With 86% of timeshare owners spending just as much or more time on vacations in 2018, and 84% of owners spending just as much or more money on those vacations, it is critical to meet their changing demands to keep them coming back...well into the future!

71% plan on vacationing with their spouse, partner or significant other
32% plan on bringing children under age 18

Florida (26%) is the most popular U.S. state destination for the next vacation among total owners.
When traveling out of the country, owners plan to go to The Caribbean (7%), Mexico (6%) and Canada (3%).

79% will most likely take their next timeshare vacation in the U.S.

42% plan to vacation at their 'home' resort by using weeks
20% plan to vacation at their 'home' resort or vacation club by using points

47% want help with the 'booking' aspects of vacation planning particularly booking reservations, flights, and car rentals.

Owners will be traveling over 1,000 miles one way to their next vacation destination in the U.S., and nearly twice as far if going outside of the U.S.

Among those going on vacation in 2018, May, June and July look to be the most popular months to take their next timeshare vacation.

Travel information from the 2018 Owner Study, produced by the ARDA International Foundation (AIF). Learn more about timeshare at www.arda.org.