
Resort Trades & AskMandO Apps Ready for ARDA Attendees

Contributed by Hospitality 1st press release

Publishers of the timeshare industry's most widely-read, independent, business-to-business publication www.ResortTrades.com and the resort industry's only true, social media site, www.AskMandO.com, announced that ARDA Convention attendees will be able to download software applications (apps) to their iPhones, Blackberries, Androids and SmartPhones in order to get instant news updates during the March 14-18 event. Once attendees have downloaded the app on their phones, they can track events, get news releases, look up classified ads or review The Trades' extensive lists of professionals in real time.

Partnering with The Trades Publishing Company on the project is the timeshare industry technology company, 6 Dimensions Consulting (6DC). 6DC co-owner Dora Edmonson says, "We are writing these apps, now that we've completed their two, mobile Web sites: These are www.AskMandO.mobi for the timeshare industry online newspaper, www.ResortTrades.com and www.AskMandO.mobi for the online news-and-social media site for the resort management segment of the vacation ownership industry, www.AskMandO.com. Using 'apps' and 'mobi' Web sites to reach cell phones and handheld devices is really the next generation of marketing. We are seeing a groundswell of interest in using the technology to generate leads, much like we saw in the rise of social media over the last couple of years."

"The Trades' Managing Director David Kerr comments, "Engaging 6DC's 'Everything Mobile' to push us into this next level is part of our resolve to make 2010 the beginning of an entirely new and exciting era for us. Recently, we were delighted to form an alliance with Shari Levitin, of The Levitin Group and ePercipio, who has further endorsed our new strides in technology."

About The Trades Publishing Company

For nearly 30 years, The Trades Publishing Company has been a leader in providing business-to-business (B2B) news for professionals in the timeshare/ vacation ownership and shared ownership industries. Supported exclusively through advertising and with a subscriber list totaling more than 9,700 readers, the Trades publications, which include www.ResortTrades.com (the 1st online publication), Resort Trades, Resort Trades' Management & Operations magazine and the resort industry's only social media site, www.AskMandO.com, have an unparalleled reach in the resort industry. Visit www.ResortTrades.com and www.AskMandO.com online or www.ResortTrades.mobi and www.AskMandO.mobi on your handheld mobile device. For advertising information, see www.TheTrades.com.

About 6 Dimensions Consulting

6 Dimensions Consulting LLC (6DC) provides Web site, mobile marketing and operations assistance to help vacation ownership/timeshare resort companies to operate with increased efficiency, service and revenue. The company offers "Everything Mobile," including text messaging and Bluetooth-powered mobile phone/personal contact device marketing. 6DC is a full service provider of services such as business process analysis and design, information technology evaluation and support, inventory management, vacation club design and evaluation, owner referral program design and servicing, Web site design and integration, as well as online training and knowledge-base systems. Visit www.6DCUSA.com.