



ASIA PACIFIC RESORT DEVELOPMENT ORGANISATION

Jeff Bernier, Vice President Executive Committee

Senior Vice President, Managing Director, APAC & Hawaii Hilton Grand Vacations



Jeff Bernier is Regional Senior Vice President, Managing Director – APAC & Hawaii for Hilton Grand Vacations (HGV). In this role, Mr. Bernier is responsible for leading sales and marketing strategies and initiatives to drive revenue growth in Hawaii and the Asia-Pacific Region. He also drives the long-term strategic vision for the regions, creating opportunities to expand HGV's footprint and improve Owner offerings and services.



Welcome Message

APRDO is designed to be a strong, professional organisation that will be both effective in representing its Members and be a respected voice in advocating for the continued success of the timeshare industry . Through APRDO, we can build even greater consumer awareness and confidence in timeshare as a viable alternative to traditional vacation products.

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A solid white horizontal line.

Barry Robinson

Incorporated in Singapore, the Asia Pacific Resort Development Organisation (APRDO) is the first overarching organisation in Asia Pacific to support and promote the timeshare industry in the region, provide a framework that fosters innovation and regulation in the industry and ensures that business practices are being conducted to the highest ethical standards.



Executive Committee



Barry Robinson, President
Executive Committee
Wyndham Vacation Club



Jeff Bernier, Vice President
Executive Committee
Hilton Grand Vacations



Joe Hickman, Treasurer
Executive Committee
Interval International



Martin Tolan, Director
Executive Committee
Marriott Vacations Worldwide



Paul Mulcahy, Secretary
Executive Committee
RCI

Our Members



Ordinary Members:

Anantara Vacation Club

AOCAP

Hilton Grand Vacations

Interval International

Karma Group

Marriott Vacations Worldwide

RCI

SGL Vacation Club

Wyndham

Associate Members:

Law View Partners

Makarim & Taira S.

***aprdo.org/join-aprdo

Affiliate Members



TVOA
**Thailand Vacation
Ownership Association**



ATHOC
**Australian
Timeshare Holiday
Ownership Council**



MHTDF
**Malaysian Holiday
Timeshare Developers
Federation**



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State of the Industry

- Highly engaged consumer who are committed to travel (over 90% current on maintenance fees)
- High customer satisfaction
- Longer average length of stay
- Higher average occupancies
- Spacious units with amenities

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2022 Goals



Grow

Create a longer-term funding Model

- ♣ *Create a long- term sustainable funding model to complement subscription fees*
- ♣ *Expand membership*



Support

Support Regional Timeshare Organisations



Focus

Focus on Industry Regulations

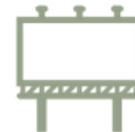
- Focus on*
- ♣ *Japan*
 - ♣ *Australia*
 - ♣ *Resale Companies*



Promote

Promote the Industry

- ♣ *Member promotions*
- ♣ *Promote Australia Research*
- ♣ *AP Region Research*



Align

Align with ARDA on objectives / promotions



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Thank you

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