor to host the former CEO of the timeshare leader Diamond Resorts, the charismatic Mike Flasky. Flasky is now founder and CEO of Mike Flasky Entertainment. This was to be Mike's first public engagement since the Hilton acquisition of Diamond Resorts. We learned just a big about how creativity can create success.

Diamond Resorts was one of the few companies that had access to capital coming out of the 2008-2009 Great Recession. "We were able to go out and make eleven merger and acquisition transactions during my tenure at Diamond Resorts, which ultimately took the company from a couple hundred million dollars a year in revenue up to just north of 1.4 billion," said Flasky.

We discussed how experiences will play into the future of

marketing. Flasky was extraordinarily successful at introducing experiential offerings, including the Events of a Lifetime series in which resort members could race go-karts with Daytona 500 winner Michael Waltrip, and Major League Baseball spring training with Yankees legend Reggie Jackson. There were a number of golf tournaments featuring celebrities such as Larry the Cable Guy. But perhaps most famously of all, there was the access Diamond members had to attend the Diamond Live Concert Series with first-line musicians.

"We started out with music and baseball and with it, the NFL and golf. With all of it together, we

ended up doing about 3 000 of these unique special events in in 2019!

"Mark Wang, the CEO of Hilton Grand Vacations, has said publicly as recently as last week that that was one of the key reasons why they had an interest in acquiring Diamond Resorts. We had already scaled and we had a proof of concept.... It's interesting because so many people in the timeshare space are still stuck in the old mentality of worrying about what a tour costs as if they had a finite amount of money to go out and spend on marketing and leads and, in reality, that really doesn't have anything to do with it. What you're really looking at is how many margin

dollars you can generate.

"So for example, you know that if normally, a member that tours has a five thousand dollar volume per guest (VPG). Then, they go see Cole Swindell. After they tour the next day, because the event gets them into a peak emotional state, all of a sudden there's a fifteen thousand dollar VPG.... You may give up a little bit on the margin, but what you're looking for is that three times greater volume-per-guest is going to drive so many more dollars to the bottom line."

Brilliant!

For the full interview, visit <https://youtu.be/U1qLpbqkLB8>.



capital vacations_

TPI



8 Ways To Increase Your Video Views On A Zero Dollar Budget

by Elin Barton

There are umpteen studies which show the benefits of using video in your marketing. A good video can boost conversions and sales, build trust in your brand, grow your audience, and increase overall engagement. With such a high ROI, everyone is starting to understand that video works wonders. However, video creation is only one half of the equation.

Who wants to put all of their resources - money, time, and effort - into creating a video that only gets 5 views? No one.

Luckily, there are some easy and cost-effective ways to increase your number of views. In this guide, we share a few tips and tricks to get your video in front of not only more people, but the right people.



1. Put it in your newsletter.

People on your email list are there for a reason. They've already shown an interest in what you've got to say, so why not send them your new video? An added bonus is that you'll be increasing your click rates too.

PRO TIP:

Most email service providers don't allow you to embed video in the email itself. (It's unfortunate, we know!) Luckily, there are still ways of convincing viewers to press play. Our favorite method is to include a thumbnail of the video that shows a play button. This quickly tells your readers that you have video content and increases the odds of them clicking the image. By including a thumbnail that links to your video's landing page, you're increasing your website traffic too!

What makes a good thumbnail?

A well designed thumbnail should accurately represent your video content and build excitement.

According to YouTube, 90% of

their best-performing videos have custom thumbnails.

To learn more tips on creating thumbnails that boost engagement, visit YouTube Academy's Lesson 2 in their course "Get Discovered." (See also <https://youtu.be/U1qLpbqkLB8.0>)

2. Add a link to your email signature.

How many emails do you send each day? If you're having a lot of email conversations, this trick doesn't cost you a penny – so give it a shot!

The Do's and Don't of Email Signatures

- DO limit your signature to 3 or 4 lines
- DO showcase something you're proud of (like your new video!)
- DO include a call to action DO include social media icons (not text links)
- DO include an image (a professional headshot can establish trust)
- DON'T jam it full of links and information
- DON'T include your email address (this is redundant and a

- waste of space)
- DON'T over-design (limit to two colors and one image)
- DON'T use an image in place of text (some users default to block images)



3. Place your video above the fold.

This one is really simple. When designing your website or landing page, the higher your video is placed on the page, the higher your play rate. If you have a page that already gets high traffic, this is a great way to get your video in front of more people.

To prove this concept and fully understand how video position affects play rates, Wistia (a video hosting software company) collected data on 95,000 pages with embedded videos. They found that videos above the fold see play rates of 46% and higher, whereas video underneath the fold perform 27% and below. Did

you know video size also impacts play rate?

In the same study, Wistia found that videos with a width between 401 and 600 pixels hit the sweet spot. Read the full study in Wistia's article [Increase Your Play Rate: Optimize Your Video Position and Size \(https://youtu.be/UmMq06Mu-GM\)](https://youtu.be/UmMq06Mu-GM).



4. Don't forget the share button.

You never know who might be watching! If someone is impressed by your video, you should make it as easy as possible for them to share it with their network. Adding a share button is as simple as changing a few settings wherever you're hosting your video, whether it be on Vimeo, YouTube, or other platforms.

5. Pin the video to the top of your feed

If you're on Facebook, Twitter, and/or LinkedIn, pinning video posts to the top of your feed is a great way to bring them extra attention and grab more views. When someone visits your profile, your shiny new video will be the first thing they see!

To see just how much of a difference pinning makes, Buffer (a social media management platform) performed a series of tests on Facebook. They found that within a 24-hour period, they received 30 extra views, three extra likes, and three extra shares after pinning a new video to the top of their feed. They saw even more success on Twitter, receiving 10x the number of conversions! To read the full study, visit their article [The Art of Pinning a Tweet or Facebook](#)

Post: [Inside Our Stats and Strategies on Pinning](#).

PRO TIP:

To get the best results, try mixing up your pinned posts. If you leave the same post at the top of your feed for too long, your audience may get tired of seeing it. They might start to think that you've got nothing new to share.

6. Optimize your video for search (SEO).

Did you know that in 2020, 500 hours of video were being published to YouTube every hour?! That's a lot of video. And a LOT of competition. In order to stand a chance, you should be optimizing your video for search.

Decide which video hosting platform will work best for you.

Are you trying to lead people to your website and generate more leads? Or are you trying to increase brand awareness and establish yourself as a thought leader? If the latter, YouTube will serve you well, as Google tends to favor YouTube in search results. However, if you're more focused on website traffic, consider options like Wistia so that your viewers don't get lost in the sea of other video suggestions which show up beside your video on YouTube. Side note: if you're going to upload your video to multiple hosting sites, be sure to change your titles and meta descriptions for each so that you aren't competing against yourself!

Pay attention to your title and description.

Spend some time creating a compelling title and description. Consider your keywords and make sure that it accurately reflects the content of your video.

Create a custom thumbnail.

A custom thumbnail can make

a huge difference when a user is deciding which video to click on. For more information on thumbnails, refer to way #1.

Insert captions and a transcript.

Adding a transcript alongside your video makes a HUGE difference in SEO. Search engines can't watch videos, but they can crawl through text so that it's properly indexed. Including captions on your video also increases your ranking and makes your video more accessible to audiences.

Make sure the video that you want to rank appears first on the site.

Google typically only indexes one video per page, so if you're trying to optimize one, put it at the top!

Don't forget about video quality.

This may sound obvious, but video quality counts too. If viewers are only watching a few seconds of your video before they click away, this tells Google that your content is either not relevant or low quality.

7. Use your network.

Take advantage of your contacts and share each other's content! Ask your network to share and engage with your social media posts in exchange for returning the favor. This works especially well when your content is relevant to their audience.

The more comments, reactions, and shares your video gets, the higher it will rank in the platform's algorithm and the more people it will reach. If someone comments on your post, take the time to reply because every activity counts!

Other Social Media Tips:

- DO post your video natively to each social media platform
- DO put captions in your video (most users will not have their sound on)
- DO tag relevant people in your post
- DO use hashtags (responsibly)
- DO post the video on your personal LinkedIn page and encourage your employees to do the same (personal profiles get more visibility than company profiles)
- DON'T include a link in the post – put it in the first comment (social media sites may give preference to posts that don't lure people out of their platform)

8. Show your video at an event.

There's nothing like a captive audience! While you have everyone's attention, show off your video to impress and engage with them. Adding a video to your presentation (or using a video IN PLACE of a PowerPoint presentation) can really showcase your personality.

Include a Call To Action

Including a strong call to action in your video at a large event can really help your conversions. SUNY Cortland raised \$160,000 during a football sporting event by asking their 45,000 attendees to donate to their campaign in their video.

If you have questions or suggestions on other ways to increase video views, please give us a call at 607-239-5423 or email us at info@whiteknightpro.com. We value your input!

Elin Barton is the CEO of White Knight Productions which specializes in on-site filming throughout the U.S. and remote video production. To find out more about increasing your market authority with video marketing, please visit whiteknightpro.com or schedule a free consultation with Elin at videobreakthrough.com.

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LOC USA is the leading designer, manufacturer and distributor of equipment for the hospitality industry. Committed to providing superior products at the best possible price, the cornerstone of our mission has allowed us to set ourselves apart from the competition.

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compressor-based units, offering a completely silent and vibration-free operation, to never disturb a single night's sleep.

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While our first market was that of hotels, it's with great pride that we announced, in 2020, the extension of our offering from land to sea. By now also catering to the needs of major cruise liners, we kept pushing the limits of customization and development of our product lines- always striving to find the perfect solution for every individual need.

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LOC



Resorts Not Investing In Social Media Are Losing \$\$\$

There's three levels I've noticed resorts and companies using social media

by Kelley Ellert

LEVEL ONE:

We're Non-Existent

(what's social media? We don't need that.)

LEVEL TWO:

We're Here. We Post and Respond, Sometimes.

(that's enough right? Isn't that what we are "supposed" to do?)

LEVEL THREE:

It's Making Us \$\$\$ and We Know How

(we love it enough to give it the attention it deserves and it loves us back)

Social media has impactful revenue generation potential. If you are chugging along at Level Three, then congrats to you - your IT, marketing, operations, accounting and sales teams are all working together to drive some great Objectives and Key Results (OKRs) that are benefitting your bottom line. You probably don't need to read the rest of this article.

But if you fall into level one or two, I encourage you to read on to uncover some hidden

revenue opportunities you may be missing by not investing in a true social media strategy that improves the profitability of your business. Whether you are a small resort, large resort, group of resorts or B2B vendor - there's revenue waiting for you in social media.

Sell Products Directly Through Social

Selling products to increase revenue is not a new concept to resorts, but failing to expand front-desk sales efforts online is a missed opportunity.

There's unlimited revenue stream possibilities that easy-to-use e-commerce and social selling technology make possible for resorts and businesses of any size.

Marriott is a fantastic example of utilizing e-commerce to expand revenue channels. Their online boutique allows customers to easily order anything they've encountered at a Marriott property, from Ritz-Carlton toiletries to candles, lotions

and diffusers in Westin's signature scent. And if they wanted to drive even more revenue, they should consider making their posts that feature products available for purchase online into ones that are actually shoppable directly from Instagram.

With technology you don't have to be a mega corporation, like Marriott, to add e-commerce to your website, list products, promote them on social and expand your revenue streams. There are platforms like Shopify and WooCommerce that provide all the front and back end functionality to operate an online store that can easily sync with your current accounting software.

No Product? No Problem!

If you don't think you have a product - get creative and partner with a local designer/artist/maker/musician (especially if you find one with a massive social following) to have them collaborate on a one-of-a-kind product - from apparel/merchandise designs, signature scent, painting you can replicate prints of, photograph of the



sunset from your resort printed on canvas...the possibilities are endless...just get creative and look around your community.

Work out a profit-sharing agreement, (you're getting to use their art, their getting to use your audience of constant travelers as a sales channel) turn their artwork into merchandise, list those items on your online store/social media and capture more sales than solely selling merchandise at the front desk.

Not sure where to find someone to create something one-of-a-kind? Local boutiques may carry local artists works. Google local photographers. Get creative and you can find opportunities to develop unique products.

The best place to start though, is to ask your employees. Once while staying at a resort, I was given a beautifully hand-painted shell by one of the maintenance staff. It was his hobby and his

talent was incredible. The resort could collaborate for paintings to turn into unique products. I know of another resort where the extremely talented AGM painted the stunning mural on the wall and taught weekly art classes.

From hands-off, print-on-demand options to ordering wholesale and manually listing inventory of products - there's e-commerce sales and operations options to fit any business model.

Hyper Targeted Ads

Social media gives any company, of any size the ability to hyper-target their ideal audience on social media.

Whatever revenue goals you have - generating more bookings, finding more sales leads, identifying WARMER sales leads, selling merchandise - - there's an advertising opportunity with a high ROI waiting for you somewhere on



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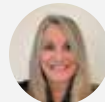
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social media.

You just have to map out a strategy that's aligned with your goals, identify your audience and choose the platforms that provide targeting that gets you closest to that audience. The below examples show how different the platforms and strategy can be depending on your goals:

EXAMPLE GOAL #1
B2B company seeking sales leads

STRATEGY: LinkedIn organic and paid campaigns targeting specific companies employees, job titles, industries.

EXAMPLE GOAL #2
Tour provider finding warm leads for more immediate bookings

STRATEGY: Google campaigns that target search queries that show obvious intent for upcoming travel and active in planning phase

EXAMPLE GOAL #3
Resort wanting to increase direct bookings

STRATEGY: Instagram campaigns (especially remarketing, more on that below) and influencer partnerships that drive awareness + action.

No matter what your business goals are, there are revenue opportunities in every social media platform to get connected with your target audience via hyper targeted ads.

Speaking of hyper targeted ads...

Don't Fret Over 85%+ Abandon Cart Rates, Utilize Them!

The travel and tourism industry has some of the highest abandon cart rates, estimated to be as high as 87%.

A big part of this could be due to the travel shopping process. With the variable amount of taxes, cleaning fees, booking fees consumers often start the booking process during their research phase to get the full price. This leads to frequently abandoned carts since they are still researching, maybe they need to talk to their family or fellow travelers, still price shopping - whatever their process is, it's not actually time for them to book.

Using a variety of tech and tracking solutions available, if someone is starting your booking process, there is most likely a way for you to be gathering their info as first-party data, adding them to a retargeting list and showing them ads to remain top of mind.

So while they are searching activities on Pinterest, scrolling Facebook, seeking swimsuit inspiration on Instagram or reading articles they found via their most recent Google search...you can be present during their planning phase.

Retargeting cart abandoners has been shown to increase conversion rates by 26%. That shows a profitable opportunity in turning those 80% of possible bookings that considered you but jumped ship into actual customers. Adding a special offer to remarketing efforts such as a discount or direct booking special, like late check-out, can further improve conversion rates by enticing them to book (and book directly, saving you OTA fees).

Retargeting is extra profitable because you only pay for impressions or clicks - so your audience may not be big, which means your costs will be low, but the leads will be warm so the return will be profitable.

To begin retargeting campaigns, resorts and companies simply

need to work to get proper website tagging and user permissions set up on their website. That allows them to feed the customer data back to the advertising platforms of their choosing (Google, Instagram, Facebook, Pinterest, LinkedIn, direct email and so on) and showcase a variety of ads to them for a selected period of time.

You can also ensure you aren't wasting money by sending customer data back to the same platforms as an exclusion - meaning once they become a customer and have booked, you'll no longer be spending money showing them your ads.

If you are in B2B business development...potential clients are in research phase and end up on your site, follow them back to LinkedIn and show them content like case studies, videos, client reviews about how wonderful you are and enticing CTAs to encourage them to fully connect and open the communication that might land the sale.

Long story short, no matter what your business size, industry and goals are - there's anyone operating in level 1-2 on social media has an opportunity for increasing revenue by investing in social.

Kelley Ellert is a marketing consultant and strategist who is on a constant search for ways to modernize resort marketing and chat strategy with other travel professionals. Look her up on LinkedIn @kelley-ellert.

Viewpoint



Meet These Happy Winners of ARDA's 2022 Awards Program

by Marge Lennon

Winning an ARDA award can have a huge positive impact on the career of a timeshare professional due to the respect and recognition the awards imply. Resort Trades chatted with some of the winners and one finalist in 2022 who happily shared their award stories.



Ivan Cesar - ACE Employee of the Year, Hilton Grand Vacations (HGV).

Ivan Cesar is the senior director of HR business partners and projects at Hilton Grand Vacations. In 2021, he was project manager for HR business efforts for HGV's acquisition and integration of Diamond Resorts, responsible for HGV's acquisition and massive integration of over 6,000 Diamond Resorts team

members. Today, HGV has over 14,000 team members.

Reflecting on the ARDA awards ceremony, Ivan did not know he was nominated for the award until a few seconds before his name was called. "The ceremony was a wonderful opportunity to celebrate with people I had worked with for 14 years," shares Ivan. "Because the awards program was simulcast on the web, my phone immediately started blowing up with notes of congratulations. This was personally very exciting "

Over a year later, Ivan says the award makes him feel humbled to have received it, knowing that it represents achievements of hundreds of his co-workers and provides them with the recognition they deserve. "Every day when I walk into my office and see the award, it reminds me that what we do matters and positively impacts peoples' lives. The award is a great recognition to the team and showcases to all of us that achieving national recognition is possible when we work together and focus on overcoming seemingly impossible challenge."



Shannon Kucharski Resort General Manager, Grand Pacific Resorts

For the past five years, Shannon Kucharski has served as the General Manager for the 34-unit San Clemente Cove in San Clemente, California. Although her resort is considered as one of the smaller properties in the family of Grand Pacific Resorts (GPR), it has continuously received some of the highest Customer Satisfaction scores, with Shannon recognized internally as a highly respected hands-on leader.

"While the award was for the GM position, it felt more like a national award for our resort," said Shannon. "It brought

wonderful recognition to our small but mighty property, later receiving congratulatory letters from Owners, making us proud to represent them. This award reinforced our passion for our work and owners, giving true meaning to what we strive to accomplish daily."

It was with great enthusiasm that David Brown, Co-President of Grand Pacific Resorts—— hosted his company's 14 award finalists and executives to an Everglades Airboat tour along with other attractions before the awards ceremony. It was the first time many were meeting their colleagues in person and certainly in a unique environment.

"Surrounded by my work family and winners from our industry's leading companies at the Gala awards ceremony, I was honestly in shock when they said my name. It was a wonderful night I will never forget. Every time I remember it, I smile with total happiness," reflected Shannon.



Eric MacMartin, ACE Emerging Leader. Hilton Grand Vacations (HGV).

Eric is General Manager of Liberty Place Charleston, a Hilton Club, a 100-unit resort that opened in June 2021 as Hilton Grand Vacations' first property in Charleston, S.C. He worked closely with city managers to bring the resort to completion. Within four months of opening, the resort achieved the company's highest rankings in multiple satisfaction metrics.

He has been praised for leading his weekly history tour of the property with Club owners to share the area's rich history. After 15 years in the hospitality industry and six years with HGV, Eric is a master at elevating service scores including earlier properties he managed. Liberty Place Charleston, a Hilton Club recently won Hilton's coveted Connie Award for 2022.

"A recognition of this magnitude by ARDA is incredibly humbling," says Eric. "Winning the award has provided tremendous recognition for our resort, while also clearly reflecting the accomplishments of our entire team. It has brought us together even more cohesively than we were before, giving us extra pride in our work and making us feel special within our company. The recognition has stimulated team moral and shown the importance of tapping into each other's expertise. Several team members have told me that

seeing me win this award has inspired them to work even harder, naturally making me very proud!"



Christina Mansfield, Marketing Management Leader, Holiday Inn Club Vacations.

Christina Mansfield was hired in 2019 to lead the two-person sales at Holiday Inn Club Vacations' first urban resort, in New Orleans, LA. Under her guidance, the challenges of the pandemic brought increased cooperation and a deeper sense of team support, encouraging a goal-oriented environment. She was consistently one of HICV's top producers in sales and marketing and was named "Manager of the Year" in her region.

"Receiving this award has made me extremely proud of my work and a great honor to be recognized by my leaders and ARDA," said Christina. "Attending the award ceremony was an amazing experience. My coworkers were over the moon when they heard the news about my nomination. This award represents all our hard work paying off and has fueled our motivation, encouraging me to continue reaching for my goals. Winning this award has reminded me that I can achieve anything I put my mind to. To know that my leaders invested their time and effort in putting together an essay about my work made me feel special, not only as a team member, but as a



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Ervin Matik, Sales Management Leader, Westgate Resorts.

Since joining Westgate Resorts in 2014, Ervin Matik has been responsible for successfully managing sales representatives and supporting their goals. As the sales leader for her six-person team at the massive Westgate Vacation Villas & Town Center Resort in Kissimmee, Ervin’s group completed several thousand tours, generating many millions of dollars with a high

average transaction price at an extremely low rescission rate.

In reflecting on her nomination as Top Sales Management Leader in 2021, Ervin Matik said, “Just being nominated was fantastic, but attending the ARDA award ceremony was the most excited I’ve ever been for an award. Being surrounded by other industry companies and mostly male sales managers made me feel proud and appreciated. Even my husband was there jumping up and down with excitement. Today, when I go to a sales table to close a deal, my team member tells the customer he wants them to meet the person who has been recognized as ‘the best in the business.’ This gives me kudos at the sales table and instills an element of trust with prospective customers, clearly benefiting our company. My team was equally proud of the award, knowing they all contributed to our success.”



Sergio Santos, Chief Product Officer | Business Administration or Operations Team Member or Team, Holiday Systems International Operations Team.

The HSI Operations Team has played a critical role in the success and growth of its parent company, Vacation Innovations (VI). Following VI’s acquisition of HSI in 2020, Sergio Santos, Chief Product Officer (CPO) of VI led a team of 70 individuals across three U.S. locations to integrate HSI’s products and services. Winning the award has continued to have a significant impact on the performance of their organization, helping the team to deliver quality products for consumers, as well as highly qualified tours to developer partners.

In reflecting on the team’s ARDA recognition, Sergio said, “Receiving this external recognition from ARDA is incredibly special. We are always proud of the service and experience our team provides

to our members, but ARDA’s recognition validated the team’s hard work and commitment. The award has helped us celebrate our team’s dedication and lets them know they are truly valued. After receiving this recognition, morale was at an all-time high, with the team performing in ways that exceeded our expectations. As an organization, it has given us a huge sense of accomplishment and the confidence that we’ve been making the right decisions and treating our customers with care.”



Kita Shular, Maintenance Team Member/Manager. MasterCorp.

Being named a finalist is also an important achievement for all those who earned this distinction. Although Kita Shular was not a winner, she was chosen as a finalist for her management role with MasterCorps’ Preventative Maintenance, taking the program from concept to a working department. She researched vendors, combined procedures, policies, and training guides. She led her team through



the pandemic, doubling her maintenance completion rate. Rare for a woman, Kita was certified in the Preventative Maintenance Program in record time, working hard to earn her team's respect (Only 5.3% of all Maintenance Technicians are women.) Kita has been in the field for more than 20 years. Being named an ARDA finalist was exciting for this lady. When she got the news, she was onsite, and took a few minutes to bask in the accomplishment. "I felt happy," she said, "and very proud of the national recognition." Then, she rolled up her sleeves and got back to work like any other day. Although being recognized for her work is satisfying, she keeps moving forward, looking for new ways to improve; she is a person that improves for the sake of improving, not the reward of it.

Marge Lennon has been writing about the timeshare industry and its resorts since forever.

She can be reached at Marge@LennonCommunications.com.



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TIMESHARE

The Surprising Millennial Travel Trend That Boomers Started

by *Monica Fish*

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It may be a shock to learn that timesharing, first invented in the 1960s, is booming. And it's millennials driving its growth, multi-billion dollars in annual sales, and ushering in a new era of timeshare traveling.

Decades ago, when boomers purchased a timeshare, their pre-paid getaways were for a set, repeating week at a single resort. Fast-forward 60 years, millennials are buying a very different type of timeshare in record numbers.

Long gone is a vacation to the same place every year. Instead, timesharing today means traveling to various destinations around the world. Owners can take their pick from thousands of upscale resorts from global chains such as Marriott, Hilton, Hyatt, Westin, and even Disney.

Timeshare Version 1.0

Timeshares grew in the 1970s along with the desire to escape cities and urban sprawl and get away to the seashore or the mountains. After the passing of the Florida Timeshare Act in 1983 and the establishment of timeshare industry regulation,

numerous hotel brands joined this part of the travel market. This trend continued for decades, further attracting buyers to timeshare ownership and ultimately shaping today's offerings.

According to The American Resort Development Association (ARDA), in 2008, Boomers represented 55% of timeshare owners in America. Fast forward just eight years to 2016, and the percentage of millennial timeshare owners increased significantly to become the majority.

Why is that?

Timeshare 2.0 Spoke to Millennials, and They Joined The Club

As the decades, generations, and travel preferences changed, so did timeshare ownership types. Millennials prefer to spend money on new experiences rather than material possessions and travel more than any other generation.

The timeshare industry saw the future and limitations of the original timeshare model

and responded with a flexible timeshare ownership type: points. And it's been rewarded with ten straight years of increased timeshare sales, pre-pandemic.

Now the most common type of timeshare, owners receive a set amount of points a year to use as currency for resort reservations. Owners can use these points for weekend, weekday, or week-long stays at their brand's portfolio of resorts. Or, for even more flexibility, they can deposit these points with an exchange company, such as leaders Interval International

or RCI, to access over 4,000 affiliated resorts across the globe.

"To continue to appeal to younger travelers, the timeshare industry has made it a priority to innovate and evolve to ensure it is meeting ever-changing consumer lifestyle needs and vacation preferences," said Jason Gamel, President, and CEO, of ARDA. "The results clearly speak for themselves as younger generations find timeshare to be the perfect fit for their vacation needs."



Jennifer Do and Anne Abreu are two younger travelers who saw timeshares as a match for their travels.

“My husband and I have owned a Worldmark timeshare since 2000. Initially, he had points equivalent to one week in a one-bedroom condo. Later, we purchased additional points to book multiple units for large family vacations,” said Do, Founder of Jennifer’s Path. “We have enjoyed the flexibility of the points-based system and also trade into other resorts using our RCI membership.

“We visit family in Madeira, Portugal, every year, but not always during the same week. We purchased a points-based Pestana ownership ten years ago because it gave us a consistent yet flexible home base while visiting family,” said Abreu, Founder of ShePacksLite. “It also allows us to choose different Pestana properties in Madeira based on our family’s changing accommodation needs and resort room availability.”

America’s Largest Generation is Now the Largest Portion of Timeshare Owners

Before millennials entered the

workforce in the 1980s and 1990s, most timeshare owners were Boomers. However, today’s 10 million timeshare owners have an average age of 39, a reflection of a 16-year-long trend of younger members.

According to ARDA’s U.S. Shared Vacation Ownership Owners Report: 2022 Edition, younger travelers now account for more than half of all timeshare owners (57%), more than half of new sale purchasers (53%), and nearly two-thirds of resale purchasers (65%).

Hilton Grand Vacations Club has observed the same larger trend over the years. Mark Wang, president and CEO, stated, “We’ve found that these younger travelers, many of whom are now starting to build families of their own, are looking to travel more, and they’re looking for vacations that provide truly amazing experiences in new and exciting destinations.”

One of these millennial owners is Brittanie Harbick, co-host of the Travel Squad Podcast. Her boomer Aunt and Uncle gifted her a Carlsbad, California, timeshare as a wedding gift in 2015 that they’ve used to travel to different destinations.

“Over the years, we’ve enjoyed

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the timeshare but have yet to stay at our home location. Instead, we’ve chosen to use the timeshare exchange program RCI, which converts our week into points. So, for example, we were able to book a one-week stay in Kauai, which saved us a ton of money on accommodations compared to booking an equivalent hotel,” Harbick said.

Turns Out Our Grandparents Did Know Best

Millennials vacation an average of 35 days a year, often combining business travel with leisure or family trips. Millennials and their growing families were one driving factor in the rise of Airbnb as it provided more space and home-like conveniences in their accommodations.

However, studies show that millennials started shifting away from home-booking sites like Airbnb in 2018 in favor of traditional hotels that offer on-site activities and amenities and a no-cleaning required check-out policy.

So perhaps it’s no surprise that millennials are flocking to timeshares that combine the two accommodation types. Some 68% of timeshare units are fully stocked 2-bedroom condos with kitchens, living rooms, and multiple bathrooms inside global chain resorts.

Monica Fish helps her fellow adventurers live a financially savvy life so they can travel and explore our beautiful world no matter their budget. She writes about smart timeshare ownership, vacation tips and tricks, NYC Metro Area trips and activities, and frugal, yet rich, living at PlannerAtHeart.com.



Tips Resorts Can Use Immediately

Who treats you like Royalty? The Concierge

by Margit E. Whitlock AIA

No other resort employee is more focused on customer relations and satisfaction than your resort concierge. The concierge tends to the wants, desires, and whims of your visitors on a personal level. They help craft the ultimate travel experience with unforgettable experiences that will be remembered for a lifetime and shared with loved ones and friends. So, what environment do they require to work this kind of magic?

The Golden Key Keeper

Like front desk staff, the concierge acts as the face of your resort and may have multiple interactions with guests throughout their stay. During these interactions, they build relationships, which strengthen trust between your guests and your brand. More than directions and restaurant recommendations, the concierge offers local expertise and elevates your resort offerings to a luxury level.

Taking the work out of vacation, the concierge makes plans and reservations for restaurants and events. They can offer room upgrades, manage maintenance and housekeeping requests, and

accommodate special needs in the suites. If working while on vacation, they can tend to mail, printing, or setting up meeting spaces. Securing rides and providing good directions can help keep your guests safe. If guests have a special occasion to celebrate, the concierge can help with ideas and set up a remarkable time.

In this position, the concierge can be a great spokesperson for resort loyalty programs, introducing guests to an experience of the benefits. The work of the concierge elevates your brand and has been proven to increase revenue because of their exceptional service.

Pivotal Positioning

The physical presence of the face of your resort requires important consideration. Identifying the ideal location is key. Pairing the concierge with front desk staff in a lobby is a typical approach for a reason. There are times when the concierge can share duties related to that of the front desk. Even more, they can pay attention to conversations with guests to get insight into how to best serve them. Guests are

also more likely to consult with a concierge when they can be easily found. We do suggest to make the concierge environment more VIP, plushy with comfortable seating and decorative lighting. Depending on the level of your resort an elevated private office may be advantageous.

Clear site lines for the concierge to view the entry of guests from both the main entry and units, are essential. Proximity to luggage storage and package delivery aids in quicker services to guests. For flexibility in interactions with guests and a more personal approach to assistance, a desk or location that a concierge can easily move in and out of is essential. Typical concierge desks tend to be standing, but for more collaborative service with guests, opt for seating at a desk.

Whether standing or seated – the concierge desk measurements must comply with accessibility standards outlined in the Americans with Disabilities Act. To be accessible, the desk height has a maximum of 36" high. There must be clear floor

space in front of the desk (at least 30" x 48") to allow a wheelchair to pull alongside the counter.

Virtual Space

The role of concierge has not escaped the virtual revolution. Resorts are beginning to use various software and online approaches to create personalized stays for their guests. Some are implementing a hybrid approach by taking only certain requests online while keeping on-site staff. However, digital service can take care of many requests such as housekeeping, booking on-site amenities, and ticket reservations. Concierge software mimics traditional services in a digital way. It includes conversational support and counseling through the use of texting or LiveChat. A 2020 survey* reported that almost 75% of guests preferred texting for placing real time requests.



In addition to meeting a service preference, virtual concierge software has an added benefit for your resort through a wealth of data. The performance of the staff and amenities are all recorded and can offer insight into what is working and what is not working for guests – and your bottom line. The storage and analysis of data has been proven to increase ancillary revenue by prompting staff with discreet upselling opportunities.



space for it!

*Survey: Top 10 Hospitality Trends Impacting the Industry | Smart Meetings

Margit E. 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. She is an accomplished speaker and frequently published in magazines such as Developments, Resort Trades, Hotel Business, Hiatus, Vacation Industry Review and Resort Management and Operations. You can reach Margit here: Margit@4designs.com / www.4designs.com

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Faces & Places



Club Wyndham Donates Land in Pagosa Springs to Habitat for Humanity

Club Wyndham Pagosa donates five lots of land to be developed into single-family housing by Habitat for Humanity of Archuleta County.

Club Wyndham, the nation's largest vacation club and flagship vacation ownership brand in the Wyndham Destinations portfolio as part of Travel + Leisure Co. (NYSE:

TNL), announced the donation of five lots of land in Pagosa Springs, Colorado, to Habitat for Humanity of Archuleta County (Habitat Archuleta). This is the company's first land donation to Habitat for Humanity.

"As a leader in the global leisure travel industry, Travel + Leisure Co. proactively contributes to advancing environmental, social and economic issues at our destinations," said Eugene Silvestri, General Manager of Club Wyndham Pagosa. "The Club Wyndham Pagosa team volunteered with Habitat for Humanity in 2022 and witnessed the incredible impact it has had in our community. We wanted to give back to the community and

thought of no better way than with this land to be developed for those in need."



Gordon McClendon of SPI Software Featured Speaker at GNEX 2023 Conference in San Diego

Gordon McClendon, CEO of SPI Software, the leading provider of software systems and resort management solutions for timeshare resort developers and operators, will be a featured speaker at the upcoming GNEX-2023 conference at the Hotel del Coronado from March 5-27. SPI Software is also a Bronze sponsor of the networking event. In his presentation, McClendon will share information about guest journey software with insights into rapidly changing software benefits for resort managers. His extensive timeshare knowledge will help provide developers and consumers of

vacation ownership products with sound information, advice, and advocacy.



Travel + Leisure Co. Recognized by Fortune magazine as one of the World's Most Admired Companies

Travel + Leisure Co. (NYSE:TNL), the world's leading membership and leisure travel company, today announced its recognition by FORTUNE® magazine as one of the "World's Most Admired Companies" in 2023. The list is live on Fortune's website. Travel + Leisure Co. is the only vacation ownership company on the list.

"We are proud to receive this recognition which reflects our commitment to put the world on vacation. Our team strives to provide the best experiences for our owners, guests, and associates which drives growth



for our shareholders,” said Michael Brown, president and CEO of Travel + Leisure Co. “We are focused on delivering great vacations, and to be recognized as one of the most admired companies shows that we are centered on the right fundamentals for our business.” says Michael Brown, ARDA chair and president and CEO of Travel + Leisure Company.



Viewpoint Mobile Maintenance Module: Streamlines Operations and Enhances Service.

Panorama Travel Solutions -- the provider of Viewpoint, cloud-based timeshare resort

management software – announced the launch of its comprehensive Mobile Maintenance Module for timeshare resorts. The module offers a comprehensive set of features to streamline the maintenance operations of timeshare resorts, creating and tracking work orders and billing work orders to owners, guests, or the HOA.

Panorama reports, “With Viewpoint’s Mobile Maintenance Module, timeshare resorts can efficiently manage both maintenance requests and scheduled job, assign tasks to staff, schedule maintenance activities, and track the status of tasks.

“The Mobile Maintenance Module is available on any smartphone, giving timeshare resort staff and contractors the ability to manage maintenance operations from anywhere, at any time.

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Website: www.merid.com

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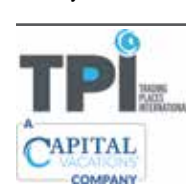


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Vacatia Partner Services

2840 Fairfax St, Ste 219
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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.

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tel: 818.384.0925
Website: www.everestnightbridge.com
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Legacy Solutions International

70 Brickyard Rd, Unit 10 Essex, VT, 05452
tel: 802.373.5068
Website: 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 rjrobertssmg@aol.com.



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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, Mark Raunikar and Tom Petrisko, each of whom has extensive timeshare lending experience.

LENDING INSTITUTIONS



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 \$10 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With over 40 years of expertise in the vacation ownership industry, we arrange financing 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.

MANAGEMENT & OPERATIONS



Capital Vacations

2024 Corporate Centre Drive, Suite 101
Myrtle Beach, SC
Phone: 1-844-777-2582

Website: CapitalVacations.com

Contacts: Alex S. Chamblin, Jr; Jan Sampson
achamblin@capitalvacations.com
jan.samson@vriameras.com
Specialty: Headquartered in Myrtle Beach (SC), Capital Vacations is the largest independent timeshare resort management company in North America with more than 200 managed resorts and more than 80 vacation club destinations across the US, Caribbean and Mexico. Providing full-service hospitality management solutions along with its Capital Advantage program to promote and support Associations' long-term financial stability. Capital Vacations is committed to delivering memorable vacation experiences to owners and guests. Join the leader today!

MEMBERS DIRECTORY

MANAGEMENT & OPERATIONS



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.



Grand Pacific Resort Management

5900 Pasteur Ct, Ste 200
Carlsbad, California, 92008
tel: 760.827.4181
Website: www.grandpacificresorts.com
Specialty: Grand Pacific Resorts creates experiences worth sharing for 80,000 owner-families and tens of thousands of loyal guests every year. With over 20 managed properties spanning from the pristine island of Kauai to the slopes of Park City to numerous top vacation destinations across California, the resort management company customizes its services to preserve the unique experience each location offers. For over three decades, owners and guests have valued heartfelt hospitality as they choose to vacation with Grand Pacific Resorts year after year.



Harding & Company

894 Spirea Dr
Rockledge, Florida, 32955
tel: 407-494-9307
Website: www.hardingcompanies.com/
Specialty: Family-owned and operated, Harding & Companies exists to assist clients in planning, managing, coordinating, and implementing effective and efficient solutions in multiple industries. We navigate furniture, fixtures, and equipment supply chain solutions, including project management, warehousing, logistics, and installation.

MANAGEMENT & OPERATIONS



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.



Resort Management & Consulting Group

783 Sandy Ln Surfside Beach, SC, 29575
tel: 843.273.6929
Website: resortmcgroup.com
Specialty: Resort Management & Consulting Group is a privately-owned and operated resort management company that provides clients with customized resort management services designed to match their needs. With a client-oriented mentality, we are driven to provide the best possible management services to properties of all sizes. Our experienced staff is equipped with the resources to help properties improve their operations, achieve a healthy financial position, and improve both owner and guest satisfaction. Clients' goals, no matter how big or small, are our priority.



Vacatia Partner Services

2840 Fairfax St, Ste 219 Denver, CO, 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.

MANAGEMENT & OPERATIONS



VRI, A Capital Vacations Company

2024 Corporate Centre Drive, Suite 101
Myrtle Beach, SC
Phone: 1-949-587-2299
Website: VRResorts.com
Contacts: Rich Muller; Jan Sampson
Specialty: For more than 30 years, Vacation Resorts International (VRI) has been a pioneer and respected leader in the hospitality industry providing professional management services to resorts, hotels and condominiums. With a record of quality, value, and strong customer care, VRI supports resorts across the US and Mexico. As VRI, a Capital Vacations company, we now offer strategic, value-add tools and services with the Capital Advantage™.

MEMBERSHIP PRODUCTS



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!

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.

PREMIUMS



TravNow

150 Governors Square
Peachtree City, Georgia, 30269
tel: 770.486.1181
Website: www.rsivacations.com/
Specialty: We have always been known as a high service travel fulfillment company that used tech - Today we have emerged as a Tech Company that provides travel fulfillment!
State-of-the-Art Hotel & Condo Platforms can integrate into your membership to encourage engagement.
Tech-Driven Premium Offerings to drive membership interest and engage prospects. Stop trying to build tech, it has no ROI - we already have it for you! Call 770 486 1181 today! www.RSIVacations.com & TravCoding.com & TravNow.com

PUBLIC RELATIONS

**GBG & Associates**

121 Lakeshore Dr
Rancho Mirage, California, 92270
tel: 760.803.4522
Website: www.gbgandassociates.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.

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.

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



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.

**Timeshares Only LLC**

5337 Millenia Lakes Blvd Suite 225
Orlando, FL 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, CO, 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.

RESALES

**Bay Tree Solutions**

115 Perimeter Center Place, Suite 860
Atlanta, Georgia, 30346
tel: 800.647.4130
Website: www.BayTreeSolutions.com
Specialty: Bay Tree Solutions is an advertising and marketing company that specializes in assisting owners to resell their vacation ownership interests at a fair price. By avoiding desperate sellers and distressed properties and by using our consultative method, for eleven years we have repeatedly guided clients who sell for prices 30-to-50 percent higher than our closest competitors. Bay Tree provides resort operators, as well as servicing and collection agencies, with a trusted ally.

SALES TRAINING

**SHARI LEVITIN**
ShariLevitin.com**Levitin Group**

P.O. Box 683605, Park City, UT, 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

**Digital Rez International Inc**

Warrens Park Dr
Clermont, Saint Michael, BB11157
tel: 246.436.3739
Website: www.digitalrez.com/
Specialty: The Digital Rez Group is a global organization consolidated behind the RezExpert Software System. With offices in Canada, Barbados, and Australia, Digital Rez has been operating for over 30 years providing solutions to the accommodation and hospitality sector worldwide. Specializing in enterprise-level centralized Property Management Systems, and comprehensive Membership management for large networks and single resorts with exclusive points and rules management.

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.

**SS&C TimeShareWare**

855 W 300 N
Kaysville, Utah, 84037
tel: (801) 444-3113
Website: www.timeshareware.com
Specialty: For close to 30 years, SS&C's TimeShareWare (TSW) continues to deliver the leading technology platform in the industry with excellent customer service through easy-to-use applications for resorts worldwide. Offering a robust set of integrations and APIs, TSW supports all types of shared-ownership properties, membership clubs, and management companies with multi-lingual and multi-currency solutions for marketing, sales and contracts, owner and usage management, reservations, and property management.

MEMBERS DIRECTORY

SOFTWARE



Viewpoint

6277 Sea Harbor Dr., Orlando, FL, 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



Everest NightBridge

199 S Los Robles Ave Pasadena, CA 92201
tel: 818.384.0925
Website: www.everestnightbridge.com
Specialty: Everest NightBridge is a source of capital for legacy timeshare resorts, investing our funds at no risk to your association. We are not a management company. We work with your management team as a collaborative advisor to explore the best options for the future of your resort. Our focus includes strategic evaluation, simplifying ownership structure, and solving complex title insurance issues, often the greatest barrier in creating value for owners. We have over two decades of experience with owning, renovating, restructuring, refinancing, and selling shared ownership residential income properties. Call us to learn how we can help position your resort for repurposing, unlocking its potential value.



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!

TECH SOLUTIONS



TravNow

150 Governors Square Peachtree City, GA, 30269
tel: 770.486.1181
Website: www.rsivacations.com
Specialty: We have always been known as a high service travel fulfillment company that used tech - Today we have emerged as a Tech Company that provides travel fulfillment! State-of-the-Art Hotel & Condo Platforms can integrate into your membership to encourage engagement. Tech-Driven Premium Offerings to drive membership interest and engage prospects. Stop trying to build tech, it has no ROI - we already have it for you! Call today!
TravCoding.com & TravNow.com

TOWEL SERVICES



Towel Tracker

950 Vitality Dr. NW, Suite A
Comstock Park, MI 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.

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.

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 rentable 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: 877.995.3771
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.

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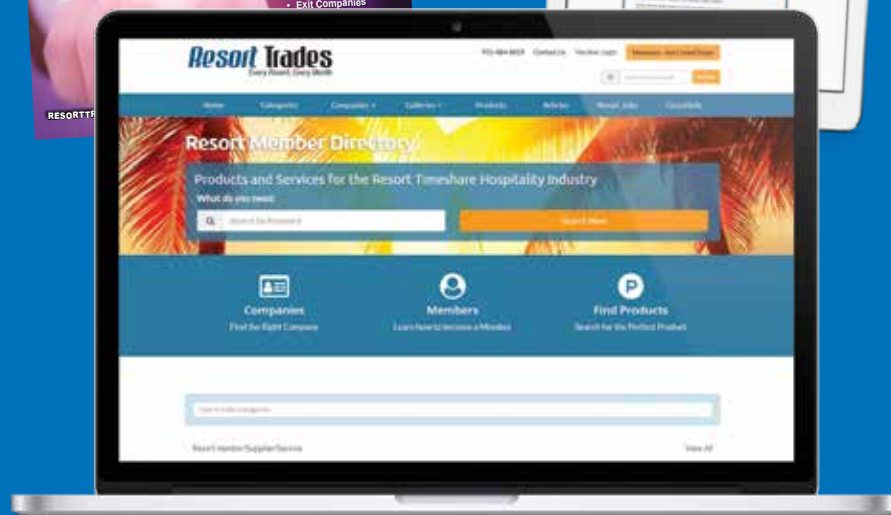
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Resort Trades – the timeshare industry’s only true news journal – provides relevant, timely news to assist resort developers, operators and management staff stay current and make better business decisions. The super tabloid print version is distributed twelve times annually to every resort in the U.S. and is supported by an interactive online news resource, ResortTrades.com. A digital version, plus a newsletter “Resort Nation”, is emailed monthly to a subscriber-base of approximately 25,000 viewers including senior-level executives at development, management and timeshare-related travel companies. ResortTrades.com is typically rated in the top third of the first page by the major search engines when searching on timeshare industry related topics. Copyright© 2022 by Wilson Publications, LLC. All rights reserved. No part of this periodical may be reproduced without the written consent of Resort Trades. Resort Trades does not accept unsolicited freelance manuscripts, nor does it assume responsibility for their return. **Resort Trades is published monthly, twelve times a year by Wilson Publications LLC, PO Box 1364, Crossville, TN 38557. PRINTED IN USA**

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Learn more at www.arda.org/membership.



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