

Timeshare industry experiencing a resurgence

By Wade Tyler Millward, Las Vegas Review-Journal

Michael Flaskey says his industry has matured.

And for the CEO of Las Vegas-based timeshare company Diamond Resorts, that maturity – in the form of more analysts on Wall Street and more attention from regulators – has meant big money. Diamond Resorts owns Lake Tahoe Vacation Resort in South Lake Tahoe.

The industry is changing its offerings to bring in younger customers, rather than retirees who buy into timeshares. New offerings include on-site activities for children and shorter contract terms, like ones for seven or even three years, Welk Resorts CEO Jon Fredricks said. That company operates property at Northstar in Truckee.

[Read the whole story](#)