



BARRY ROBINSON

President, APRDO – Asia Pacific Resort Development Organisation
President & Managing Director, International Operations,
Wyndham Destinations, Travel + Leisure Co.

APRDO

ASIA PACIFIC RESORT DEVELOPMENT ORGANISATION

APRDO

- APRDO is headquartered in Singapore
- Overarching industry body for the timeshare and shared ownership industry in Asia
- Focus to promote the sector and help educate governments on the benefits of vacation ownership
- We work with governments in the region to implement a consumer and industry friendly regulatory environment
- We help set consumer centric benchmarks
- Supporting the sector on its path of recovery



**ASIA PACIFIC RESORT
DEVELOPMENT ORGANISATION**

ASIA PACIFIC TIMESHARE INDUSTRY

- More than 1076 resorts
- Over 16 Asia Pacific Countries





MEMBERS



MARKET COMPARISONS

Economic Potential of Asia:

- Asia Population 4.3 billion
VS
- US Population 325 million

US Industry:

- US\$97 billion in direct and indirect economic activity created
- US\$11.29 billion of that spent by 10 million timeshare owners

APAC region:

- Estimated US\$2.74 billion of indirect and direct economic activity
- Over 460,000 timeshare owners in the region



A RESILIENT BUSINESS MODEL

- A recession resilient industry
- Inflation helps the timeshare value proposition
- Transaction sizes larger than ever
- Occupancy unaffected by economic conditions



NEXT GENERATION TIMESHARE

- An opportunity to shape the future of the industry in Asia
- Innovations – shorter terms clubs with more flexibility
- Sophisticated structures
- Extensive lifestyle offerings



DEVELOPER BENEFITS

- Mixed-use advantage
- Capital returned to the developer
- Consumer finance
- Levies underpin upkeep and maintenance
- Enhanced revenue streams



A RETURN TO TRAVEL

- Pent up demand is likely to result in a travel boom
- APRDO is here to support the industry through a new era of growth and success

