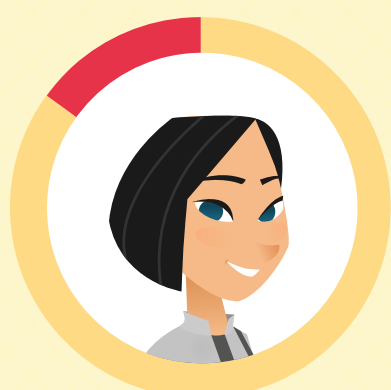


WHO ARE TODAY'S TIMESHARE OWNERS?

~ GET TO KNOW THEM ~

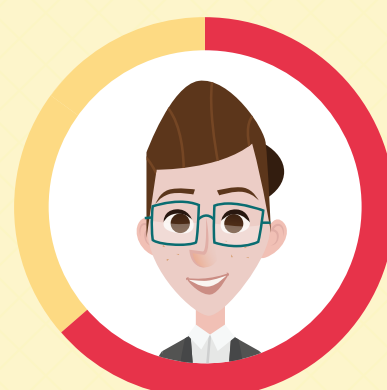
WHAT ARE THEIR DEMOGRAPHICS?



ASIAN AMERICAN



AFRICAN AMERICAN



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



44%
HAVE CHILDREN
under the age of
18 living with them

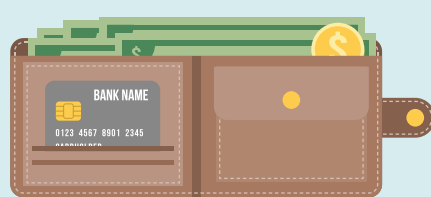


\$81,311
MEDIAN HOUSEHOLD INCOME

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.