WHO ARE TODAY’S TIMESHARE OWNERS?
~ GET TO KNOW THEM ~

WHAT ARE THEIR DEMOGRAPHICS?

- 14% ASIAN AMERICAN
- 20% AFRICAN AMERICAN
- 60% WHITE

- 47% AVERAGE AGE
- 63% HAVE AT LEAST A FOUR-YEAR COLLEGE DEGREE
- 61% ARE EMPLOYED FULL-TIME

- 68% ARE MARRIED
- 84% OWN THEIR OWN HOME

- 47% HAVE CHILDREN under the age of 18 living with them

- median household income $81,311

WHY ARE THEY BUYING?

- RESORT LOCATION
- SAVING MONEY ON FUTURE VACATION COSTS
- MAKING VACATION A CERTAINTY, NOT JUST A POSSIBILITY

HOW MUCH ARE THEY SPENDING?

- 47% SPENT UNDER $10,000
- 26% SPENT BETWEEN $10,000-$20,000
- 27% SPENT OVER $20,000

HOW ARE THEY USING THEIR TIMESHARE?

- 77% OF TIMESHARE OWNERS took a vacation at a timeshare resort in 2015.
- ~60% OF TIMESHARE OWNERS either used their timeshare personally or banked/deposited for future use in 2015.
- 22% OF TIMESHARE OWNERS rented or gave away their timeshare to others in 2015.
- 48% OF TIMESHARE OWNERS plan to buy or upgrade a timeshare over the next two years.