



Industry Trade Associations Partner to Expand Global Depth

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CRDA, the Canadian Resort Development Association, is proud to announce that it has entered into Industry Association Partnership Agreements with two of the major industry trade associations. AMDETUR, the Mexican Resort Development Association, and C.A.R.E., the Cooperative Association of Resort Exchangers. These Agreements expand opportunities of beneficial reciprocity and erase international borders between these Canadian, American and Mexican timeshare industry advocates.

As part of the partnership each association has agreed to numerous of reciprocal benefits that include cross-memberships, registrations at their respective conferences, and multiple options of visibility in publications, conference collateral and websites.

With this announcement President/CEO of CRDA, Jon Zwickel has stated that *“CRDA felt it was important to extend Association Partnerships to AMDETUR and C.A.R.E. because we already share mutual members and these agreements will solidify and strengthen our ability to advocate for the timeshare industry across North America.”*

When asked why AMDETUR supported joining forces with CRDA as an Association Partner Carlos Trujillo Balmaseda shared that *“it is important for all participants--in this case the national associations involved in the Vacation Ownership industry--to join forces to build up the strengths and positioning of the North American Region, already the most important in the world. The largest sources of Vacation Ownership members are the United States, Mexico and Canada, in that order, and these countries are also where the most top-selling vacation ownership resorts are located. After working together for some time with CRDA and CARE, AMDETUR is proud to formally embody these mutual commitments by signing partnership agreements with its longtime collaborators. Trujillo also cited the tremendous effort and dedication that both Linda and Jon have shown at the head of their respective organizations.”*

Linda Mayhugh, President of C.A.R.E., added *“C.A.R.E.’s agreement to the association partnership with CRDA is just another piece of a grand puzzle that my board of directors*

and I are putting together to strengthen, not only C.A.R.E., but industry wide facets of growth, solidarity and credibility. I feel that the associations collectively working together is an extremely valuable opportunity for my association, our respective association partners and for our expansive global industry.”

At the recent 2016 CRC (Canadian Resort Conference), held at the Hilton Niagara Falls, CRDA President Zwickel invited industry leaders of ARDA, AMDETUR and C.A.R.E. to participate and speak from their own perspectives, on a panel discussion where they each looked ahead to the future of their respective associations and the industry at large. Zwickel was quoted saying his takeaway from the panel discussion was “*We represent a global industry and share a common vision to promote and advocate for timeshare, regardless of borders*”.

About CRDA

CRDA is an industry-based association that is dedicated to furthering the vacation ownership resort and leisure industries. It was founded over 30 years ago in response to the public’s demand for reliable information about timeshare products. Focus has since broadened to all aspects of shared ownership and the resort industry. For more information on membership and events visit (www.crda.com).

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About AMDETUR

The Mexican Resort Development Association was born in 1987 as a result of the rapid and sustained growth of Mexico’s tourist resort developers and the need to maintain a solid front for negotiating and working together with authorities and private enterprise, to develop standards and define an appropriate regulatory system that would support the Mexican tourist real estate industry. (www.amdetur.org.mx)

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About C.A.R.E.

Since 1985 C.A.R.E. members, including Resort Developers, Management and Exchange companies, HOA’s, Travel Clubs and Wholesalers, have been providing each other with opportunities for vacation fulfillment, exchanges and revenue enhancement through increased inventory utilization and yield management. C.A.R.E. members are required to comply with a strict Code of Standards and Ethics and benefit from outstanding professional and personal development opportunities at their semi-annual conferences. (www.care-online.org)

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