



Your gateway  
to timeshare in India



## Timeshare is going places in India

Timeshare is going to exciting new destinations in India. It's giving tourism a whole new horizon that's waiting to be discovered. When AIRDA was incorporated, our first milestone was to help evolve one common approach to timeshare marketing and delivery of services. What initially started off as a budding advisory, emerged as an entity with a voice and a conscience. An industry beacon that would light up new avenues and chart new paths to progress - in the vacation ownership industry.

### **History of Timeshare**

The origins of timeshare go way back to the 1960s - a time when tourism as an industry took wing, with the boom in commercial air travel. The world's first vacation ownership packages can be traced to two companies in Europe.

One of these was The Société des Grands Travaux de Marseille, which had a ski resort based in the French Alps called SuperDevoluy. The other was Hapimag, a Swiss company that offered its members a right-to-use facility across its network of resorts. Hapimag is still a key world player in timeshare and continues to operate independent of exchange companies.





Image courtesy: Biju E K

## Worldwide Timeshare Snapshot: 22.3 million Timeshare households, 5,400 Resorts, 121 Countries

Looking at the contributions of the tourism industry world-wide, timeshare is visibly one of the fastest growing segments. More than 22.3 million timeshare households own vacation calendars at nearly 5,400 resorts in over 121 countries. "Vacation ownership" is a top-of- mind preference on inflation-free holidays. North America occupies a big segment of the pie with nearly more than half of all the resorts and approximately 10.2 million timeshare households.



Europe wedges in as second most dominant region, with approximately 22 percent of owners, and more than 1,350 resorts.

Fuelled by the buoyancy of global offerings and the activities of major corporations, the timeshare industry is at that threshold of greater reach and acceptance.

### Worldwide Timeshare Industry (2015)

Description	Worldwide
Resorts	5,400
Resort Locations	121 Countries
Sales Volume	\$20 Billion*
Avg. Price Per Interval	\$18,626
Avg. Maintenance Fee Per Interval	\$690
Owner Household	22.3 Million*
Avg. Size Timeshare Resort	98 Units
Avg. Occupancy Rates	79.4%
Jobs Created	1.3 Million

Source: ARDA AIF study 2016; \*estimated



"Today, there's more to it than a long term calendar. The timeshare space is fast changing colour with a spectrum of offerings - exotic locations, modern amenities, theme cuisines and professional sport and fitness gurus as holiday evangelists. You even have locations that offer golf and extreme sport as part of the package."

- B S Rathor

## India Timeshare Snapshot: 5,00,000 households, 15% growth rate, market value of Rs 7,000 million

A little over 30 years ago, holiday seekers in India got their first taste of long-term vacation ownership - with timeshare, they could pay up in advance and enjoy holidays without room charges, year after year. Another big plus here was the protection provided by timeshare from inflation.

### The steady growth of timeshare in India and what's behind it...

- The fast changing profile of the timeshare customer - works hard, plays hard and wants to take time off from busy schedules.
- The encouraging trend of holidaying with the entire family, which the timeshare platform enables.
- Interesting value additions from today's timeshare promoters, in terms of rooms, comfort levels, F&B and unique holiday experiences.
- An encouraging trend among developers to look at locations that have potential, but not yet on the tourist maps.
- The growth of the timeshare base, with a visible preference for destinations off the beaten path.
- The increasing acceptance from influencer circles in the government to give timeshare the kind of support it deserves, with lobbying by AIRDA.

If you were to map the footprint of the industry, what shows up is a growth rate of 15% per year, over the last five years. The Indian timeshare market is estimated at Rs 7000 million with nearly 5,00,000 households owning a timeshare product. A long way behind the US-led world market of \$20 billion but making sure and steady progress.

### Playing the “role model” in the timeshare industry

There's more than one role we need to play within the AIRDA network, and outside of it. At one level, we are industry partner, conscience keeper and business catalyst. At another, we work as industry enablers working within government and influencer circles.

By ensuring fair-practice compliance, AIRDA makes competition within the industry fair and open - thereby safeguarding the interests of serious players. We also help resorts adopt best-practices, to encourage self-regulation and benchmarking.

We also play the role of an unbiased ombudsman, helping resolve conflicts through constructive feedback and dialogue, on a common platform. The exercise helps members benefit from a mutual sharing of problems and solutions backed by a database of prior resolutions.



India Timeshare Snapshot	
Description	India
Companies	80
Resorts	180
Total Units	8000-9000
Total Owners	5,00,000
Annual Turnover	INR 7000 Million
Growth Rate	15%
Annual Maintenance Fees	INR 8000 - 12,000 Per Week

Source: AIRDA/PCI India

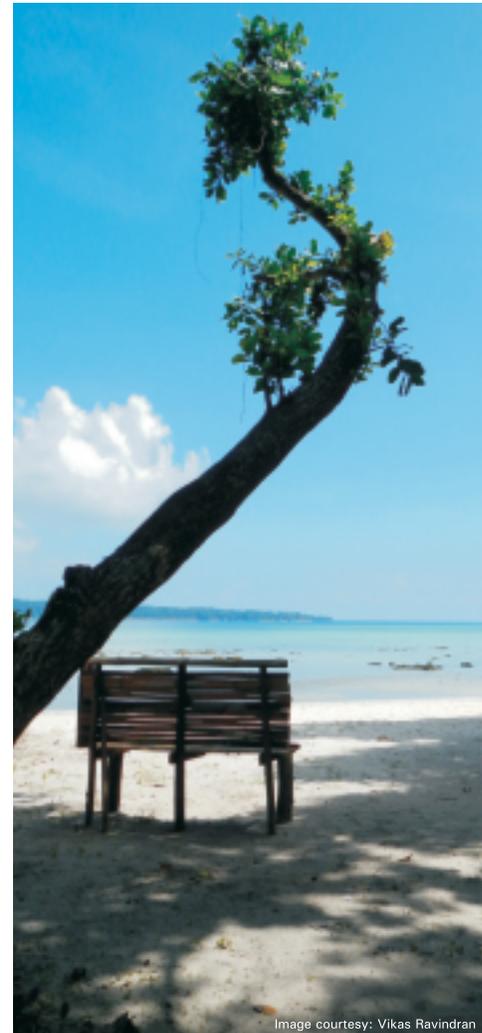


Image courtesy: Vikas Ravindran

## AIRDA works at three levels in its portfolio of engagements.

**Level One** includes project developers and this is our primary circle of engagement. Project developers under the AIRDA umbrella, known as members, constantly benefit from our core resource of strategies and ideas on the running and promotion of timeshare. Our feedback systems are designed to help our members project a clean image in the industry and offer fair value to timeshare customers.

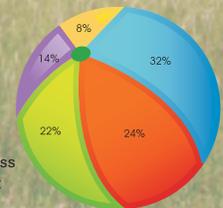
**Level Two** has a set of core responsibilities that call for leverage efforts at influencer circles and government departments. Especially those, that have the powers to decide on key policy issues in the area of timeshare and vacation ownership. The lobbying effort done here by AIRDA, goes a long way in obtaining key benefits and sanctions.

**Level Three** relates to the advisory role played by AIRDA in the interest of end-customers and users of timeshare. A key objective here is to share guidelines and tips on choosing the right timeshare packages and raise awareness levels of consumer rights and responsibilities. AIRDA also plays the role of an ombudsman, on disputes between developers and customers.



### Reasons to buy

- Exchange Opportunity
- Economical Vacations
- Liked the Resort
- Accommodation Quality
- Opportunity to Own/Access a Premium Resort Product



Source: RCI India

Image courtesy: Harish Karayadath

## Our helpdesk for resort owners

Entrepreneurs with a timeshare project in mind can seek navigation inputs across the entire life-cycle of the project. AIRDA members can also gain fresh insights and perspectives on policies, processes, systems and work force planning - including access to best practices in the area of consumer engagement and protection.

Member access to information includes market studies conducted by AIRDA, on emerging markets, new trends and changing customer profiles. We also find it useful to know which way the industry is heading in its evolution curve.

Another advantage in being part of the AIRDA banner is the strength of voice - a coming together on issues that need representation and follow-through with government bodies and industry departments.



## Our helpline for customers

For prospective customers and current users of timeshare, the AIRDA website is a very useful stop-over for information. In addition to detailed profiles of AIRDA members, the website has a wealth of information on the timeshare marketplace.

Our key concern here is to advise new customers on making informed decisions on timeshare and vacation ownership. Within the AIRDA member network, customers are assured of trust, reliability and transparency, along with highly evolved standards of customer service.

To enable fair practice, member resorts in our network have a system in place for customer feedback and complaint redressal, if the need arises. What we assure end-customers is an approach that is truly fair and impartial, with an assurance to deliver action and response.

## AIRDA - Our Mission

AIRDA's mission is to build a value base around "timeshare" and elevate it to the level of a key business driver - for domestic tourism, leisure and vacation ownership. Behind this intent, is our commitment to increase awareness of opportunities and geographies - enabling new entrants to make viable project investments; helping existing players visualize platforms for growth and expansion; and providing end-consumers useful guidelines and information on making informed decisions."

## AIRDA - Our Code of Ethics

With meaningful contributions from our members, AIRDA has formulated a Code of Ethics that will ensure fair business practices within the industry to primarily protect the interests of consumers and members. The core philosophy of this code is to encourage active member participation in creating an image of trust and respectability.

The document, available on the AIRDA website, also aims at underlining the common elements of different business practices in the industry, to arrive at one unified, working model.



## Some very good reasons to join AIRDA as a member

If you find something in common with the profiles outlined here, we think you can consider a membership with AIRDA.

- Resort owners looking for an industry platform that helps them seek and share information on timeshare and vacation ownership - especially in terms of business drivers and market expansion.
- Resort owners looking for a unified voice of strength when it comes to interactions with government bodies and industry departments - on issues that need representation and constructive follow-through.
- Resort owners who need to redefine policies on timeshare and upgrade on customer experience. Inputs here could cover consumer protection policies and a code of ethics.
- New / prospective developers seeking entry-level guidance and a possible road map to help navigate market entry in the timeshare industry and make a good start.
- Timeshare holiday promoters seeking a professional industry tag on their business profiles - to add value and credibility.

## How AIRDA works for you

AIRDA offers resort developers a constructive platform to

share ideas and strategies on the running and promotion of timeshare. It also works with developers to cut a clean image in the industry and offer fair value to customers - being part of AIRDA's member circle increases credibility and builds consumer confidence.

As an industry representative and catalyst, AIRDA can lobby within influencer circles and government departments that have vacation ownership under their purview. A good example here is the classification of AIRDA affiliated resorts according to MOT guidelines - this is available only to AIRDA member resorts, with benefits that are on par with hotels.

AIRDA members can also gain additional industry exposure at the annual National Conference of Tourism, as industry representatives. Participation here offers networking opportunities with policy makers and stake-holders.





## AIRDA Members

- Ananta Oorjaa Enterprise Pvt Ltd
- Averina International Resorts Pvt Ltd
- Best Western Resort Country Club
- Charotar Resort Pvt Ltd
- Danta Resort
- Dial An Exchange (Singapore) Pte Ltd / 7Across
- DJB Infrastructures & Developers India Pvt Ltd
- Dream Leisure Club Private Limited
- Frontline-G Holidays Pvt Ltd
- Gsown Lifestyles Centres Pvt Ltd
- Interval International
- Krishna Bhumi Holydays Pvt Ltd
- Mahindra Holidays & Resorts India Limited
- Mountain Club Resorts India Pvt Ltd
- Orange County Resorts & Hotels Ltd / Evolve Back Resorts
- Palmarinha Resort & Suites
- Penguin Resorts
- RCI India Pvt Ltd
- Rosetta Resorts and Holiday Homes
- Sheridan Resorts Developments India Pvt Ltd
- Snesh Resort Pvt Ltd
- Sterling Holiday Resorts Ltd
- TAG Vacation India Ltd
- Treasure Island Holidays Pvt Ltd
- The Ffort Holiday Klub
- Vaishnovi Versatile Ventures Pvt Ltd



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*If you're a developer, promoter of vacation ownership, or a buyer looking for information, you've come to the right place. There's more than one way we can come into the picture.*

The All India Resort Development Association (AIRDA) is a self-regulated, independent advisory dedicated to the timeshare and vacation ownership industry. AIRDA's primary members are resort owners, timeshare exchange and marketing companies who benefit from AIRDA's constructive sharing of ideas and strategies on the running and promotion of timeshare. AIRDA works closely with members to cut a clean image in the industry and offer fair value to end customers. AIRDA also represents the industry and lobbies with the government on policy issues that could have a bearing on timeshare and vacation ownership in the country.

AIRDA has a balanced end-customer focus and provides updated information on the official website. This covers the timeshare marketplace, advice on making informed choices on vacation ownership and assistance on complaint redressal, if any. AIRDA is a member of the American Resort Development Association, and other key industry forums related to tourism.