



# Sharing time valued at \$4.5m

By LISATISDELL

FOUR timeshare resorts in Port Macquarie pump \$4.5 million into the region's economy, a report has found.

Port Pacific Resort, Vacation Village, The Village Resort and WorldMark Flynns Beach also provide 70 jobs in the region and generate \$2.7 million in annual income.

That's according to the first major study into the economic significance of the \$700 million-a-year Australian timeshare industry.

The Economic Significance of the Australian Timeshare Industry report, compiled by the Australian Economic Consultants (AEC) Group, highlights the importance of the industry to regional economies.

AEC Group principal Carey Ramm said timeshare was becoming an increasingly important component of Australia's tourism industry.

"The potential growth of the

industry cannot be underestimated, with a possible doubling-tripling in size over the next 10 years, going a long way towards meeting the need for accommodation in Australia," he said.

"However the industry needs to be taken seriously and its economic significance, particularly to regional areas, acknowledged."

WorldMark Flynns Beach, a part of the Port Macquarie timeshare market for two-and-a-half years, employs 22 staff and hopes to expand.

The Flynns Beach property has the highest customer satisfaction rates of all Trendwest's 15 properties in the South Pacific, which regional general manager resorts and hotels Tom Scantlebury said was testament to the quality of service and the success of the region as a destination.

"The customers are loving

the experience they have here," he said.

Mr Scantlebury said Port Macquarie's timeshare resorts created consistent employment, and made a consistent contribution to the economy, with tourists in the area year round.

According to the report, compared with all Australian households, timeshare owners are more affluent, with a distribution toward the upper income brackets. And when on holiday, they tend to have more disposable income to play with.

A survey of timeshare owners indicates the average timeshare holiday visitor party in Australia spends around \$916 a trip.

Timeshare is a broad term used to describe the partial ownership of holiday accommodation.



□Timeshare: Tom Scantlebury