

# ABOUT ARDA-ROC & ARDA

## ABOUT ARDA-RESORT OWNERS' COALITION (ARDA-ROC)

ARDA's Resort Owners' Coalition (ARDA-ROC) is a non-profit, membership-based advocacy organization dedicated to preserving, protecting, and enhancing vacation ownership. Funded solely through voluntary contributions from more than 1.6 million owners ranging between \$3 and \$10 each year, ARDA-ROC is the unified voice representing timeshare owners across the country in city halls, state legislatures and on Capitol Hill.

### OUR ISSUE AREAS



#### Consumer Scams

We introduce or pass pro-consumer legislation that protects owners from falling victim to scams



#### Accountability for Fraudulent Timeshare Exit Companies

We support greater regulation and transparency for timeshare exit companies



#### Non-Judicial Foreclosure Laws

We save homeowner associations (HOAs) time and money by supporting laws that provide for a foreclosure process to take place outside the court system



#### Timeshare Owner Privacy Laws

We support responsible privacy protection for owners to ensure personal information is not shared with third parties for commercial purposes, unwanted solicitation or fraudulent activity



#### Owner Taxation

We defend against taxation that would result in unnecessary financial pain and burden by opposing all efforts to impose or increase taxes on owners, including tax on exchange, transient accommodations tax, or unfair property taxes

### RECENT ACHIEVEMENTS

Our successful advocacy has led to several key wins for owners in recent years, such as:

- In South Carolina, we helped pass a bill (HB 3754) that puts in place more achievable voting requirements for owners who would like to terminate or extend, and provides a process for managing the option that the owners choose to pursue.
- In Hawaii, we helped stop two bills (SB 382 & SB 714) that sought to increase the formula for the amount of transient accommodations tax to be collected from timeshares. Hawaii is the latest achievement in a long series of wins within multiple states and counties across the country, in which we have successfully opposed legislation seeking to tax timeshare unit on an occupancy that generates no revenues.
- In Missouri, we helped stop a bill (SB 135) that sought to repeal existing provisions regarding non-judicial foreclosure and to require that all foreclosure proceedings be handled judicially. Missouri joins Arizona, Colorado, Florida, Illinois, Massachusetts and South Carolina as states where we have successfully supported non-judicial foreclosure laws.

## ABOUT AMERICAN RESORT DEVELOPMENT ASSOCIATION (ARDA)

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.

(RESEARCH CREDIT TO ARDA INTERNATIONAL FOUNDATION 2019 AND 2020 DATA)

## TIMESHARE INDUSTRY HIGHLIGHTS

- With 9.9 million owners, approximately **1 in 14 U.S.** households own one or more timeshare ownership products
- **87%** satisfaction rate among timeshare owners
- Over **79%** occupancy rate
- **1,582** timeshare resorts in the United States
  - Florida, California and South Carolina remain as the three states that have the most resorts, representing 39% of all U.S. timeshare resorts
- Timeshares added an estimated **\$97.4 billion** of output to the U.S. economy:
  - **Over 612,000** full- and part-time jobs
  - **\$37 billion** in salaries, wages, and related income
  - About **\$12.7 billion** in tax revenue at federal, state and local levels
  - **Over 457,000** timeshare intervals sold in 2019