

Member Profile

Dennis M. Ducharme, RRP

President

InnSeason Resorts



About Dennis Ducharme

Dennis M. Ducharme, RRP, is president of InnSeason Resorts. He also serves as managing partner of Southern Peaks Resorts, LLC, a real estate development and resort management company, headquartered in Lincoln, New Hampshire. He is a member of ARDA's Board of Directors and the ARDA-New England Executive Committee. His other professional affiliations include board of director for the North Country Center for the Arts, The Lincoln-Woodstock Chamber of Commerce, and The Town of Lincoln's Master Plan Committee.

About InnSeason Resorts

InnSeason Resorts® is a leading provider of resort vacation properties and ownership opportunities in the northeastern region of the United States and offers management, advisory, and marketing services to resorts and developers nation-wide. Based on Cape Cod with four regional marketing offices and seven branded InnSeason Resorts, it has 550 + employees who help more than 45,000 families go on vacation each year.

The InnSeason Resorts group includes the InnSeason Vacation Club™ (a points-based vacation ownership program), InnSeason Resorts Sightseer™ (a dedeed, flexible use program available at InnSeason Resorts and other participating properties), InnSeason Management, Inc. (management services for resorts across the northeastern region), and Curran Management Services, Inc., one of the industry's oldest professional marketing services firms. ■

What motivates you and keeps your engines revved?

Property acquisitions. The art of "win-win" negotiation is my strength—I truly enjoy this interaction because it allows me to spearhead the success of our company's development and acquisitions division and makes each day a new and fascinating experience. At the end of any negotiation, I only consider it successful if both parties are satisfied and the business is equally profitable.

What advice would you give to someone thinking about entering the industry?

Knowledge is power. When considering entry into the vacation ownership industry, an individual should combine a healthy skepticism with a thorough understanding of how this business works. No amount of experience is an excuse for a lack of a realistic business plan. You must be an optimistic realist with your eye always on the bottom line.

What do you think is the biggest misconception of the vacation ownership industry?

That's simple. The most prevalent industry misconception is that our product is made of "sticks and bricks," while in reality, our real product is the people who provide our services. Whether it's a smiling front desk agent or a handy engineer, a housekeeper or activities director, it's the "personality" of vacation ownership that makes us all successful—and memorable.

RANDOM THOUGHTS

If you had to change careers, what would you pursue?

My love of the sea would have me developing a network of marinas and yacht clubs, so I could share this love with other like-minded mariners, and once again, put me in a service industry that I enjoy.

Where would you go on vacation if you could go anywhere in the world?

I'd stay right here in the States. I've always wanted to drive up Route 101 in Santa Barbara County wine country in California.