



Press Release

TATOC Conference 2008.

“Under Wraps.....”

Not any longer! The TATOC 2008 conference launched a new era for the Association.

Embracing change was the theme of the conference and this was certainly evidenced by a new logo, a new mission statement and a new resort accreditation process (RAP) for member resorts has meant that TATOC has now announced its presence as the Timeshare Association (Timeshare Owners and Committees.)

The conference was held this year in the north of England at the Park Hotel, Stretton Nr Warrington and was very well attended by both members and industry suppliers. Dial an Exchange, ICE, Worldwide Timeshare Hypermarket, RCI and II and Diamond Resorts International ® were just a few of the companies who gave of their time not only in sponsoring the conference but also their expertise and experience through networking and well attended workshops.

Marty Kandel the President of European Operations for Diamond Resorts International ® in his speech stated that “I am pleased to have been invited to address the TATOC conference which has provided DRI with a unique opportunity to underscore our presence in Europe and substantiate our commitment to exceeding best practices in the vacation ownership industry.”

With its vibrant logo and new website TATOC is opening its doors to welcome different types of membership. Not only are resort committees welcomed but now individuals can also become members even if their own resort is not a member. There will also be a new category for industry professionals and companies. Formerly, the Association primarily targeted “sold out” clubs, but now resorts who are still in the selling phase can become members.

“The increase in membership is pivotal for the future growth of the Association and for TATOC to carry out its mission statement “to safeguard and enhance the timeshare holiday experience for existing and prospective users and to be the voice of owners.” said its Chief Executive, Harry Taylor.

“We have also extended the Board of the Association bringing in experience and expertise which we need to for the Timeshare Association to achieve the full potential in the 21st century”

In the Chairman’s Statement David Eastburn was clear in his vision for the future

“Since I became Chairman I have felt the driving need to make TATOC more proactive and in particular, to remedy the public perception of timeshare as generated by a hostile and nearly always uninformed press.”

In order to address the issue of the media and also raise the profile of TATOC Jennie Thompson as director on the board of TATOC has been given the specific responsibility to deal with the media.

“Having worked within the timeshare industry for many years in a variety of professional fields I am still passionate about the industry” says Jennie. “I believe the role that TATOC has is so important, as it represents the backbone of the industry, the consumer. It is our intention to build up constructive relationships with not just fellow industry bodies but also various media representatives in order that we can all strive get the positive message across about timeshare.”

The reaction to the 2008 AGM and conference has been swift and complimentary.

John Woodward, Cromer Country Club “ This is where I feel TATOC comes in, bringing together all sides of the industry, large or small, person or persons, all looking to the future for a common goal on unity, fairness and transparency...”

“.....both Gary and I felt that it was the best conference so far, very professional. TATOC seems to be going from strength to strength.....” Phil Watson, Worldwide Timeshare Hypermarket.

“I would like to congratulate you with an excellent TATOC conference and I was very pleased to see the positive response to the new TATOC. I am looking very much forward to continuing our excellent cooperation.” Peter Vandermark

Dennis Corbett, Sunset Bay Tenerife “Best ever conference. The future looks good for consumers”.

“Our workshops seemed to be very well received by the people that attended. I would like to find out how we can work with TATOC going forward.....” Louise Knott
ICE Gallery

With these positive messages and support it bodes well for the future of both the Association and the industry.

Press Release ends

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