ABOUT

Research, studies and surveys are a vital component to our industry. The findings provide valuable information to our members about the industry, such as buying trends, product satisfaction, and economic data, among other information.

The ARDA International Foundation (AIF) began in 1982 as the International Foundation for Timeshare (ITF) to fulfill the research needs of the fast-evolving timeshare industry. In 1997, it was restructured as a 501 (c) 3 organization and acquired its current name. Today, AIF continues to meet the industry’s research and market intelligence needs, which include identifying consistent and ongoing benchmarks, expanding research, analyzing technological changes and impacts, and enhancing the public’s knowledge of the timeshare industry.

HOW TO ACCESS

AIF continuously conducts surveys and research studies representing the most reliable data available on vacation ownership. These studies are available in the ARDA Store on our website. AIF member underwriters receive complimentary digital copies and all members receive executive overviews, as well as discounted pricing on full reports.

COMMON QUESTIONS

How often are the AIF studies completed?

AIF research studies are completed and repeated on an ongoing basis. For a schedule of upcoming research studies visit the AIF Research Calendar.

What types of studies are done?

AIF research studies measure the financial performance of the industry, the general state of the industry, and more. Visit the AIF Research Library for an overview of each study.

I’m looking for specific data. Can I contact someone to ask which report to find it in?

Yes, for research-related questions, please contact Lan Wang at lwang@arda.org.

IMPORTANT INFORMATION TO NOTE

• Copies of AIF research studies may not be shared outside of your member organization without permission from the American Resort Development Association.