

MAKING LIFE MORE FUN

Brochure Offers Tips On How To “Own The Fun”

(NAPSA)—Among American consumers, vacation ownership continues to grow in popularity as a travel and lifestyle option. Along with the increased number of people purchasing timeshares, there’s also increased options for ownership and usage.

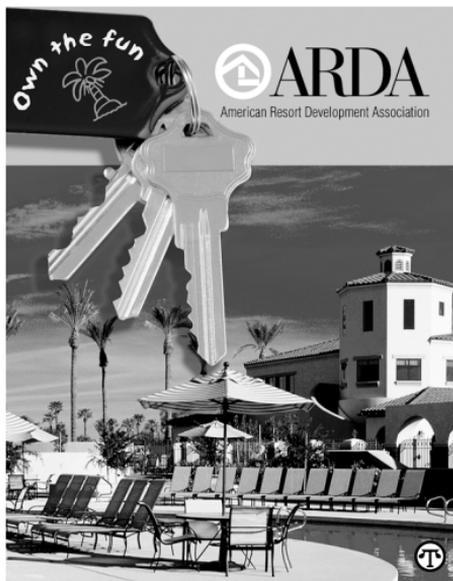
According to a recent survey, vacation owners report high satisfaction rates with their timeshare purchase, and over three-quarters claim owning a timeshare has increased their looking forward to vacations. The vast majority of owners (80.3 percent) express satisfaction with their timeshare purchase and 68.4 percent say owning a timeshare has increased the amount of time they spend on vacations. Meanwhile, 52.8 percent claim owning a timeshare has increased their health and happiness.

To help people navigate the process (and appreciate the benefits) of owning a timeshare, the American Resort Development Association (ARDA) has developed a new brochure full of advice and tips on how consumers can “own the fun.”

“Understanding Vacation Ownership,” available as a free download, offers a wealth of information on how vacation ownership works, purchasing shared leisure real estate, vacation exchange and selling a timeshare. The brochure also includes a glossary of timeshare terms.

There are great benefits to owning a timeshare, but ARDA advises consumers to do their research before purchasing a vacation ownership interval and offers the following tips:

1. Buy because you plan to use your timeshare in the future.
2. Choose a vacation that fits your lifestyle.



Owning Up To Fun: The above free brochure, “Understanding Vacation Ownership,” dispenses advice on the leisure real estate market and is available online.

3. Visit a timeshare resort on your next vacation.

4. Read all documents carefully and understand what type of product you are being offered.

5. Ask if the resort is an ARDA member. Members of ARDA agree to follow the ARDA Code of Standards & Ethics and are expected to adhere to the highest standards of quality and service.

6. Look for signs of good management.

7. Verify the resort’s affiliation with an exchange company.

8. Buy the most desirable unit in the most popular season to maximize your opportunities for exchange.

According to ARDA president Howard Nusbaum, “Vacation ownership will continue to grow as a lifestyle option, and an educated consumer benefits buyers, owners and industry players alike.”

To learn more, or to download the brochure, visit www.arda.org.