ECONOMIC IMPACT

Worldwide, the shared vacation ownership industry supported nearly 1.1 million jobs in 2010. Of this sum, industry operations, off-resort vacation expenditures, and capital expenditures generated over 498,000 direct jobs. The global shared vacation ownership industry directly generated over $45 billion in direct economic output in 2010. The total impact of the shared vacation ownership industry reaches nearly $114 billion when including indirect and induced impacts.

WORLDWIDE SALES

In 2010, the global shared vacation ownership industry sold nearly 785,000 intervals, representing over $14 billion in sales. These interval sales comprise 4.7% of the total inventory of intervals owned worldwide.
SALES AND OCCUPANCY RATES

A three-year analysis of the shared vacation ownership industry revealed impressive stability through a global financial crisis. Sales in 2010 held steady after a 27% drop in 2009. In some regions, namely Asia, Central and South America, and Africa, sales volume actually increased from 2008 to 2010.

Through this period, the average shared vacation ownership sales price has been more stable, declining just 9%. The average price per interval fell to $18,000 in 2010 from nearly $20,000 in 2008.

Occupancy rates also remained strong through the recession period. Global shared vacation ownership occupancy registered 76% in 2010, down just slightly from 78% in 2008. This compares favorably with the worldwide hotel industry whose occupancy rates are now substantially lower than shared vacation ownership properties.

![Global Shared Vacation Ownership Resorts, 2010](image)

WORLDWIDE OUTLOOK

In 2011, the global shared vacation ownership industry outside the U.S. added nearly 9,600 units at existing properties and another 4,000 at new resorts. The largest number of new units was opened in North America (excluding the U.S.), followed by Central and South America and Europe.

Looking ahead, the worldwide shared vacation ownership industry is continuing to expand. Across the globe, there are currently 64 resorts under development outside the U.S. When these resorts open, this will expand the base of properties by 1.2% to 5,380.

For media inquiries, contact: Lou Ann Burney
ARDA
(202) 207-1156
lburney@arda.org