

**All India Resort Development Association (AIRDA)**

AIRDA is the national representative of the Vacation Ownership (Timeshare) Industry in India and works towards disciplined expansion of the Indian Industry, through self-regulatory norms of business conduct, consumer safeguards, credibility & brand building and awareness. AIRDA ensures fair practices and ethical business policies that work to the advantage of both consumers and developers. AIRDA member resorts are committed to providing high quality leisure options to the consumers. Vacation ownership (timeshare) is one of the fastest growing businesses in the leisure and hospitality segment. The vacation ownership industry is acknowledged as a great driver of domestic tourism. The investments made by our members are in resorts in attractive tourism destinations and contribute significantly to economic activity in these regions. The timeshare industry has been identified as one of the key focus areas for the development of tourism activity in the country.

**AIRDA's Mission**

"AIRDA's mission is to build a value base around "vacation ownership / timeshare" and elevate it to the level of a key business driver for the hospitality and travel industry. Behind this intent, is our commitment to increase awareness of opportunities and geographies - enabling new entrants to make viable project investments; helping existing players visualize platforms for growth and expansion; and providing end-consumers useful guidelines and information on making informed decisions."

**Major Players**

M/s. Mahindra Holidays & Resorts India Limited

M/s. Sterling Holiday Resorts Ltd

M/s. RCI India Pvt Ltd

**Key Metrics (Growth rates , share in GDP , employment , Exports, Imports)**

Growth rate 18%; Share in GDP (leisure segment) 0.9% contribution is 1/6th of tourism’s contribution; Employment 1.7 million jobs (Resort, leisure Hotels & Home-Stay).

**Investment**

Leisure resorts, pilgrim tourism.

**Future Outlook**

Strong growth expected over the next decade subject to enabling policies.

**Contact Us:**

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**Association’s Name - All India Resort Development Association (AIRDA)**