



ARDA-ROC MISSION STATEMENT

The ARDA Resort Owners' Coalition (ARDA-ROC) is a non-profit program sponsored by the American Resort Development Association, dedicated to preserving, protecting and enhancing vacation ownership. ARDA-ROC is an alliance of owners, developers and managers who are committed to advocating for local, state and federal policies that enable the vacation ownership industry to thrive.



arda-roc.org



American Resort Development Association (ARDA) www.arda.org

The American Resort Development Association (ARDA) is the national organization representing the timeshare industry. ARDA provides professional and educational development for its members, provides industry research and data, and advocates for policies that promote the vitality and continued growth of the industry. Based in Washington, D.C., ARDA is comprised of nearly 1,000 corporate members and more than one million timeshare owner members.

ARDA Federal Affairs Office
1201 15th Street, NW
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Washington, DC 20005
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4901 Vineland Road
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Uniting
ROC
Members

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Highlights of Recent Efforts

ARDA-Resort Owners' Coalition (ARDA-ROC)

www.arda-roc.org

The ARDA-Resort Owners' Coalition (ARDA-ROC) is an alliance of one million-plus timeshare owners, developers and managers who advocate for public policy positions that protect the interests of individual timeshare owners, preserve the integrity of vacation products, and enhance the vacation purchase.

Collectively, timeshare owners all across the country voluntarily contribute between \$3 and \$10 each year. With unity, comes strength! Since 1989, these resources have enabled ARDA-ROC to unite owners in support of legislative and regulatory policies that enable the timeshare industry to continue to provide high quality vacation products that remain accessible and affordable to consumers.

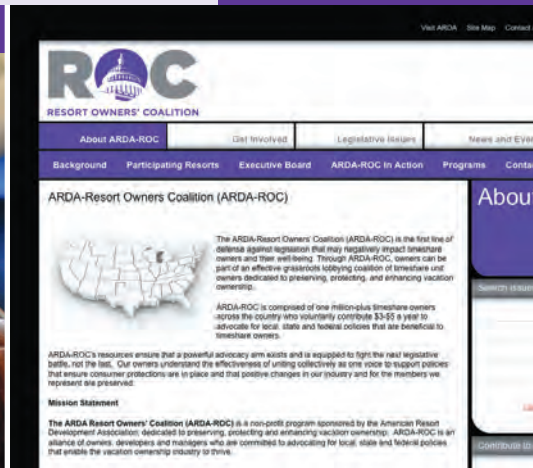
MODEL REALES ACT

ARDA has unveiled proposed legislation for the secondary resale market as part of an effort to standardize and legitimize timeshare resellers and the resale process to ensure a safe, transparent experience for all consumers. ARDA's Board of Directors, Ethics Committee and (other committees) adopted a Model Resales Act that calls for stricter guidelines on resellers, standards for sales and marketing, and more stringent penalties for bad business practices. The Model Resales Act will be used in efforts with state legislators and other policymakers as a recommended standard to help guide state legislative solutions for the timeshare secondary market.

Owners in Action

Since ARDA-ROC was founded, owners have answered the call to action at the federal level and in numerous states. ARDA-ROC staff and owners have worked effectively to enact, amend or defeat legislation in more than 20 states on countless tax, consumer protection and owners' association issues—and will continue to do so.

For instance, the Hawaii State Legislature proposed a dramatic increase in taxes on timeshare stays. Through www.arda-roc.org, more than 1,800 owners contacted their Hawaii legislator to express their opposition to the tax using the **"Write Your Legislator"** function on the site.



While timeshare owners and the industry are already an active and engaged audience, the improved website – www.arda-roc.org – enables timeshare owners to access the most up-to-date information on local, state and federal policies and legislation affecting timeshare owners and consumers. The website has the ability to foster an advocacy community and mobilize owners for grassroots efforts on behalf of timeshare consumers at a moment's notice to become more involved in specific issues.

RESALE RESOURCE CENTER

ARDA-ROC serves as host to an online Timeshare Resales Resource Center to provide consumers with additional information on the resale process, tips on selling as well as advisories on resale scams currently being investigated by state authorities.

Both www.arda.org and www.arda-roc.org offer additional information and resources including consumer advisories and links to governors' offices, legislatures, attorneys general, regulatory agencies, and consumer groups.



RESORT OWNERS' COALITION

Timeshare Industry Impact At-A-Glance

\$6.4 billion in total timeshare sales; 329,200 timeshare intervals with an average price of \$19,300

1,548 timeshare resorts in the U.S. and 8.1 million intervals.

Timeshares added an estimated \$69 billion of output to the U.S. economy:

- 465,800 full- and part-time jobs
- \$22-plus billion in salaries, wages, and related income
- About \$8.4 billion in tax revenue at federal, state and local levels

Resorts generated \$2.9 billion in total taxes, corporate operations generated nearly \$1.4 billion, sales and marketing nearly \$1.8 billion, vacation expenditures \$2.0 billion and capital spending related to new construction and renovation resulted in a total of \$269 million in taxes

84% satisfaction rate among timeshare owners

Nearly 80% occupancy rate

Florida, California and South Carolina remain as the three states that have the most resorts, representing 39% of all U.S. timeshare resorts.





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