Economic Impact

2016

OF THE TIMESHARE INDUSTRY ON THE U.S. ECONOMY

2016 EDITION
PREPARED BY EY
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Economic Impact

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The impact of the timeshare industry on the U.S. economy extends beyond the timeshare resorts with which customers are most familiar. The total economic contribution of the industry also includes the economic impacts of sales and marketing offices, corporate operations, the construction of new resorts and the renovation of existing resorts, and the significant impact of expenditures of vacationers during timeshare stays. This study estimates the comprehensive private- and public-sector benefits generated by the timeshare industry.

In addition to private-sector benefits, including jobs and income, the significant tax contributions of the industry are a source of revenue for federal, state, and local governments. The estimates described below show that the timeshare industry produces significant amounts of individual income tax and employment tax at the federal level, and contributes significantly to property tax, sales tax, and occupancy tax revenue for state and local governments in the states in which timeshare resorts are located.

The following results highlight the key economic and fiscal (tax) impacts of the timeshare industry. The results are summarized in terms of direct and indirect economic and fiscal impacts and presented for resort operations, sales and marketing, corporate operations, consumer spending, and construction. The direct impacts are generated through spending by the timeshare industry and its employees. The indirect impacts are from increased activity among suppliers and higher spending by employees due to increased incomes.

As shown in Table 1 below, in 2015, the timeshare industry accounted for 511,782 jobs, $79.5 billion of output, $28.1 billion in labor income, and $10.2 billion in taxes. Since the last time this study was conducted in 2013, employment related to the U.S. timeshare industry has grown by 8%, labor income by 19%, output by 16%, and total federal, state, and local tax revenue due to the industry by 21%.[1]

TABLE 1
ECONOMIC IMPACTS OF THE TIMESHARE INDUSTRY, 2015
Billions of dollars; number of part- and full-time jobs

Impact	Direct	Indirect & Induced	2015 Total	2013 Total	% Change Since 2013
Employment	231,090	280,692	511,782	473,224	8%
Labor income	$12.7	$15.4	$28.1	$23.6	19%
Output	$32.2	$47.4	$79.5	$68.7	16%
Taxes	$5.3	$4.9	$10.2	$8.5	21%

Note: Includes impacts related to resort operations, corporate office operations, sales office operations, consumer expenditures, and capital expenditures in 2015.

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey *and EY analysis using the IMPLAN input-output model.*

1 Please note that the numbers in the tables and text of this report are rounded and may not appear to sum. Calculations referenced in the text were performed on precise numbers and will yield a slightly different result.

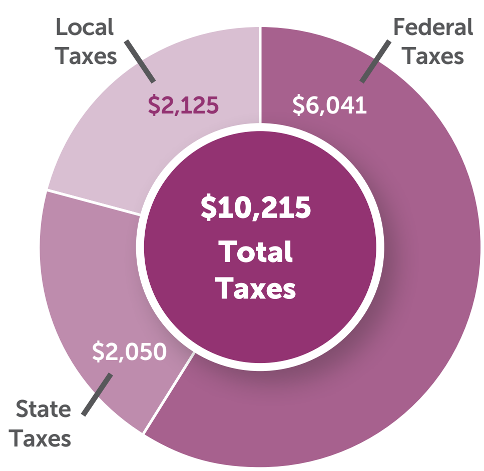
Employment: The timeshare industry's direct employment impact in 2015 was estimated at 231,090 people. This direct employment created indirect employment at supplier and other businesses resulting in 280,692 additional jobs. Combining the direct and indirect employment effects, the total employment impact is estimated to be 511,782 jobs. For each direct job, an additional 1.2 jobs are created in other industries due to the U.S. timeshare industry.

Labor Income: The total direct and indirect income impact totaled $28.1 billion in 2015, including an estimated direct income impact of $12.7 billion and an indirect impact of $15.4 billion. Labor income includes employee compensation (wages plus benefits) and income to proprietors. The total impact of the U.S. timeshare industry on labor income was $2.21 for each dollar of direct income.

Economic Output: The timeshare industry's direct impact on economic output (measured by revenues) totaled $32.2 billion in 2015, while indirect and induced output was $47.4 billion, resulting in a total economic output impact of $79.5 billion. The total impact on U.S. economic output is $2.47 for each dollar of direct output.

Taxes: The timeshare industry generated almost $10.2 billion in total taxes. Figure 1 shows the breakdown of total tax impact by level of government. The fiscal impact of the timeshare industry's operations, owner and visitor vacation spending, and construction and renovation of resorts and commercial spaces are shown in more detail in "Detailed Fiscal Impact" on page 23, by level of government and type of taxes. In 2015, the timeshare industry generated an estimated $6.0 billion in federal taxes, $2.1 billion in state taxes, and $2.1 billion in local taxes.

FIGURE 1
TOTAL TAXES PAID BY THE TIMESHARE INDUSTRY, 2015
Millions of dollars



Note: Includes estimated direct, indirect, and induced taxes paid as a result of the U.S. timeshare industry in 2015.

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis.*

Introduction

CHAPTER ONE

The timeshare industry provides joint ownership or leases of vacation property that combine the benefits of hotel-like amenities with the security and consistency of home-ownership. There were 200,720 units in 1,547 timeshare resorts in the United States in 2015. This study excludes fractional resorts, Private Residence Clubs, and Destination Clubs. In 2015, sales volume totaled $8.6 billion, increasing by 13% from 2013. Approximately 389,010 timeshare intervals were sold at an average price of $22,240. The number of intervals sold increased by 5% since 2013, while the average price increased by almost 9%. In 2015, timeshare occupancy rate was 80%, a three percentage point increase since 2013. The U.S. timeshare occupancy rate is significantly higher than the hotel industry's occupancy rate in 2015, which was 65.6%.[2] Timeshare operations directly employ more than 231,000 people in 48 states.

As described in the report, the economic impact of the timeshare industry extends beyond the timeshare resorts with which customers are most familiar. The total economic contribution of the modern U.S. timeshare industry includes the economic impacts of resort operations, sales and marketing offices; corporate, regional, and call center operations; the construction of new resorts and the renovation of existing resorts; and the expenditures of timeshare vacationers in local communities. In addition, the significant tax contributions of the industry are an important source of revenue for federal, state, and local governments, generating significant property tax, sales tax, and occupancy tax revenue for the states in which the timeshare resorts are located.

This report, prepared by Ernst & Young LLP (EY) and commissioned by ARDA International Foundation (AIF), documents these significant economic and fiscal contributions made by the timeshare industry in 2015.

2 *STR Monthly Hotel Review: December 2015,* Smith Travel Research.

Survey Results

CHAPTER TWO

The economic and fiscal impact analysis presented in this study relies on primary data collected through two national surveys, described below. Data collected through the surveys were supplemented with other public and proprietary information to present an estimate of the overall size of the timeshare industry's economic contribution in the United States in 2015.

State of the Vacation Timeshare Industry and Economic Impact Survey

The primary data source for the economic and fiscal impacts is a survey of timeshare resorts, developers, and management companies. This survey was conducted by EY for the ARDA International Foundation (AIF) in early 2016. The survey combined both State of the Industry questions and Economic Impact questions in one master survey. The State of the Industry data collected in this survey is summarized in the 2016 edition of AIF's report *State of the Vacation Timeshare Industry: United States* study, which provides an overview of key metrics of the U.S. timeshare industry such as total sales volume, average maintenance fees, and average sales price. EY also reviews resort, development organization, and management company websites, previous AIF research, and other industry sources to conduct this data analysis. The survey data is extrapolated to reflect the entire timeshare industry in the United States, excluding fractional resorts, Private Residence Clubs, and Destination Clubs.

All identified timeshare resorts and exchange companies in the U.S. were sent a survey questionnaire. Of the 1,547 identified timeshare resorts, 661 responded — a 43% response rate. Of these 661 responding resorts, 566 belong to a family of ten or more resorts, while 95 belong to a family of less than ten resorts. Of these 95, 63 were single site resorts.[3]

EY uses these responses as the basis for most of the detailed estimates presented in this study. In some cases, the survey results are supplemented with public information, such as corporate income tax information from the IRS Statistics of Income and economic data from the Bureau of Economic Analysis.

As described above, the estimated economic impact of the timeshare industry is primarily based on the industry data collected in the surveys. The data from these surveys used in the estimation of the economic and fiscal impacts is summarized below. Table 2 presents an overall summary of the industry's expenditures and operations. The data presented in this section are translated into direct economic impacts, as described in the following section on economic and fiscal impact estimation methodology.

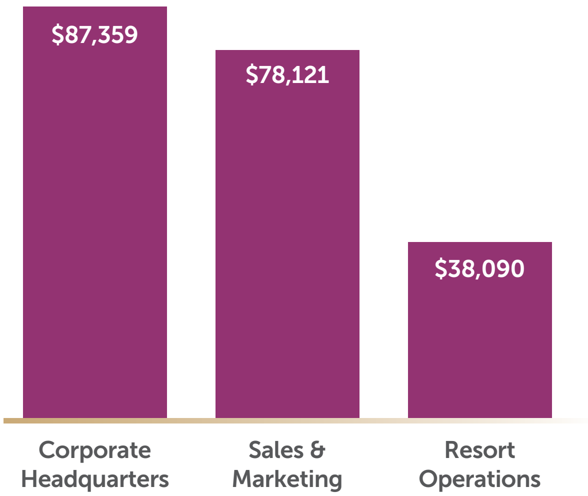
TABLE 2
DIRECT INDUSTRY OPERATIONS SURVEY DATA, 2015
Millions of dollars; number of part- and full-time jobs

	Employment	Employee Compensation	Economic Output
Resort operations	93,768	$3,572	$13,722
Corporate headquarters	36,800	$3,215	$4,865
Sales & marketing	42,872	$3,349	$6,970
Total	**173,440**	**$10,136**	**$25,557**

Note: Does not include off-site vacation expenditures and capital expenditure data.
Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey *and EY analysis.*

3 List of timeshare resorts maintained and provided by AIF.

FIGURE 2
AVERAGE ANNUAL COMPENSATION BY INDUSTRY FUNCTION, 2015
Including payroll taxes and other benefits



Note: Does not include off-site vacation expenditures and capital expenditure data.

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey.

TABLE 3
INDUSTRY OPERATIONS SURVEY DATA PER UNIT AND RESORT

	Per Unit	Per Resort
Resort employees	0.47	61
Total employees[1]	0.86	112
Resort revenue	$68,365	$8,870,036
Labor cost	$18,721	$2,428,998

1 Includes headquarters and sales & marketing employees.

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey.

Resort Operations Activities: Data describing the annual operations of timeshares include employment, employee compensation, detailed operating expenditures, revenue information including maintenance fees (averaging $920 per interval) for the 9.2 million intervals owned, and rental income. Economic output is the broadest measure of economic activity and includes all expenditures and payments to factors of production (labor and capital). In 2015, the direct economic output of timeshare resort operations was estimated to be $13.7 billion, which included maintenance fee revenue of $8.5 billion, rental income of $1.8 billion, and revenue from on-site consumer spending of $3.4 billion. Statistics are provided on a per unit/per resort basis in Table 3 below.

Corporate Activities: In 2015, the corporate operations of timeshare developers, operators, and exchange companies employed an estimated 36,800 employees, with average compensation of $87,359 annually per employee, resulting in $3.2 billion of employee compensation. Purchases from other firms, which are part of direct output, such as financial services, utilities, office supplies, and other operating expenditures, totaled $1.5 billion.

Sales and Marketing Activities: In 2015, timeshare sales and marketing activities employed an estimated 42,872 employees, with average compensation of $78,121 annually per employee, yielding $3.3 billion of employee compensation. Purchases from other firms totaled $3.2 billion.

Capital Expenditures for New Construction and Renovation Activities: As shown in Table 4, new resort construction expenditures totaled $273 million and resort renovations totaled $572 million in 2015. Expenditures related to the construction of corporate and sales operations totaled $65 million while renovations totaled $21 million in 2015, resulting in total sales and corporate center capital expenditures of $86 million. The construction and renovation expenditures include both structures and tangible personal property.

TABLE 4

CAPITAL EXPENDITURES IN THE TIMESHARE INDUSTRY, 2015

Millions of dollars

Capital Expenditures	Direct Spending
Resort capital expenditures	$845
New construction	$273
Renovation	$572
Sales and corporate capital expenditures	$86
New construction	$65
Renovation	$21
Total Capital Expenditures	**$931**

Note: Renovation costs include costs related to renovation, furniture, fixtures, equipment, and other capital expenditures. New construction costs include expenses related to the purchase of land, construction, furniture, fixtures, and equipment, and other capital expenditures.

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey *and EY analysis.*

Consumer Survey

AIF commissioned Leger, a market research company, to collect data via a survey on vacation expenditures by timeshare owners and visitors during their U.S. timeshare vacations in the last year. This analysis uses the data from that survey, summarized in Table 5, to estimate the impact of timeshare vacationer spending on the U.S. economy.

Consumer Spending by Timeshare Vacationers: Spending by timeshare owners and guests during timeshare stays was estimated at $9.98 billion in 2015. About $3.4 billion was spent on-site at resorts, while $6.6 billion was spent off-site in the communities where the timeshare resorts are located. The total vacationer expenditure was estimated based on average per-party expenditures from the *2016 Shared Vacation Ownership Owners Survey*. The average per-party expenditure is then multiplied by the estimated 4.5 million vacation travel parties, which is calculated by the number of intervals available (number of units multiplied by fifty-one weeks) multiplied by the occupancy rate, and adjusted for the number of units occupied per party, as reported in the SOI/EI and owner surveys. Note that this approach assumes that timeshare owners and other visitors to timeshare resorts have the same spending characteristics.

TABLE 5

DETAILED VACATION EXPENDITURE SPENDING DATA[1]

Vacation Spending Data	Average per Party: On-site Spending	Average per Party: Off-site Spending	Average per Party: Total Spending	Total Off-site Spending ($ billions)
Air transportation services	$0	$412	$412	$1.87
Entertainment and recreation	$99	$93	$192	$0.42
Hotels and motel services	$243[2]	$186	$429	$0.85
Restaurants & bars	$133	$128	$260	$0.58
Clothing and clothing accessories	$155	$119	$273	$0.54
Groceries	$109	$89	$198	$0.40
Ground transit	$0	$24	$24	$0.11
Gasoline stations	$0	$84	$84	$0.38
Miscellaneous	$34	$53	$88	$0.24
Rental cars	$0	$90	$90	$0.41
Theme parks & museums	$166	$124	$290	$0.56
Fitness & sports	$51	$48	$98	$0.22
Total	**$989**	**$1,450**	**$2,439**	**$6.59**
Average Spending Per Person[3]	**$281**	**$412**	**$694**	

1 Does not include gambling wins and losses.

2 Hotel and motel on-site expenditures are captured by the *2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey* as rental revenue and are not included in "on-site spending" referenced throughout the text.

3 Average travel party size is 3.52 people.

Source: 2016 Shared Vacation Ownership Owners Survey, *prepared by Leger for AIF.*

On average, each traveling party spent $2,439 per vacation. Table 5 shows the distribution of total spending by timeshare vacationers across major categories of expenditures. Based on an average travel party size of 3.52 people, the average total spending per person is $694. Note that only the off-site expenditures are included in the estimates of the economic impact of vacation expenditures because spending by timeshare owners and visitors at timeshare resorts on-site is captured separately in the impact of timeshare resort operations, shown in Table 2 on page 9.

Timeshare Conversions

Timeshares are occasionally converted into other types of vacations. The stability of owning a timeshare is maintained, but a different type of experience is created when an owner is able to convert their timeshare for a cruise, car rental, wine club, or a hotel stay. The ability to convert timeshares into other types of vacation experiences confirms the value of timeshare ownership as a form of "vacation currency". In 2015, over 16,100 of these timeshare conversion transactions were reported. These transactions are not included in the estimated total economic impact of the timeshare industry on the U.S. economy.

Economic and Fiscal Impact Estimation Methodology

The annual operations of timeshare resorts, corporate operations, sales and marketing, vacation expenditures, and construction or renovations of both timeshare and operations result in significant output (sales), employment, income, and taxes in the U.S. economy. This section describes the estimation of the economic and fiscal impact of the U.S. timeshare industry based on the survey data presented above and summarized in Tables 2 through 5 above.

Economic Impact Methodology

Using a customized economic model of the U.S. economy, developed by IMPLAN Group LLC, this analysis estimated the direct and indirect economic impacts of the timeshare industry. The survey data discussed above was used to generate the direct impacts that served as inputs into the IMPLAN model. Detailed information on the IMPLAN model can be found in Appendix B. This model calculates the indirect and induced impacts, as described below.

FIGURE 3

OVERVIEW OF THE TIMESHARE INDUSTRY OPERATIONS' ECONOMIC IMPACT

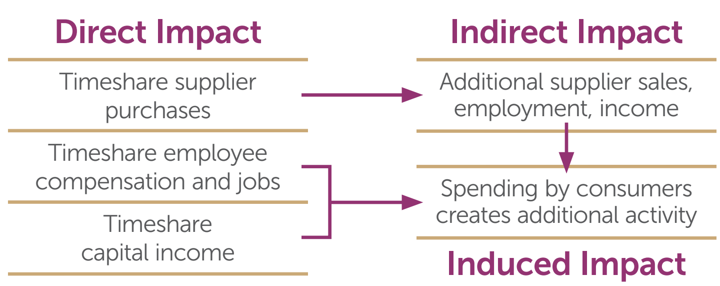


Figure 3 presents a high level illustration of the channels through which the timeshare industry's operations translate into total economic impacts. As shown in the figure, the timeshare industry's direct operations create purchases from suppliers, employee compensation, and other forms of capital income. These various payments to factors of production (labor and capital) and suppliers create additional indirect economic impacts. As shown below, the industry's supplier purchases result in higher levels of additional sales, employment, and income by suppliers. This impact on suppliers is known as the "indirect" economic impact. Also shown below is the re-spending of employee compensation and other types of income by employees and owners of the timeshare industry, which creates additional spending by consumers at restaurants, retailers, and other businesses that sell to consumers. The impact from additional consumer spending is often referred to as the "induced" economic impact.

Direct Impacts

The estimated direct impact of each timeshare industry activity is measured as the additional output, personal income, or employment connected directly to the industry's operation. The direct public-sector benefits include increased federal, state, and local taxes, such as sales and use taxes, property taxes, occupancy taxes, individual and corporate income taxes paid directly by the timeshare industry, owners of timeshares, and timeshare industry employees. All data were collected through the AIF 2016 SOI/EI Survey. Specific estimates of the direct impacts are calculated as described below.

Direct Economic Output

Direct economic output of the timeshare resort operators is estimated to equal total operator revenues from maintenance fees, rental revenue, and on-site spending by vacationers. In 2015, the direct economic output of timeshare resort operations was estimated to be $13.7 billion that includes maintenance fee revenue of $8.5 billion,[4] rental income of $1.8 billion, and revenue from on-site consumer spending of $3.4 billion.[5]

TABLE 6

DIRECT ECONOMIC OUTPUT GENERATED BY RESORT OPERATIONS, 2015

Millions of dollars

	Amount
Rental revenue	$1,792
Maintenance fees	$8,542
On-site consumer spending	$3,389
Direct Economic Output	**$13,722**

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis.*

As shown in Table 7, direct output from the corporate operations of timeshare developers, operators, and exchange companies totaled almost $4.9 billion in 2015, which was estimated as the sum of employee compensation of $3.2 billion and operating expenses of $1.5 billion as reported in the survey, plus an estimated profit margin of $199 million, based on standard profitability for the accommodations industry, as reported in the U.S. Internal Revenue Service's *Statistics of Income.*

Direct output from the sales and marketing operations of timeshare developers, operators, and exchange companies totaled $7.0 billion in 2015, which was estimated as the sum of employee compensation and proprietor income of $3.5 billion and non-labor operating expenses of $3.2 billion as reported on the survey, plus an estimated profit margin of $331 million. See Table 7.

TABLE 7

DIRECT ECONOMIC OUTPUT GENERATED BY CORPORATE, SALES & MARKETING OPERATIONS, 2015

Millions of dollars

	Corporate Headquarters	Sales & Marketing
Labor income	$3,215	$3,455
Non-labor operating expenses	$1,452	$3,184
Profits	$199	$331
Direct Economic Output	**$4,865**	**$6,970**

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis.*

4 Maintenance fee revenue was calculated by multiplying average maintenance fees of $920 per interval times 9.2 million intervals owned.

5 Rental revenue and on-site consumer spending were obtained from the survey responses and extrapolated to reflect the total population of resorts.

The direct economic output impact of capital expenditures ($931 million) is based on the amount of resort and non-resort construction and renovations, as reported in the survey. The output impact of new resort construction in 2015 is estimated using the number of new units constructed as reported in the *2016 State of the Industry Survey*. The analysis assumes that the approximate average capital outlay to construct a new timeshare unit is $333,300.

The output impact of off-site vacation expenditures is estimated at $5.7 billion, based on reported average off-site vacation expenditures of $1,450 per party by 4.5 million vacation travel parties, and taking into account that some of the purchases were for goods manufactured outside the U.S..[6]

Direct Employment

Direct employment of the timeshare industry is equal to the sum of the reported full- and part-time employment for timeshare resorts (93,768 jobs), corporate (36,800 jobs), and sales and marketing (42,872 jobs), as reported in the survey.

The employment impact of other industry activities, such as capital expenditures and vacation expenditures, are estimated using the IMPLAN model of the U.S. economy, which contains information on the typical direct employment associated with spending in each industry.[7]

Direct Labor Income

Direct labor income earned by employees of the timeshare industry is equal to the sum of wages and benefits received by employees and proprietor's income earned by proprietors. Benefits include employer contributions for social insurance, health insurance, retirement, and other types of non-cash compensation. For resort, corporate, and call center operations, the direct income impact was reported in the survey responses. For other industry activities, such as capital and vacation expenditures, the direct income impact was estimated using the U.S. IMPLAN economic model based on the level of expenditures and estimated employment.

Indirect Impacts

The operating expenses incurred by the timeshare industry result in purchases of goods and services from other U.S. businesses, which create ripple or multiplier effects throughout the entire national economy. The multiplier is a measure of the impact the timeshare industry has on the employment, income, and output of supplier businesses that are meeting the timeshare industry's demand for goods and services. For example, a timeshare resort purchases linen services, food and beverages, cleaning supplies, landscaping services, and other goods and services supplied by other businesses. Likewise, the indirect impact of construction and renovation activities results from purchases of building materials from supplier companies.

The indirect impact of the timeshare industry is estimated by using the IMPLAN model of the U.S. economy based on the direct impacts described above. To produce more accurate estimates of the industry's indirect economic impact, the model is calibrated to reflect the operating profile of the timeshare industry. Specifically, output per worker and compensation per worker were adjusted for resort operations, headquarter operations, and sales and marketing activities. For the industries involved in producing goods and services related to vacation expenditures and capital expenditures, output per worker and compensation per worker were not adjusted and reflect industry averages. For each commodity demanded by the timeshare industry, the model estimates the portion that would be supplied by domestic businesses based on trade flow data from the U.S. Department of Commerce and the U.S. Department of Transportation. These estimates are based on aggregate accommodations and lodging industry information that reflects average purchasing patterns within each industry; individual resorts may have different purchasing patterns.

6 An estimated 4.5 million vacation travel parties is calculated by the number of intervals available (number of units multiplied by fifty-one weeks) multiplied by the occupancy rate, and adjusted for the number of units per party, as reported in the SOI and Leger surveys.

7 The output-per-worker levels are indicated in the IMPLAN economic model. The direct employment impacts for expenditure-based impacts are calculated by the IMPLAN model based on national industry average relationships of output to employment.

Induced Impacts

The employment and wages of timeshare employees and employees of indirectly impacted firms (suppliers) stimulate additional consumer spending as the employees spend their earnings on restaurants, retail items, housing, and other goods and services produced in the national economy. The estimated induced impacts of the U.S. timeshare industry presented in Table 8 on page 17, were estimated using the IMPLAN U.S. economic model. The model estimates the re-spending of direct and indirect employees, reflecting typical personal consumption expenditure profiles and the typical proportion of consumption goods that are imported from outside the U.S. economy.

Fiscal Impact Methodology

The timeshare industry's economic contributions generate substantial tax revenues for federal, state, and local governments. These taxes are paid either directly by timeshare owners, visitors and employees, or indirectly by suppliers and their employees because of higher levels of economic activity. Direct taxes paid by the timeshare industry, its visitors, and its employees include property taxes, sales taxes, personal and corporate income taxes, occupancy taxes, and other taxes. Indirect taxes occur as timeshare suppliers, retailers, service firms, and other businesses increase sales and economic activity in response to additional sales related to timeshare operations and consumer expenditures. These additional indirect taxes are generated through the economic multiplier effect.

Direct property tax, occupancy tax, and corporate income tax from resort operations were provided from the AIF 2016 SOI/EI Survey. Direct property taxes totaled $859 million while direct occupancy taxes for resort operations totaled $322 million in 2015. Direct corporate income taxes paid by the timeshare resort operations totaled $104 million.

Sales tax attributable to capital investment and timeshare vacationer expenditures was estimated using national weighted average rates: 6.04% state sales tax rate and 1.48% local sales tax rate.[8]

All other direct tax and all indirect tax contributions were estimated using ratios of the most recent U.S.-wide tax collections to national personal income for each type of tax.

Estimates of the higher federal, state, and local taxes resulting indirectly from increased economic activity are based on EY's fiscal models for the timeshare industry. Using data from the U.S. Census Bureau's Governmental Finances, and the U.S. Bureau of Economic Analysis (BEA), the model calculates the ratio of federal, state, and local taxes to personal income for all major taxes in the U.S.. The tax ratios were then applied to the estimated direct and indirect change in personal income due to the industry's operations, as estimated by the IMPLAN model. The resulting increase in tax collections is reported by tax type.

8 Sales and use tax for timeshare visitor expenditures and capital expenditures are estimated based on equipment and building material costs, which are assumed to be subject to the sales tax. Estimated construction labor, installation, and maintenance charges are excluded.

Detailed Economic Impact Results

CHAPTER FOUR

The tables below show the direct, indirect, and total economic impact of the U.S. timeshare industry on the national economy.

Direct impacts measure the economic output and income of the timeshare industry and its employees, while the indirect impacts reflect the economic contribution of suppliers to the timeshare industry and induced consumer spending by employees directly and indirectly connected to the industry.

TABLE 8

DETAILED ECONOMIC IMPACTS OF THE TIMESHARE INDUSTRY, BY FUNCTION, 2015

Billions of dollars; number of part- and full-time jobs

Output	Direct	Indirect & Induced	Total
Industry operations	$25.6	$37.3	$62.8
Resorts	$13.7	$18.2	$31.9
Corporate	$4.9	$7.7	$12.5
Sales and marketing	$7.0	$11.4	$18.4
Vacation expenditures	$5.7	$8.6	$14.3
Capital expenditures	$0.9	$1.5	$2.4
Total	**$32.2**	**$47.4**	**$79.5**

Employment	Direct	Indirect & Induced	Total
Industry operations	173,441	224,392	397,833
Resorts	93,768	109,254	203,022
Corporate	36,800	45,827	82,627
Sales and marketing	42,872	69,312	112,184
Vacation expenditures	52,766	47,808	100,574
Capital expenditures	4,884	8,492	13,376
Total	**231,090**	**280,692**	**511,782**

Labor Income	Direct	Indirect & Induced	Total
Industry operations	$10.4	$12.3	$22.7
Resorts	$3.8	$5.9	$9.7
Corporate	$3.2	$2.5	$5.8
Sales and marketing	$3.5	$3.8	$7.3
Vacation expenditures	$2.0	$2.6	$4.6
Capital expenditures	$0.3	$0.5	$0.8
Total	**$12.7**	**$15.4**	**$28.1**

Note: Labor income includes employee compensation shown in Table 2 and proprietor income.

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey *and EY analysis using the IMPLAN input-output model.*

Estimated Economic Output Impacts

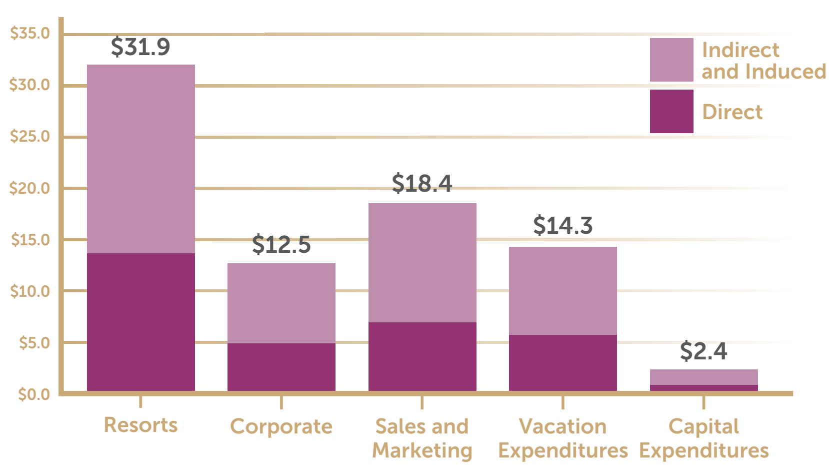
Economic output is the broadest measure of economic activity and is generally equivalent to revenue or total expenses. Specifically, for the timeshare industry, economic output is equal to the total revenue (total expenditures plus profit) from industry operations, spending by vacationers, and investment in construction and renovations. The estimated economic output impacts include the direct output impacts based on the calculations described above and the indirect and induced economic impacts estimated by the IMPLAN economic model of the United States.

- **Resort Operations:** In 2015, resort operations' direct output totaled $13.7 billion, while indirect and induced output was $18.2 billion, resulting in a total contribution to U.S. economic output of $31.9 billion. The output multiplier is 2.33 where each dollar of direct timeshare economic activity spurs $2.33 dollars of total U.S. economic output.
- **Corporate Operations:** Direct output totaled $4.9 billion while indirect and induced output was $7.7 billion, resulting in a total impact on economic output of $12.5 billion. The output multiplier estimates that each dollar of direct timeshare economic activity results in $2.58 dollars of total U.S. economic output.
- **Sales/Marketing Operations:** Direct output totaled almost $7.0 billion while indirect and induced output was $11.4 billion, resulting in a total impact on economic output of $18.4 billion. The output multiplier estimates that each dollar of direct timeshare economic activity results in $2.63 dollars of total U.S. economic output.
- **Vacation Expenditures:** Direct spending off-site by timeshare owners and visitors totaled almost $6.6 billion. After taking into account expenditures for goods produced outside the U.S., the direct impact of off-site consumer expenditures was $5.7 billion in direct output. This direct spending created additional economic activity by firms that supply goods and services consumed by vacationers, which totaled $8.6 billion. Combining the direct and indirect impacts on economic output, the total impact on U.S. economic output from timeshare vacation expenditures is $14.3 billion. These results imply that each dollar of direct spending results in $2.49 dollars of total U.S. economic output.
- **Capital Expenditures:** Spending by the timeshare industry on resort and non-resort construction and renovations totaled $0.93 billion in 2015, including purchase of land. Some of the purchases, such as TVs or other electronics, were manufactured outside the U.S. resulting in a direct output of these expenditures of $0.86 billion. Purchases of land were also not included, as expenditures on land do not contribute to economic output. Direct expenditures produced an additional estimated $1.5 billion in indirect and induced output, resulting in a total impact on economic output of $2.4 billion. The output multiplier implies that each dollar of direct spending results in $2.77 dollars of total U.S. economic output.

FIGURE 4

ECONOMIC OUTPUT OF THE TIMESHARE INDUSTRY, 2015

Billions of dollars



Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey *and EY analysis using the IMPLAN input-output model.*

Estimated Employment Impacts

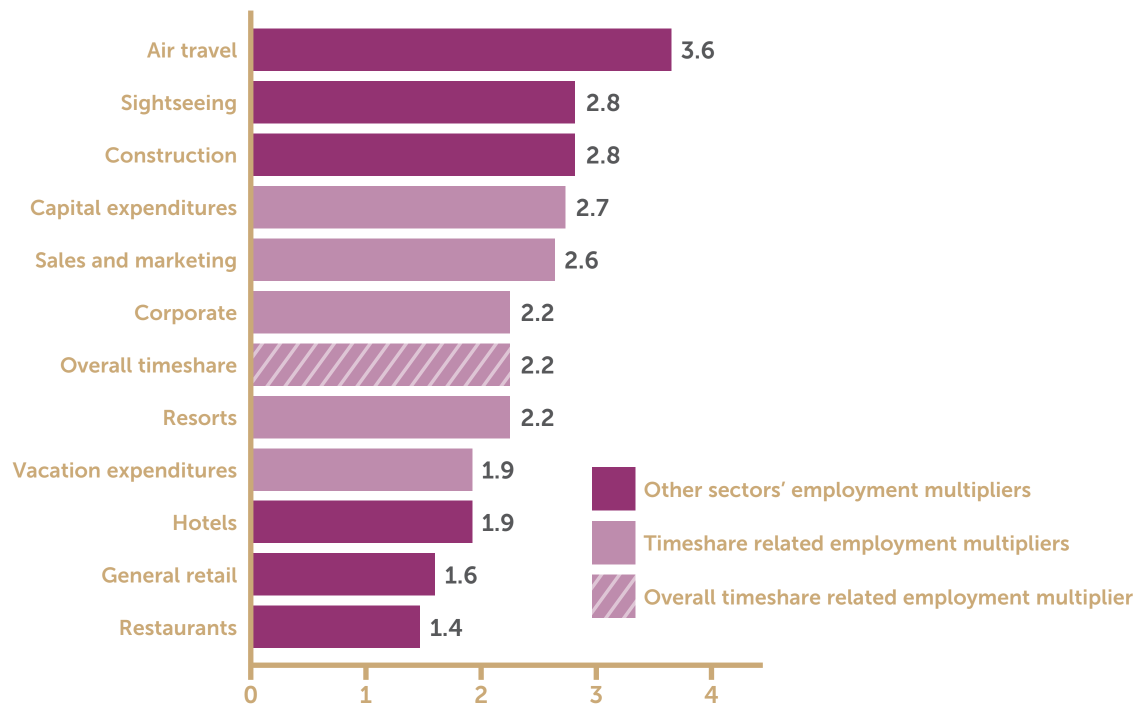
Direct employment associated with the timeshare industry was estimated to be 231,090 jobs (see Table 1). The re-spending of income earned by these employees combined with the indirect impacts from increased supplier activity is estimated to have generated an additional 280,692 jobs, resulting in an estimated 511,782 jobs attributable to the timeshare industry in 2015.

- Off-site vacation expenditures generated 20% of the total employment attributable to the timeshare industry. Industry operations (resorts, corporate, and sales operations) accounted for a total of 78%, while capital expenditures represent the remaining 2%.
- On average, there are 2.21 total jobs created in the U.S. economy for each direct employee associated with the timeshare industry. Capital expenditures provide the highest multiplier effect, with a total of 2.74 jobs per direct job while off-site vacation expenditures resulted in 1.91 jobs. According to an analysis of sectors using IMPLAN's model of the U.S. economy, the timeshare industry has a higher employment multiplier than retail and restaurant industries. See Figure 5.

FIGURE 5

COMPARISON OF TIMESHARE INDUSTRY EMPLOYMENT MULTIPLIERS TO SELECTED RELEVANT INDUSTRIES, 2015

Number of total employees per direct employees



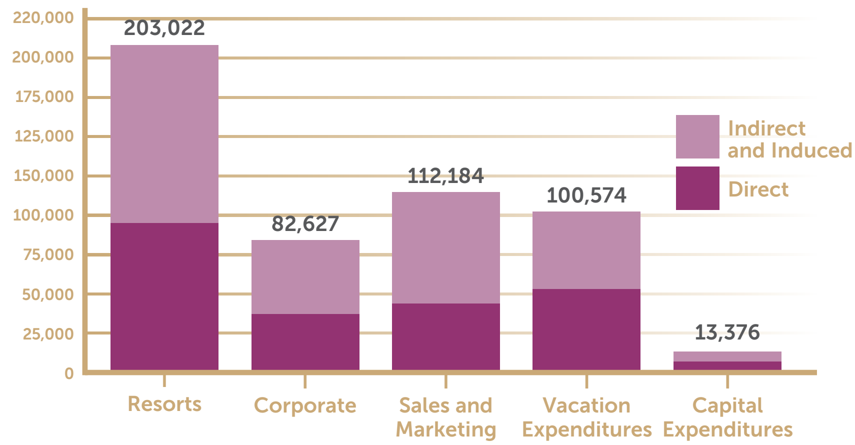
Note: Comparison multipliers shown are from selected industries and do not reflect the economy as a whole.

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey *and EY analysis using the IMPLAN input-output model.*

FIGURE 6

EMPLOYMENT OF THE TIMESHARE INDUSTRY, 2015

Number of employees



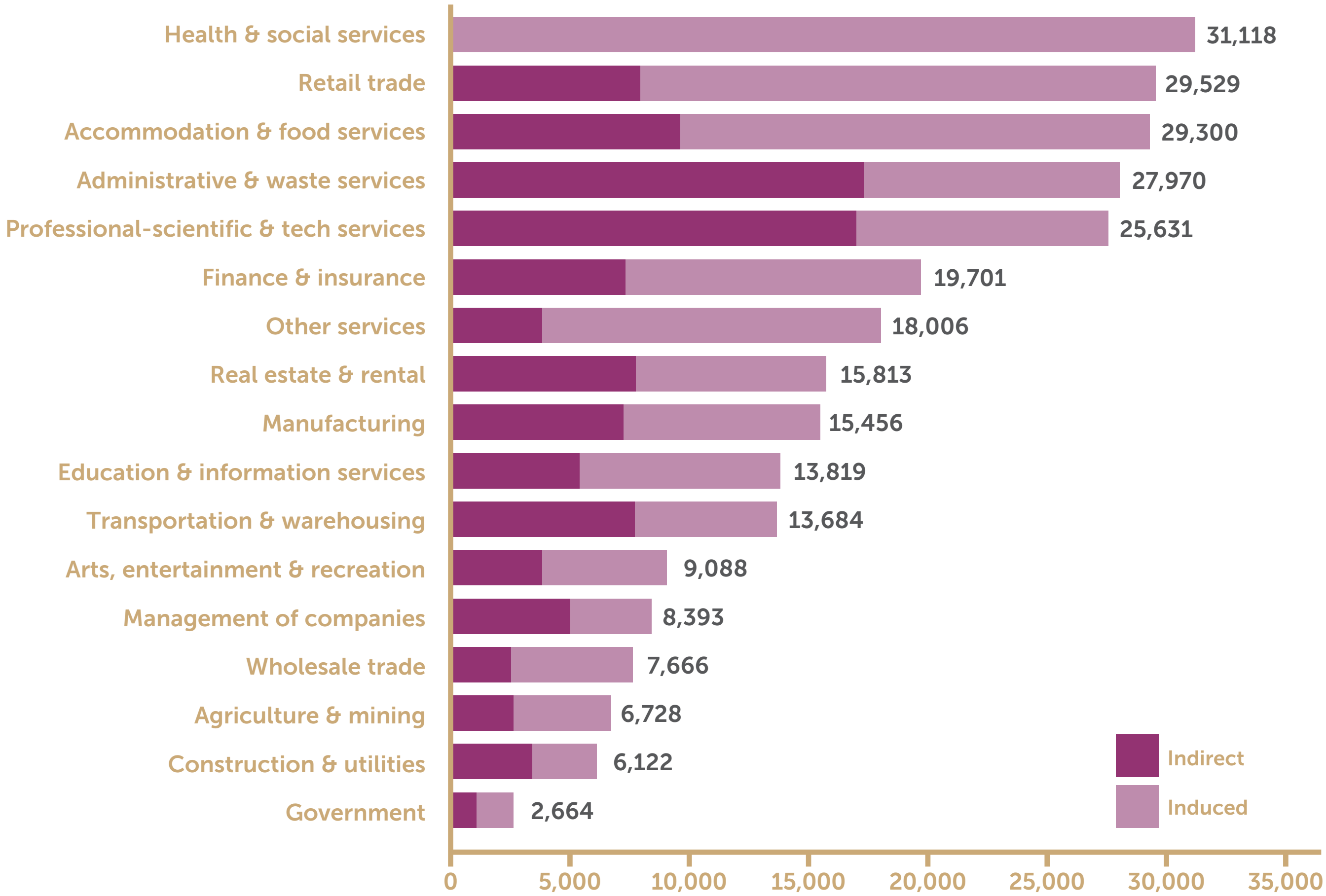
Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey *and EY analysis using the IMPLAN input-output model.*

Figure 7 shows indirect and induced employment supported by the U.S. timeshare industry in 2015. Indirect jobs are based in supplier firms that sell goods and services to the timeshare industry (e.g. cleaning services), while induced jobs are at the businesses that sell goods and services to timeshare and supplier employees (e.g. grocery stores and restaurants). As shown in Figure 7, the timeshare industry's largest induced and indirect impacts are in industries where employees are spending money, such as at doctor offices and hospitals (health and social service industry), retail stores (retail), and hotels and restaurants (accommodation and food service).

FIGURE 7

INDIRECT AND INDUCED JOBS, BY INDUSTRY, 2015

Number of employees



Source: EY analysis using the IMPLAN input-output model.

Estimated Labor Income Impacts

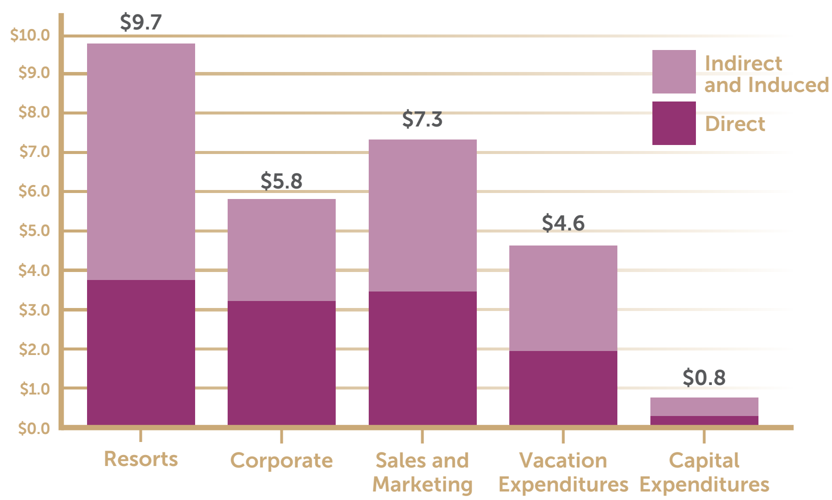
In 2015, the timeshare industry generated an estimated $12.7 billion of direct labor income. When combined with the indirect and induced personal income contribution of $15.4 billion, the total annual contribution to U.S. personal income equals an estimated $28.1 billion.

- Vacation expenditures accounted for 16% of total income attributable to the timeshare industry. Industry operations (resorts, corporate, and sales operations) accounted for a total of 81%, while capital expenditures represent the remaining 3%.
- On average, each dollar of direct timeshare income results in $2.21 of total income earned by employees in the U.S. economy. Resorts provide the highest multiplier effect: direct compensation and proprietor income was $3.8 billion, which generated a total income impact of $9.7 billion, equivalent to $2.58 in total income for each dollar of direct compensation paid to employees and proprietor income.

FIGURE 8

LABOR INCOME OF THE TIMESHARE INDUSTRY, 2015

Billions of dollars



Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey *and EY analysis using the IMPLAN input-output model.*

Detailed Fiscal Impacts

The fiscal impact of the timeshare industry's operations, owner and visitor vacation spending, and construction and renovation of resorts and commercial spaces are shown below, by level of government. As summarized in Table 9 below, the timeshare industry generated $10.2 billion in total taxes.

TABLE 9

SUMMARY OF FISCAL IMPACTS OF THE TIMESHARE INDUSTRY BY FUNCTION, 2015

Millions of dollars

	Federal Taxes	State Taxes	Local Taxes	Total Taxes
Resorts	$2,085	$761	$1,286	$4,133
Corporate	$1,240	$339	$247	$1,826
Sales & marketing	$1,563	$427	$312	$2,302
Vacation expenditures	$990	$444	$238	$1,672
Capital expenditures	$162	$79	$41	$282
Total	**$6,041**	**$2,050**	**$2,125**	**$10,215**

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.*

- The timeshare industry's operations generated a total of $10.2 billion in federal, state, and local taxes. Federal taxes accounted for $6.0 billion (59%), state taxes were $2.1 billion (20%), and local taxes were an additional $2.1 billion (21%).
- Resorts generated $4.1 billion in total taxes, sales/marketing and corporate operations generated $4.1 billion, vacation expenditures nearly $1.7 billion, and capital spending related to new construction and renovation resulted in a total of $282 million in taxes. See Tables A1–A5 in Appendix A.

TABLE 10

SUMMARY OF DIRECT, INDIRECT, AND INDUCED FISCAL IMPACTS OF THE TIMESHARE INDUSTRY BY FUNCTION, 2015

Millions of dollars

	Federal Taxes	State Taxes	Local Taxes	Total Taxes
Property Tax	**—**	**$49**	**$1,593**	**$1,642**
Resorts	—	$32	$1,019	$1,051
Corporate	—	$6	$180	$185
Sales and marketing	—	$7	$227	$234
Vacation expenditures	—	$4	$144	$148
Capital expenditures	—	$1	$24	$24
General Sales Tax	**—**	**$726**	**$194**	**$920**
Resorts	—	$179	$50	$229
Corporate	—	$106	$30	$136
Sales and marketing	—	$134	$37	$171
Vacation expenditures	—	$258	$65	$323
Capital expenditures	—	$49	$12	$61
Other Taxes	**$6,041**	**$1,275**	**$337**	**$7,653**
Resorts	$2,085	$551	$217	$2,853
Corporate	$1,240	$227	$38	$1,505
Sales and marketing	$1,563	$286	$48	$1,897
Vacation expenditures	$990	$181	$30	$1,201
Capital expenditures	$162	$30	$5	$197
Total	**$6,041**	**$2,050**	**$2,125**	**$10,215**

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.*

- **Property Taxes:** The timeshare industry generated $1.6 billion in property taxes in 2015, or 16% of the total $10.2 billion tax impact. Direct resort operation property taxes totaled an estimated $859 million and indirect and induced taxes totaled $191 million, totaling over $1.0 billion in total resort operations property taxes, or 64% of total property taxes (see appendix Table A1). Of this amount, most was local property tax ($1.6 billion).
- **General Sales Taxes:** The timeshare industry generated $920 million in sales taxes in 2015, equal to 9% of the industry's total tax impact. Total direct, indirect, and induced sales taxes generated from off-site vacation expenditures account for 35% of total sales taxes, at $323 million (see appendix Table A4).
- **Occupancy Taxes:** The timeshare industry generated an estimated $169 million in state occupancy taxes and $154 million in local occupancy taxes, totaling more than $320 million.

- **Individual Income Taxes:** The individual income tax impact is greater than any other tax impact generated by the timeshare industry. The individual income tax impact totals $3.9 billion, representing 38% of all taxes generated by the timeshare industry. Approximately 83% of individual income taxes are collected at the federal level, with 15% at the state level, and 1% locally.
- **Employment Taxes (Medicare and SSI Tax):** In addition to individual income taxes, Social Security, Medicaid, and other payroll taxes generate significant revenue for the federal government. The timeshare industry produced $1.9 billion in payroll taxes or 18% of the total timeshare industry tax impact in 2015. These taxes are only collected at the federal level of government.

TABLE 11

SUMMARY OF DIRECT, INDIRECT, AND INDUCED FISCAL IMPACTS OF THE TIMESHARE INDUSTRY BY TAX TYPE, 2015

Millions of dollars

	Federal Taxes	State Taxes	Local Taxes	Total Taxes
Property taxes	—	$49	$1,593	$1,642
General sales taxes	—	$726	$194	$920
Occupancy taxes	—	$169	$154	$322
Excise taxes	$141	$267	$58	$467
License taxes	—	$97	$4	$101
Corporate income tax	$709	$88	$16	$812
Individual income tax	$3,221	$593	$57	$3,871
Medicare and SSI tax	$1,871	—	—	$1,871
Misc. taxes	$98	$61	$49	$207
Total Taxes	**$6,041**	**$2,050**	**$2,125**	**$10,215**

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.*

TABLE A1

DETAILED FISCAL IMPACT OF RESORT OPERATIONS, 2015

Millions of dollars

	Direct	Indirect & Induced	Total
Federal	**$805**	**$1,280**	**$2,085**
Property tax	—	—	—
General sales tax	—	—	—
Excise taxes	$19	$30	$49
Occupancy tax	—	—	—
License taxes	—	—	—
Corporate income tax	$91	$151	$242
Individual income tax	$432	$682	$1,114
Employment tax	$251	$396	$647
Other taxes	$13	$21	$34
State	**$411**	**$350**	**$761**
Property tax	$26	$6	$32
General sales tax	$69	$110	$179
Excise taxes	$36	$57	$92
Occupancy tax	$169	—	$169
License taxes	$13	$21	$34
Corporate income tax	$11	$19	$30
Individual income tax	$79	$126	$205
Employment tax	—	—	—
Other taxes	$8	$13	$21
Local	**$1,031**	**$255**	**$1,286**
Property tax	$834	$186	$1,019
General sales tax	$19	$31	$50
Excise taxes	$8	$12	$20
Occupancy tax	$154	—	$154
License taxes	$0	$1	$1
Corporate income tax	$2	$3	$5
Individual income tax	$8	$12	$20
Employment tax	—	—	—
Other taxes	$7	$10	$17
Total	**$2,248**	**$1,885**	**$4,133**
Property tax	$859	$191	$1,051
General sales tax	$89	$140	$229
Excise taxes	$63	$99	$161
Occupancy tax	$322	—	$322
License taxes	$14	$21	$35
Corporate income tax	$104	$173	$277
Individual income tax	$519	$820	$1,338
Employment tax	$251	$396	$647
Other taxes	$28	$44	$72

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.*

TABLE A2

DETAILED FISCAL IMPACT OF CORPORATE OPERATIONS, 2015

Millions of dollars

	Direct	Indirect & Induced	Total
Federal	**$693**	**$547**	**$1,240**
Property tax	—	—	—
General sales tax	—	—	—
Excise taxes	$16	$13	$29
Occupancy tax	—	—	—
License taxes	—	—	—
Corporate income tax	$82	$65	$146
Individual income tax	$369	$292	$661
Employment tax	$214	$169	$384
Other taxes	$11	$9	$20
State	**$189**	**$149**	**$339**
Property tax	$3	$2	$6
General sales tax	$59	$47	$106
Excise taxes	$31	$24	$55
Occupancy tax	—	—	—
License taxes	$11	$9	$20
Corporate income tax	$10	$8	$18
Individual income tax	$68	$54	$122
Employment tax	—	—	—
Other taxes	$7	$6	$12
Local	**$138**	**$109**	**$247**
Property tax	$100	$79	$180
General sales tax	$17	$13	$30
Excise taxes	$7	$5	$12
Occupancy tax	—	—	—
License taxes	$0	$0	$1
Corporate income tax	$2	$1	$3
Individual income tax	$7	$5	$12
Employment tax	—	—	—
Other taxes	$6	$4	$10
Total	**$1,020**	**$806**	**$1,826**
Property tax	$104	$82	$185
General sales tax	$76	$60	$136
Excise taxes	$54	$42	$96
Occupancy tax	—	—	—
License taxes	$12	$9	$21
Corporate income tax	$94	$74	$168
Individual income tax	$444	$350	$794
Employment tax	$214	$169	$384
Other taxes	$24	$19	$43

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.*

TABLE A3

DETAILED FISCAL IMPACT OF SALES & MARKETING OPERATIONS, 2015

Millions of dollars

	Direct	Indirect & Induced	Total
Federal	**$745**	**$819**	**$1,563**
Property tax	—	—	—
General sales tax	—	—	—
Excise taxes	$17	$19	$37
Occupancy tax	—	—	—
License taxes	—	—	—
Corporate income tax	$88	$97	$185
Individual income tax	$397	$436	$833
Employment tax	$230	$253	$484
Other taxes	$12	$13	$25
State	**$203**	**$224**	**$427**
Property tax	$3	$4	$7
General sales tax	$64	$70	$134
Excise taxes	$33	$36	$69
Occupancy tax	—	—	—
License taxes	$12	$13	$25
Corporate income tax	$11	$12	$23
Individual income tax	$73	$80	$153
Employment tax	—	—	—
Other taxes	$7	$8	$16
Local	**$148**	**$163**	**$312**
Property tax	$108	$119	$227
General sales tax	$18	$20	$37
Excise taxes	$7	$8	$15
Occupancy tax	—	—	—
License taxes	$0	$1	$1
Corporate income tax	$2	$2	$4
Individual income tax	$7	$8	$15
Employment tax	—	—	—
Other taxes	$6	$7	$13
Total	**$1,096**	**$1,206**	**$2,302**
Property tax	$111	$122	$234
General sales tax	$82	$90	$171
Excise taxes	$58	$63	$121
Occupancy tax	—	—	—
License taxes	$12	$14	$26
Corporate income tax	$101	$111	$212
Individual income tax	$477	$524	$1,001
Employment tax	$230	$253	$484
Other taxes	$26	$28	$54

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.*

TABLE A4

DETAILED FISCAL IMPACT OF OFF-SITE VACATION EXPENDITURES, 2015

Millions of dollars

	Direct	Indirect & Induced	Total
Federal	**$422**	**$568**	**$990**
Property tax	—	—	—
General sales tax	—	—	—
Excise taxes	$10	$13	$23
Occupancy tax	—	—	—
License taxes	—	—	—
Corporate income tax	$50	$67	$117
Individual income tax	$225	$302	$527
Employment tax	$131	$176	$306
Other taxes	$7	$9	$16
State	**$289**	**$155**	**$444**
Property tax	$2	$3	$4
General sales tax	$209	$49	$258
Excise taxes	$19	$25	$44
Occupancy tax	—	—	—
License taxes	$7	$9	$16
Corporate income tax	$6	$8	$14
Individual income tax	$41	$56	$97
Employment tax	—	—	—
Other taxes	$4	$6	$10
Local	**$125**	**$113**	**$238**
Property tax	$61	$82	$144
General sales tax	$51	$14	$65
Excise taxes	$4	$5	$10
Occupancy tax	—	—	—
License taxes	$0	$0	$1
Corporate income tax	$1	$1	$3
Individual income tax	$4	$5	$9
Employment tax	—	—	—
Other taxes	$3	$5	$8
Total	**$836**	**$836**	**$1,672**
Property tax	$63	$85	$148
General sales tax	$261	$62	$323
Excise taxes	$33	$44	$76
Occupancy tax	—	—	—
License taxes	$7	$10	$17
Corporate income tax	$57	$77	$134
Individual income tax	$270	$363	$634
Employment tax	$131	$176	$306
Other taxes	$14	$19	$34

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.*

TABLE A5

DETAILED FISCAL IMPACT OF CAPITAL EXPENDITURES, 2015

Millions of dollars

	Direct	Indirect & Induced	Total
Federal	**$64**	**$99**	**$162**
Property tax	—	—	—
General sales tax	—	—	—
Excise taxes	$1	$2	$4
Occupancy tax	—	—	—
License taxes	—	—	—
Corporate income tax	$8	$12	$19
Individual income tax	$34	$53	$87
Employment tax	$20	$31	$50
Other taxes	$1	$2	$3
State	**$52**	**$27**	**$79**
Property tax	$0	$0	$1
General sales tax	$40	$8	$49
Excise taxes	$3	$4	$7
Occupancy tax	—	—	—
License taxes	$1	$2	$3
Corporate income tax	$1	$1	$2
Individual income tax	$6	$10	$16
Employment tax	—	—	—
Other taxes	$1	$1	$2
Local	**$21**	**$20**	**$41**
Property tax	$9	$14	$24
General sales tax	$10	$2	$12
Excise taxes	$1	$1	$2
Occupancy tax	—	—	—
License taxes	$0	$0	$0
Corporate income tax	$0	$0	$0
Individual income tax	$1	$1	$2
Employment tax	—	—	—
Other taxes	$1	$1	$1
Total	**$137**	**$145**	**$282**
Property tax	$10	$15	$24
General sales tax	$50	$11	$61
Excise taxes	$5	$8	$13
Occupancy tax	—	—	—
License taxes	$1	$2	$3
Corporate income tax	$9	$13	$22
Individual income tax	$41	$63	$104
Employment tax	$20	$31	$50
Other taxes	$2	$3	$6

Source: 2016 U.S. State of the Vacation Timeshare Industry and Economic Impact Survey, *IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.*

IMPLAN Impact Modeling Methodology

The economic and fiscal impact analysis of capital investments and the timeshare industry's operations were estimated using detailed input-output and tax revenue forecasting models. The economic input-output model identifies the complex flows from producers to intermediate and final consumers within a region. The model uses data describing purchases of commodities and services by industries, compensation paid to employees, and total value added.

The U.S. economic multipliers in this study were estimated using the IMPLAN input-output model. IMPLAN is used by more than 500 universities and government agencies to estimate the economic and fiscal impacts of new investments and changes in demand, employment, and industry output. IMPLAN is the ideal model to quantify the timeshare industry's economic impact. Unlike other economic models, IMPLAN includes the interaction of 536 industry sectors, thus identifying the interaction of specific industries that relate to the timeshare industry.

This analysis includes direct, indirect, and induced economic effects. Direct effects are production changes associated with the immediate effects or final demand changes. Indirect effects are production changes in backward-linked industries caused by the changing input needs of directly affected industries (for example, additional purchases to produce additional output). Induced effects are the changes in regional household spending patterns caused by changes in household income generated from the direct and indirect effects and are included in the estimated impacts presented in this study.

Purchases for final use (final demand) drive the model. Industries producing goods and services for final demand purchase goods and services from other producers. These other producers, in turn, purchase goods and services. This buying of goods and services (indirect purchases) continues until leakage from the region (imports and value added) stops the cycle. These indirect and induced effects (the effects of household spending) can be mathematically derived. The resulting sets of multipliers describe the change of output for each and every regional industry caused by a one-dollar change in final demand for any given industry.

APPENDIX C

CONSUMER EXPENDITURE QUESTIONS

The consumer expenditure questions for the economic impact analysis were included in a larger survey form that was used for a major online survey of timeshare owners that the AIF sponsored in February 2016.[9]

Considering only the time you spent in your vacation destination on your most recent timeshare vacation, please estimate the total expenditures of your entire visitor party for each of the following items below.

METRIC A Please enter the expenditures you incurred **onsite** at the timeshare resort. Enter a zero if nothing was spent in a category.

METRIC B Please enter the expenditures you incurred **offsite** at the timeshare resort. Enter a zero if nothing was spent in a category.

TRANSPORTATION	Expenditures incurred ONSITE	Expenditures incurred OFFSITE
Airfares between your home and main destination	n/a	$________
Other airfares (excluding expenditures entered for the preceding item)	n/a	$________
Rental car/moped	n/a	$________
Gasoline and parking	n/a	$________
Other transportation (taxis, buses, trolleys, etc.)	n/a	$________
LODGING		
Lodging in the resort area before use of your timeshare	$________	$________
Lodging in the resort area after use of your timeshare	$________	$________
Lodging in the resort area during use of your timeshare	$________	$________
SHOPPING/DINING		
Groceries, sundries, liquor bought in stores	$________	$________
Shopping for items other than food, sundries, or liquor (clothes, leather goods, souvenirs, art, jewelry, cosmetics/perfumes, handicrafts, etc.)	$________	$________
Restaurant meals, take-out food, dinner shows, drinks in bars	$________	$________
RECREATION		
Attractions, tours or other entertainment (theme parks, museums, theaters, concerts, etc.)	$________	$________
Downhill or cross-country skiing	$________	$________
Golf	$________	$________
Tennis	$________	$________
Exercise facilities	$________	$________
Health spa/or related	$________	$________
Boating/fishing	$________	$________
Water sports (snorkeling, scuba diving, windsurfing, etc.)	$________	$________
Net Gambling Winnings or Losses		
Enter net gambling winnings here	$________	$________
Enter net gambling losses here	$________	$________
OTHER		
Other expenses and services incurred in the resort area (not including occupancy or maintenance fees charged by the timeshare resort) Please specify_____________.	$________	$________

9 Other results of this broader survey will be published in the AIF's Shared Vacation Ownership Owners Report 2016 Edition, which will be available from the AIF.

Thank you for participating in the 2016 ARDA International Foundation (AIF) Survey!

The following survey is about timeshare resorts. If you have questions regarding the survey or this website, please call Joe Callender at 202.327.5692 or email joe.callender@ey.com.

Note: Please refer to the glossary for the definition of any underlined terms.

I. Resort Identification

1. **Is this resort part of a multiple resort family?**
   - ☐ Yes – *Please contact Joe Callender at 202-327-5692 or Joe.Callender@ey.com if interested in providing the information below via an Excel spreadsheet for all your resorts.*
   - ☐ No
2. **Resort identifying information**
   Resort Name ____________________
   Address ____________________
   City____________________ State _______ Zip Code ______________
   Website ____________________
3. **Contact person** *(General information for individual completing survey)*
   First Name ____________________
   Last Name ____________________
   Title ____________________
   Company Name ____________________
   Telephone Number ____________________
4. **Resort management information** *(Complete only if applicable)*
   Name of Development Company ____________________
   Name of Management Company ____________________
   RCI Identification Number ____________________
   Interval Identification Number ____________________
   Home Owners Association(s) *If multiple HOAs please use a comma to separate*
   ____
   Name of Marketing Company ____________________

II. Resort Characteristics

1. **At which development stage is this resort currently?** *(Select one)*
   Note: Active sales resorts are defined as resorts that sold 100 or more new weekly intervals or points equivalent sales during 2015, excluding re-sales. All other resorts are considered not in active sales. If the resort is being built in phases, and a construction phase is complete, the resort should be considered open, even if a new phase is still under construction.
   - ☐ Planned
   - ☐ Under Construction - not in Active Sales
   - ☐ Under Construction - in Active Sales
   - ☐ Open - Still in Active Sales (answer Q1a)
   - ☐ Sold Out - Resort may have some resale activity (answer Q1a)
   - ☐ Closed (answer Q1b & Q1c)

   1a. **Please select the year this resort opened for sales.**
   (Only answer if development stage equals Open or Sold Out) ____

   1b. **Please select the year this resort closed.**
   (Only answer if development stage equals Closed) ____

   1c. **Please specify a reason why this resort closed.**
   (Only answer if development stage equals Closed) ____

II. Resort Characteristics — *continued*

2. **What type of construction is this timeshare property?**

   ☐ Purpose built ☐ Converstion

3. **Is this timeshare property stand-alone or mixed use?**

   ☐ Stand-alone ☐ Mixed use

4. **Who is the resort controlled by:**

   ☐ HOA (s)/POA(s)/COA(s) ☐ Developer (Go to Q5)

   Note: For the purposes of this study Condominium Owners Associations (COAs), Property Owners Associations (POAs) and Home Owners Associations (HOAs) are synonymous. If you have a POA or a COA please answer the questions regarding HOAs as if they were one and the same.

   4a. [If HOA selected] **At approximately what percentage of sell out did the HOA(s) gain control of the resort?** ________________

5. **Who manages the timeshare resort's day to day operation?**

   ☐ Self-managed by HOA(s)
   ☐ Managed by a management company that is affiliated with the resort developer
   ☐ Managed by a third party management company
   ☐ Other, specify ________________

6. **How are management fees determined?**

   ☐ Not applicable
   ☐ Fixed amount
   ☐ As a percentage of the annual budget/operating expenses etc. (Go to Q6a)
   ☐ Other, specify________________

   6a. **What was the percentage of budget/operating expenses that was allocated to management fees in 2015?** ________________

7. **What was the total amount of management fees paid in 2015?** ______________________

   Note: Please enter an actual dollar amount — do not use units such as thousands or millions.

8. **Who employs your resort's employees?**

   ☐ Resort developer
   ☐ Resort HOA(s)
   ☐ Management company
   ☐ Other, specify____________________

9. **How many timeshare units does this resort have by size?**
   If you don't have a given type of unit, please fill in '0'.

   NOTE: Please do not include commas when reporting numeric values. (i.e., the amount 1,000 should be reported as 1000.).

   Total Units as of December 31, 2015

Count Lock-offs as one unit	Count Lock-offs as separate units
_____ Studio	_____ Studio
_____ 1BR	_____ 1BR
_____ 2BR	_____ 2BR
_____ 3+BR	_____ 3+BR
_____ **Total**	_____ **Total**

10. **What is the average size of a unit at this resort in square feet? If you don't have a given type of unit, please fill in "0."**

   NOTE: Please do not include commas when reporting numeric values. (i.e., the amount 1,000 should be reported as 1000.)

Unit size	Square feet
Studio	_____
1BR	_____
2BR	_____
3+BR	_____
Total	_____

II. Resort Characteristics — *continued*

11. Which of the following types of intervals does this resort currently have? *(Check all that apply)*

☐ Timeshare points

One or more of the following types of weekly intervals

☐ Traditional interval weeks
☐ Interval weeks with the ability to use through a timeshare points system

12. Which of the following special types of intervals does this resort currently have? *(Check all that apply)*

☐ Biennials
☐ Triennials
☐ Other, please specify ______________________

13. Please provide the following information on weekly equivalent intervals* at your resorts:

	Weeks: As of December 31, 2015	Points: As of December 31, 2015
What is the total number of weekly equivalent intervals owned at your resort as of December 31, 2015 by **owners other than the developer or HOA**? Please include any intervals sold since the resort's inception, unless they have been reacquired by the developer or are owned by the HOA.	________	________
What is the total number of weekly equivalent intervals at your resort that are **owned by the HOA** as of December 31, 2015?	________	________
What is the total number of weekly equivalent intervals at your resort that **are owned by the developer** as of December 31, 2015? Please include any intervals that have never been sold and intervals that have been reacquired by the developer.	________	________
Total	________	________

**Points-based developers may calculate weeks owned on an implied interval week conversion factor based on internal measures. For example, one approach may be to divide the number of points redeemed during the year by the number of unit weeks occupied; or, developers that assign values to unit inventory may calculate the implied interval week conversion factor for the system overall.*

14. What was the origin distribution of your shared vacation ownership occupants in 2015?

	%
Domestic	________
International	________
Total	100%

15. Excluding intervals owned by the HOA or developer, how many intervals are owned by each of the following entities?

**Points-based developers may calculate weeks owned on an implied interval week conversion factor based on internal measures. For example, one approach may be to divide the number of points redeemed during the year by the number of unit weeks occupied; or, developers that assign values to unit inventory may calculate the implied interval week conversion factor for the system overall.*

	Number of Intervals Owned
Individuals who own one weekly interval	______________
Individuals who own two or three weekly intervals	______________
Individuals who own four to six weekly intervals	______________
Individuals who own seven or more weekly intervals	______________
Timeshare Clubs - not affiliated with the resort developer or management company	______________
Travel clubs (provide members with services, discounts or other benefits on services related to travel).	______________
Transfer companies (i.e. rescue, relief, postcard type companies that offer to transfer ownership of timeshare interests to the company or another person)	______________
Other, please specify ____	______________
Total (Should equal first line of the table in Q13)	______________

II. Resort Characteristics — *continued*

16. Please list the number of different companies of each of the following types that own intervals at this resort

	Number of Different Companies
Timeshare clubs	____________
Travel clubs	____________
Transfer companies - rescue, relief, postcard type companies	____________

17. What is the legal structure of the shared vacation ownership products that are currently sold at your property?

- ☐ Right to use contractual interest that expires at some future date (sometimes called a membership or vacation license)
- ☐ Deeded or fee-simple real estate (you usually receive a mortgage, title insurance and a recorded deed)
- ☐ Interest in a trust (your shared vacation ownership use rights or deed is placed in an independent trust for your protection and you may receive a certificate or other document showing your interest in the trust that establishes your shared vacation ownership)
- ☐ Other, please specify ____________________

18. How long is the contract, membership license or leasehold, if applicable?

- ☐ Lifetime
- ☐ 20+ years
- ☐ 10–19 years
- ☐ 5 to 9 years
- ☐ Less than five years
- ☐ N/A

19. What vacation experience does this resort offer? *(Choose all that apply.)*

Vacation Experience	On site	Nearby	Vacation Experience	On site	Nearby
Beach	☐	☐	Rural/coastal	☐	☐
Country/lakes	☐	☐	Ski	☐	☐
Desert	☐	☐	Theme Park	☐	☐
Gaming	☐	☐	Urban	☐	☐
Golf	☐	☐	Other, specify:		
Island	☐	☐	__________________	☐	☐

20. Which ONE characteristic best describes this resort? *(Please select only one)*

- ☐ Beach
- ☐ Country/lakes
- ☐ Desert
- ☐ Gaming
- ☐ Golf
- ☐ Island
- ☐ Rural/coastal
- ☐ Ski
- ☐ Theme Park
- ☐ Urban
- ☐ Other, specify: ______________________

21. Which of the following amenities are provided at this resort?

Amenity	Complimentary	For additional fee	Amenity	Complimentary	For additional fee
24-hour front desk service	☐	☐	Miniature golf course	☐	☐
Basketball courts	☐	☐	Movie rental	☐	☐
Business resource room	☐	☐	Other sports courts	☐	☐
Concierge	☐	☐	Playground	☐	☐
Covered parking	☐	☐	Racquetball or squash courts	☐	☐
Exercise room	☐	☐	Sauna	☐	☐
Game room	☐	☐	Swimming pool	☐	☐
Guest-use computer	☐	☐	Tennis courts	☐	☐
Health spa	☐	☐	Whirlpool/hot tub	☐	☐
Ice skating	☐	☐	Other, specify:_________	☐	☐
Live entertainment	☐	☐			

II. Resort Characteristics *— continued*

22. Which of the following amenities are provided in units at this resort?

	Complimentary	For additional fee
Flat screen TV(s)	☐	☐
Radio	☐	☐
DVR player or recorder	☐	☐
In-room movie rental	☐	☐
Video game equipment or capabilities	☐	☐
Wi-Fi	☐	☐
Wired broadband Internet service	☐	☐
Laundry/washer/dryer	☐	☐
DVD player	☐	☐
Fireplace	☐	☐
Other, specify ___________	☐	☐

23. Do you offer a mobile application to owners and guests to enhance their experience?

☐ Yes ☐ No (Skip to Q24)

23a. **Which of the following features are offered via the mobile application to your guests?**

☐ Check in
☐ Access to units
☐ Virtual tour
☐ Mobile payment
☐ Other, specify: _______________

24. Which of the following programs do you have in place to manage your inventory?

Program	In Place
Developing partnerships or rental relationships with Airbnb or other web driven 'sharing' entity in order to push inventory	☐
Leasing or buying rooms in branded or unbranded hotel as a way to extend destinations	☐
VRBO or other web rental services	☐
Other, please specify ___________________	☐

III. Occupancy and Fees

Please answer the following questions for your timeshare units only.

1. **What was your timeshare occupancy mix by type?** *Report based on physical occupancy, meaning actual guest check-in occurred. Calculate percentages using weekly equivalent timeshare intervals available as the denominator. This corresponds to all units with certificates of occupancy, whether intervals are sold or unsold.*

	In 2015
Owner or owner's guest	__________
Exchange guest	__________
Renter	__________
Marketing guest	__________
Vacant	__________
Total	100%

2. **What were your maintenance fees billed per unit per interval in 2015, *including contributions to reserves but excluding special assessments and property taxes?*** NOTE: Please do not include commas when reporting numeric values. (i.e., the amount 1,000 should be reported as 1000.)

Maintenance fees billed *per unit per interval*

Studio __________ 1BR __________ 2BR __________ 3+BR __________

** Points-based developers may calculate weeks on an implied interval week conversion factor based on internal measures. For example, one approach may be to divide the number of points redeemed during the year by the number of unit weeks occupied; or, developers that assign values to unit inventory may calculate the implied interval week conversion factor for the system overall.*

III. Occupancy and Fees — *continued*

3. **What is the total amount of revenue you collected in 2015 over all intervals at this resort for each of the following categories?** *Please include amounts paid by the developer, for example, on unsold intervals held in inventory, and/or subsidies and guarantees.*

	In 2015
Maintenance fees	__________
Special assessments and other revenue sources	__________
Rentals	__________
Resales	__________
Recreational use fees (bike rentals, videos, etc.)	__________
Food & beverage	__________
Housekeeping	__________
Telecommunication (telephone, Internet etc.)	__________
Developer subsidy	__________
Laundry	__________
Other, please specify: ____________________	__________
Other, please specify: ____________________	__________
Total Revenue	__________

4. **As of December 31, 2015, what percent of your total billed maintenance fees were in each of the following categories?** *Please do not include maintenance fees billed for 2016.*

	In 2015
Current (Fewer than 30 days delinquent)	__________
31–60 days delinquent	__________
61–90 days delinquent	__________
91–120 days delinquent	__________
121+ days delinquent	__________
Total (should be 100%)	**100%**

IV. Timeshare Operating Expenses

Note: Ernst & Young is using an expenditure-based approach to quantify the economic impact of the timeshare industry. In this approach, Ernst & Young will estimate the typical level of expenditures generated by sales operations, resort management operations (including the operation of timeshare-related amenities), corporate offices and call centers. Therefore, in completing survey forms it is important that each employee or dollar of expenditures made by a particular company be reported in only one category. For mixed-use projects (e.g. timeshare resort and on-site hotel), allocate a portion of total resort employment and expenditures to the timeshare operation. This expense information will be used to derive economic multipliers that reflect the additional economic activity that will occur when timeshare properties purchase goods and services produced by suppliers located in the United States.

Resort Management Operations

1. **Please provide the following information for your resort employees only.** Include full-time, part-time, temporary and contract employees. (Please do not include people in sales operations as these employees are reported in Question 2 below).

	In 2015
Annual average number of employees for 2015. Calculate using the average between the number of employees on January 1, 2015 and the number of employees on December 31, 2015.	__________
Total employee compensation in dollars. Include wages and salaries; commissions; the cost of benefits such as health and life insurance; retirement payments; employer and employee shares of FICA taxes (social security and Medicare); federal, state and local income tax withholding; and non-cash compensation. Figures reported should be the annual total, and should correspond to the employees reported above. Cash and stock bonuses should be reported in the year in which they are paid to employees.	__________

2. **Please provide your non-labor operating expenses at your resort in dollars.** Includes costs such as food and beverage, supplies, repair and maintenance, general & administrative, utility and telecom, financial services, etc.

$___________________________

IV. Timeshare Operating Expenses — *continued*

Sales Operations (both on-site and off-site)

3. **Please provide the following information for your sales operations only.** Include full-time, part-time, temporary and contract employees.

	In 2015
Annual average number of employees for 2015. Calculate using the average of the number of employees on January 1 and the number on December 31.	__________
Total employee compensation in dollars. Include wages and salaries; commissions; the cost of benefits such as health and life insurance; retirement payments; employer and employee shares of FICA taxes (social security and Medicare); federal, state and local income tax withholding; and non-cash compensation. Figures reported should be the annual total, and should correspond to the employees reported above. Cash and stock bonuses should be reported in the year in which they are paid to employees.	__________

4. **Please provide your 2015 non-labor operating expenses for your sales operations in dollars.** Includes costs such as food and beverage, supplies, repair and maintenance, general & administrative, utility and telecom, financial services, etc.

   $___________________________

Corporate, Regional or Call Center Operations Expenses

5. **Please provide the following information for your corporate, regional office and call center operations only.** Include full-time, part-time, temporary and contract employees. Exclude resort development costs such as payroll costs and non-compensation expenditures that are related to resort design and construction and will be reported under resort construction and improvement.

	In 2015
Annual average number of employees for 2015. Calculate using the average of the number of employees on January 1 and the number on December 31.	__________
Total employee compensation in dollars. Include wages and salaries; commissions; the cost of benefits such as health and life insurance; retirement payments; employer and employee shares of FICA taxes (social security and Medicare); federal, state and local income tax withholding; and non-cash compensation. Figures reported should be the annual total, and should correspond to the employees reported above. Cash and stock bonuses should be reported in the year in which they are paid to employees.	__________

6. **Please provide your 2015 non-labor operating expenses at your corporate, regional office and call center operations in dollars.** Includes costs such as food and beverage, supplies, repair and maintenance, general & administrative, utility and telecom, financial services, etc.

   $___________________________

V. Timeshare Taxes

Note: The goal of this question is to collect information on the full level of property and occupancy taxes paid, regardless of the individual or entity that actually makes payment to the local government entity. For example, include taxes that are paid by the HOA or management entity. If owners are responsible for paying property taxes directly, please include an estimate of the taxes paid by owners. If it is not possible to include an estimate of such taxes, please notify us. Property taxes include taxes on real estate and personal property.

1. **Please provide the total amount of property taxes paid during 2015, in dollars.** Include information on the full level of property taxes paid, regardless of the individual or entity that actually makes payment to the local government entity.

	In 2015
On resort property	__________
At sales centers, both on-site and off-site	__________
For regional office, corporate office and/or call center operations	__________

V. Timeshare Taxes — *continued*

2. **Please provide the total amount of occupancy taxes paid during 2015, in dollars.** IInclude any accommodation taxes paid by occupants of timeshare units, such as sales tax on room charges, room tax, transient occupancy tax and nightly taxes on owners. Include the full amount paid to state and local governments by occupants or resort. Enter a zero if no occupancy taxes were paid. Enter "N/A" if information on the amount of occupancy tax paid is not available.

	In 2015
State Occupancy Taxes	__________
Local Occupancy Taxes	__________

3. **Please provide the total amount of corporate income taxes paid by your organization for 2015, in dollars.**

	In 2015
State and Local Income Tax Paid	__________
Federal Income Tax Paid	__________
Total	__________

VI. Resort Timeshare Sales

1. **Do you offer new timeshare inventory for sale in 2015 on a weekly interval and/or points basis?** New inventory is considered "first generation" or "developer sales".
   - ☐ Yes – weekly interval (go to Q2)
   - ☐ Yes – points (go to Q9)
   - ☐ No (skip to next section)

Please answer the following questions in the context of new sales on a weekly interval basis for your timeshare units only.

Timeshare Sales ($):

2. **What was your total sales volume net of rescissions for 2015, in dollars.** Include interval weeks sales and upgrade/reload sales. Exclude Fee for service and sales of trial memberships and sample programs.

   $____________________________

3. **Of your total net sales volume above, what is the amount sold for upgrades/reloads?**

   $____________________________

4. **What was your 2015 sales volume...**

	Sales Volume ($)
...for weekly based intervals (Excluding biennials and triennials)?	__________________
...for biennials?	__________________
...for other products?	__________________

Weekly Intervals Sold:

5. **How many weekly equivalent timeshare intevals were sold in 2015 for your weekly intervals?** Exclude sales for trial memberships and sampler programs.

   $____________________________

6. **What was the number of intervals sold in the following categories.**

	Number of Intervals Sold
...for weekly based intervals (Excluding biennials and triennials)?	__________________
...for biennials?	__________________
...for other products?	__________________

VI. Resort Timeshare Sales *— continued*

Number of Weeks Based Sales Transactions:

7. **What was the total number of weekly interval sales transactions in 2015 at your resort (exclude rescissions). Transactions should include:** week sales, EOY sales, multiple-week sales, upgrades (that count as zero weeks), reloads (which should be part of all categories above, except upgrades). **Transactions should not include:** Fee for service transactions or sales of trial membership programs.

   ____

Timeshare Inventory:

8. **How many weekly intervals were available for sale at your resort?** Include all intervals available as of Dec. 31, 2014 and any that were made available during calendar year 2015.

   ____

Please answer the following questions in the context of new sales on a points basis for your timeshare units only.

Timeshare Sales ($):

9. **What was your total sales volume net of rescissions for 2015, in dollars.** Include points sales and reload sales. Exclude Fee for service and sales of trial memberships and sample programs.
   $___________________________

10. **Of your total net sales volume above, what is the amount sold for reloads?**
   $___________________________

Points and Weekly Intervals Sold:

11. **How many weekly equivalent timeshare intervals were sold in 2015 for your points based products?** Exclude sales for trial memberships and sampler programs.
   $___________________________

Number of Points Based Sales Transactions:

12. **Number of points sales transactions (exclude rescissions). Transactions should include**: points sales and reloads. **Transactions should not include:** Fee for service transactions or sales of trial membership programs.).
   $___________________________

Please answer the following questions if you offer new timeshare inventory for sale in 2015 on a weekly interval and/or points basis.

New Timeshare Inventory:

13. **What was your 2015 net sales volume associated with trial membership/sampler programs net of rescissions, in dollars?** This value should not have been included in your response earlier in this section.
   $___________________________

14. **Of your total 2015 net sales volume as listed earlier in this section, indicate the approximate percentage sold to**

	Percent
New owners *(including owners who purchased as a result of participation in a trial membership program)*	____________
Existing owners	____________
Total	100%

VI. Resort Timeshare Sales — *continued*

15. **Does this resort offer any of the following for sale** (Check all that apply)**?**

- ☐ Fractional Sales
- ☐ Whole ownership
- ☐ Private Residence Clubs
- ☐ Other, please specify ________________

16. **Please describe the types of sales channels you use for your resorts.**

- ☐ In-person Sales Presentations (Tours)
- ☐ Telemarketing
- ☐ Online
- ☐ Other, please specify ___________

17. **Do you have any fee for service arrangements with other timeshare developers by which those developers are selling timeshare inventory for your resort?** Fee for service refers to an arrangement by which a company receives a fee in exchange for providing sales and marketing support in the sale of timeshare inventory belonging to another company. These sales should be included in the sales of your own inventory noted in the previous questions of this section.

- ☐ Yes
- ☐ No

VII. Resort Improvement and Construction

1. **How many timeshare units are recently built and planned at this resort.**
If you don't have a given type of units, please fill in '0'.

	Number of Units
# Timeshare Units Built in 2015	__________
# Timeshare Units Planned for 2016	__________
# Timeshare Units Planned for 2017 or beyond (w/firm commitments)	__________

2. **Please provide the dollar amounts spent for capital improvements in 2015.** Only include capital improvements related to existing timeshare units and related amenities, exclude capital improvements related to the construction of new timeshare units. At mixed-use projects, allocate a portion of expenditures to the timeshare operation.

	In Dollars
Renovation, refurbishment	__________
Furniture, fixtures, equipment	__________
Other capital expenditures	__________

3. **How many new resorts does your company plan to build, and what is the associated number of units?**

	Number of Resorts
New Resorts Planned for Completion in 2016	__________
Associated Number of Units in 2016	__________
New Resorts Planned for Completion in 2017 and beyond	__________
Associated Number of Units in 2017 and beyond	__________

4. **Please provide your total capital expenditures related to new resort/unit construction in 2015.**
Other costs include soft costs such as planning, architectural, engineering, and product registration fees (exclude maintenance fees on unsold inventory).

	In Dollars
Land	__________
Construction (buildings and site work)	__________
Furniture, fixtures, equipment	__________
Other costs (soft costs, permits, consultants' fees, etc.)	__________

5. **Please provide your 2015 non-resort capital expenditures in the following categories.**

	Related to sales offices	**Related to regional office, corporate office and/or call center facilities only**
New construction	__________	__________
Renovation, refurbishment	__________	__________
Other capital expenditures	__________	__________

VIII. Timeshare Rental and Resales Programs

1. **Does your resort offer a rental program to help rent weeks that are owned by either of the following?**
   Check all that apply.
   ☐ Owners ☐ HOA(s) ☐ None of the above (go to END)

   1a. **How are rental fees paid by owners determined?**
   Please select all that apply
   ☐ As a fixed amount (go to Q1b)
   ☐ As a commission based percentage (go to Q1c)
   ☐ Other, specify_________________

   1b. **What is the average flat fee charged to owners as part of this program?** (go to Q2) _____________

   1c. **What commission percentage is paid by owners to rent out their intervals?** _____________%

2. **Who manages the rental programs?**
   ☐ Developer ☐ Management company ☐ Other, specify_____________________

3. **What types of rental programs do you offer?** *(Check all that apply)*
   ☐ Daily rentals
   ☐ Weekly rentals
   ☐ Monthly rentals
   ☐ Rental rates that vary based on season
   ☐ Rental programs for marketing guests
   ☐ Other, specify _________________

4. **Which of the following do you use to publicize the availability of rentals at this resort?** *(Check all that apply)*
   ☐ Resort website
   ☐ External rental websites (e.g., Redweek.com or SellMyTimeshareNOW.com)
   ☐ OTAs (Priceline, Hotels.com, Expedia etc.)
   ☐ Timeshare broker and/or broker website
   ☐ Physical bulletin boards at resort
   ☐ Newspaper
   ☐ Radio
   ☐ Television
   ☐ Social media (Facebook, Twitter, etc.)
   ☐ Blog
   ☐ Other, specify _________________

5. **What is the total number of nights rented and the associated rental income for 2015?**
   Total number of nights rented ____________________
   Associated rental revenue ($) ____________________

6. **Please list the total amount paid in 2015 related to lodging taxes or other taxes related to rental programs only.** These taxes are separate from the occupancy taxes in the “Resort Timeshare Taxes” section.

   ____

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2015–2016

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