

AIRDA All India Resort Development Association www.airda.org

... bringing you safe, secure and enjoyable holidays

AIRDA Code of Ethics

**TIME SHARE!
VACATION OWNERSHIP!
HOLIDAY MEMBERSHIP!
HOLIDAY OWNERSHIP!**

They all mean the same thing. A lifetime of great holiday experiences!!

- 🌳 Timeshare is the fastest growing segment of the vacation industry!
- 🌳 10 million Timeshare families worldwide!
- 🌳 5200 Timeshare resorts worldwide in 120 countries!
- 🌳 Timeshare industry has over 350000 households, 18% growth rate, market value of INR 7000 million!

WHY IS TIMESHARE SO POPULAR?

Because Timeshare offers you value-for-money and flexibility like no other holiday system. It fixes your accommodation costs, at today's prices and allows you to holiday in apartment units, rather than stuffy hotel rooms, in exotic locations ranging from Goa to Geneva, from Bangkok to Baltimore, from Manali to Melbourne.

THE NEED FOR RESPONSIBILITY

In today's market the consumer is faced with an increasing choice of Timeshare developers and resorts. Myriad marketing programmes are available which seek to offer the consumer the best Timeshare products. Of course, when an industry becomes so diverse and popular it is important for those with a sense of responsibility to their customers to step forward and ensure that consumers



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Interests are protected through adequate regulation and best practices codes. This is exactly the mission of AIRDA.

AIRDA

The All India Resort Development Association (AIRDA) was formed in 1998 and consists of organizations dedicated to setting the standards of operation for the Timeshare Industry and ensuring consumer protection. The association is a self-regulatory body with an Executive Committee whose main focus is ensuring consumer satisfaction with the Timeshare product and enabling the growth of the Timeshare Industry.

OUR MISSION

- ❁ To ensure that all activities of the Timeshare industry are honest, fair and conducted with total transparency.
- ❁ To safeguard the interests of all Timeshare consumers, existing and prospective, against misleading Timeshare selling practices.
- ❁ To ensure the highest ethical standards in all those engaged in the Timeshare industry in India.
- ❁ To check the activities of unscrupulous developers/marketers of Timeshare, to the extent of seeking legal punitive action against them.
- ❁ To facilitate the redressal of complaints against defaulting Timeshare sellers/marketers.
- ❁ To work in tandem with government authorities to bring the Timeshare Industry into the mainline Tourism Sector.



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CODE OF ETHICS

Overview

All members of AIRDA agree to comply with this code which incorporates general solicitation and sales requirements. This Code of Ethics has been adopted to benefit both consumer and developer by instilling the highest ethical standards in all persons engaged in the Timeshare industry in India.

This code shall be applicable to all types of contracts, print media, electronic media as well as in the matter of its solicitations. Each member of the association will abide by this Code, in law and in spirit, and will ensure the same from their subsidiaries, agents, servants, employees, advertising, agencies, sales and marketing staff.

The member will be accountable for any failure to comply by any of the aforementioned persons. To reiterate, the onus of responsibility on the developer is to be clearly stated as to the acts of employees, marketing company, agents etc.

The Code takes into account redressal of complaints against defaulting Timeshare sellers/ marketers in the Club / Points category.

MANDATORY GUIDELINES

- Any resort developer who is a member of AIRDA is deemed to uphold consumer satisfaction as a core value and has been held by AIRDA to display integrity within the Timeshare industry. The same should be highlighted to the consumer.

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- ❁ The many benefits of Timeshare should be clearly and factually explained to the consumer. All applicable charges, including Annual Maintenance & other charges that need to be paid, must be disclosed.
- ❁ The advantages to the consumer of a Timeshare purchase at the individual developer's resort / Timeshare product should be clearly highlighted and disclosed in the brochure.
- ❁ The benefits of the Timeshare exchange programme, which allow the consumer to holiday in thousands of resorts worldwide, by virtue of being a Timeshare owner, should be clearly highlighted. Information about such programmes should be clearly disclosed in the prospectus.
- ❁ There must be clarity and accuracy on such exchange programmes. The methods, terms and condition and fees applicable should be clarified before signing the contract and the start of the cooling off period.
- ❁ Cooling off period – In the best interests of the purchaser every agreement should contain a cooling off period of 10 working days from the date of purchase. The purchase agreement should clearly include the terms of the cooling off period.
- ❁ Cancellations – In the event that a consumer requests a cancellation, clear guidelines are to be adopted for cancellations made after the cooling off period.
- ❁ Clear policy guidelines should be adopted for cancellations effected and Timeshare weeks repossessed due to non-payment either of initial purchase price or maintenance fees.
- ❁ Sales & Marketing – Irrespective of the mode of solicitation, purchasers must be informed that the offer relates to a Timeshare sale and if applicable, is dependent on attending a sales presentation.
- ❁ All information in the offer must be accurate, factual and complete.

RESALE WEEKS

1. Any developer / marketer offering resale weeks must adhere to the same code as listed above and offer purchasers the same clear advice on Timeshare benefits and the same cooling off period.
2. Resellers may not solicit registration or listing fees from a prospective Timeshare seller by falsely implying they have a buyer ready on hand.

RENTALS

Rental clause to clearly explain modalities of payment to customers, charges by developer, or rental payment for cases where developer offers to rent out weeks on behalf of its members

CLUBS & POINTS

Timeshare clubs should make available to purchasers accurate description of the terms and conditions relating to the reservation and or assignment of accommodation. The number of points should not exceed the inventory available. The code takes into account redressal of complaints against defaulting Timeshare marketers in the Clubs/Points category.

UTILITY FEES

AIRDA recommends that the Vacation Ownership (Timeshare) players in India do not charge utility fees from consumers as per global practice & implement this practice forthwith.