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**VO Con 2018 Explores the Business of Vacations**  
*Topics from Timeshare's Secondary Marketplace to Exceptional Resort Experiences*  
*Spark Lively Discussions*

VANCOUVER, CANADA (October 2, 2018) – [The Canadian Vacation Ownership Association](#) (CVOA) annual conference, [VO-Con 2018](#), explored the Business of Vacations with industry experts sharing their unbridled opinions on topics such as Changing Secondary Market Paradigms, Advocacy and Government Relations and Staging Exceptional Resort Experiences.

Guided by moderators Greg Crist, CEO of Association of Vacation Owners (AVO) and Linda Mayhugh, President of C.A.R.E. (Cooperative Association of Resort Exchangers), representatives from all over North America (Canada, U.S.A. and Mexico) answered questions with transparent enthusiasm, creating an atmosphere of open sharing not usually evident in industry events of this nature. The approximately 75 attendees were treated to no-holds barred honesty, vibrant discussions and unity of spirit.

As is becoming the custom, VO Con 2018 also received attendees' thumbs up for a unique team building afternoon. This year's excursion included an Ontario Farm Experience with a visit to a local bee farmstead, a fish hatchery and a nearby Cidery House and Brewery. Following a keynote address entitled "Creating Transformative Experiences" given by Dennis Mosely-Williams, the conference wrapped up with "An Ontario Experience" luncheon at the O&B Café Grill at the Westin Trillium House, Blue Mountain, Ontario where the event was held.

According to Jon Zwickel, former CEO and President of CVOA and now Chairman of the Board of Directors of the trade association, "We are extremely pleased that the feedback from our members and attendees was overwhelmingly positive. There was a marked increase in attendance and more than half of the group were returning attendees. We are a true trade association with membership 60 % developers and 40% vendors and suppliers to the hospitality industry."

CVOA extends its thanks to these Sponsors for making VO-Con possible: [Association of Vacation Owners](#), [CustomerCount™](#), [Cornerstone Vacation Ownership](#), [DAE](#), [Diamond Resorts International®](#), [Fiesta Americana](#), [GBG & Associates](#), [Intuition](#), [Holiday Systems International](#), [La Tour Hotels and Resorts](#), [Perspective Group](#), and [Magna Timeshare Software](#).

Next year's event is \scheduled for the Whistler Fairmount September 23-25. 2019.

**About the Canadian Vacation Ownership Association**

*CVOA is Canada's only association dedicated to representing the interests of the vacation ownership and resort development industries. Since its founding 1980 (originally as CRDA), the organization has become Canada's preeminent industry association representing all forms of vacation ownership. CVOA membership is a community of active industry leaders committed to promoting and maintaining a high standard of ethical conduct within the Canadian vacation ownership industry, creating B-2-B and networking opportunities between Members, and educating consumers as to the benefits of vacation ownership. For more information, please visit [www.CanadianVOA.org](http://www.CanadianVOA.org) VO-Con information about content, registration and sponsorship opportunities can be found on the event website [www.VOCon.ca](http://www.VOCon.ca).*