

easily recognized brand names, timeshare ownership should continue its pattern of rapid growth. Vacationers desiring ownership for longer periods of time turn to condominiums.

In a condominium development, individuals buy units for their own use. In contrast to a fractional ownership plan, the units are frequently made available for rental when not being used by their owners. These units may be managed under a straight rental agreement or be placed in a **rental pool**.

In a straight rental agreement, condo owners receive a portion of the rental revenues based on the rental income received for their units. In a rental pool, all condominium owners share in rental income based on the square footage of their units. In either situation, the owners typically pay for all taxes, utilities, and general maintenance expenses. In return, they receive a percentage of the rental income (usually 49%), and the management company retains the remainder (usually 51%) as compensation for operating and maintaining the property when owners are not using their allotted times or units.

For those wanting a special touch in vacation ownership, fractional ownerships are just the ticket. Fractional ownership plans, typically providing high-end accommodations, can be purchased for one to three months of usage periods. Premier properties in breathtaking locations with hotel-like amenities take away the hassles of being confined to one destination and add the benefits of multiple vacation home ownership destinations. Companies such as Exclusive Resorts and Storied Places are finding demand is high for their exclusive offerings. To meet this demand, condo hotels, such as the condominium tower at the Fontainebleau Resort in Miami Beach, Florida, are entering the lodging market.¹²

Living, Learning, and Leisure

Providing accommodations built around a setting specifically designed, equipped, and staffed to host meetings creates the unique environment of a conference center. The first of these facilities was established by former President Dwight D. Eisenhower when, as president of Columbia University in 1950, he opened Arden House, a 30-bedroom house on a country estate outside New York City.¹³ Today, there are over 300 conference centers in the United States, including the original Arden House and a host of other locations such as the Scanticon Conference Center in Princeton, New Jersey; the Macklowe Conference Center in downtown New York City; and the Inn and Conference Center at the Biosphere in Oracle, Arizona.

With an employee:guest ratio of from 1:0.5 to 1:2.5, conference center managers can focus their attention on the specific needs of each group and excel at providing the desired experience of living, learning, and leisure. Extra service touches such as rearranging housekeeping schedules to clean guest rooms when attendees are in meetings or adjusting foodservice schedules based on changing group needs highlight the flexibility provided in conference centers. Extremely strict guidelines established by the International Association of Conference Centers must be achieved and adhered to if the facility is to be classified as a conference center.

Enjoying the Great Outdoors

Campers have traditionally been viewed as families or individuals wanting to save money or get close to nature and experience the great outdoors. However, with advances in technology, more people are being drawn to camping as they realize that the outdoor experience can be achieved without “roughing it.” It is not uncommon to find swimming pools, cable TV hookups, convenience stores, and even restaurants as part of the operations of commercial campgrounds and RV parks. The luxury tented safari experience offered in the Kruger National Park, South Africa, is a good example of a lavishly pampered outdoor adventure. As the levels of convenience have increased, so has the number of people who camp as well as use RVs to take a bit of home along with them.

Campgrounds and RV parks fill a special need in seasonal recreational areas, as they can add significantly to the accommodation base. From an economic