



PRESS RELEASE

STRENGTHENED ADVOCACY FOR THE ACCOMMODATION INDUSTRY



Barry Robinson, ATHOC President (L) with
Julian Clark, Accommodation Association President (R)

Advocacy for Australia's accommodation industry has been strengthened by the creation of a formal alliance between two major representative organisations.

The tie-up is between the Accommodation Association of Australia and the Australian Timeshare and Holiday Ownership Council (ATHOC), the main body for the timeshare industry.

"The new Accommodation Association-ATHOC alliance will help to unite the entire accommodation industry in all political, industrial and commercial forums," said the President of the Accommodation Association, Julian Clark.



"For many years, the Accommodation Association has endeavoured to establish strong working relationships with other representative bodies for the tourism and accommodation industries, through both formal and informal arrangements.

"The more the accommodation industry can speak with one voice to government - and other key external stakeholders - the lower the regulatory risk to the industry."

The Accommodation Association-ATHOC alliance adds to the Accommodation Association's existing formal membership agreements with the Australian Resident Accommodation Managers Association (ARAMA), the Caravan Industry Association of Australia (CIAA), the Caravan and Camping Industry Association (NSW) (CCIA) and the administrative support the Accommodation Association provides to the Motor Inn and Motels Association of Australia.

"Combined with our close connection with the Backpacker Operators Association and Hosted Accommodation Australia, this is another step forward in securing the interests of one of Australia's leading employment sectors," Mr Clark said.

ATHOC President (and Managing Director of Wyndham Vacation Resorts), Barry Robinson said: "This is a fantastic outcome for Australia's timeshare sector.

"ATHOC and the Accommodation Association have enjoyed a terrific working relationship for years and ATHOC looks forward to assisting the Accommodation Association with an enhanced presence in Queensland, delivering even more benefits for members of both organisations."

The alliance, which commences today, will see the Accommodation Association and ATHOC share membership benefits, events, office space and resources, among other things.

Sharing resources means the role of ATHOC General Manager, Laura Younger is being expanded to include her leading support for the Accommodation Association in Queensland.

In addition, Mr Robinson has become a Director of the Accommodation Association to ensure regulatory challenges facing the timeshare industry continue to be addressed in a strategic manner which minimises risk and maximises outcomes for operators of timeshare businesses.

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