

HOW DID OWNERS USE THEIR TIMESHARE IN 2021

WHAT did owners do with their timeshare in 2021?



4.1

Average number of vacations

6.3 DAYS

Average days spent on vacation at a timeshare resort



78%

Took a vacation at a timeshare resort



78%

Used personally by household members, exchanged or converted their timeshare



29%

Banked/deposited for future use

27%

Rented to others

WHAT do they plan to do with their timeshare?



40%

Will **upgrade** to a different unit type or higher season at same resort or company



39%

Will buy more **time** (weeks)



31%

Will buy more **points**



25%

Will **convert** week to points



21%

Will buy share at **fractional resort/PRC**

HOW do they plan to vacation in 2022?



64%

Plan to spend more time on vacation in 2022

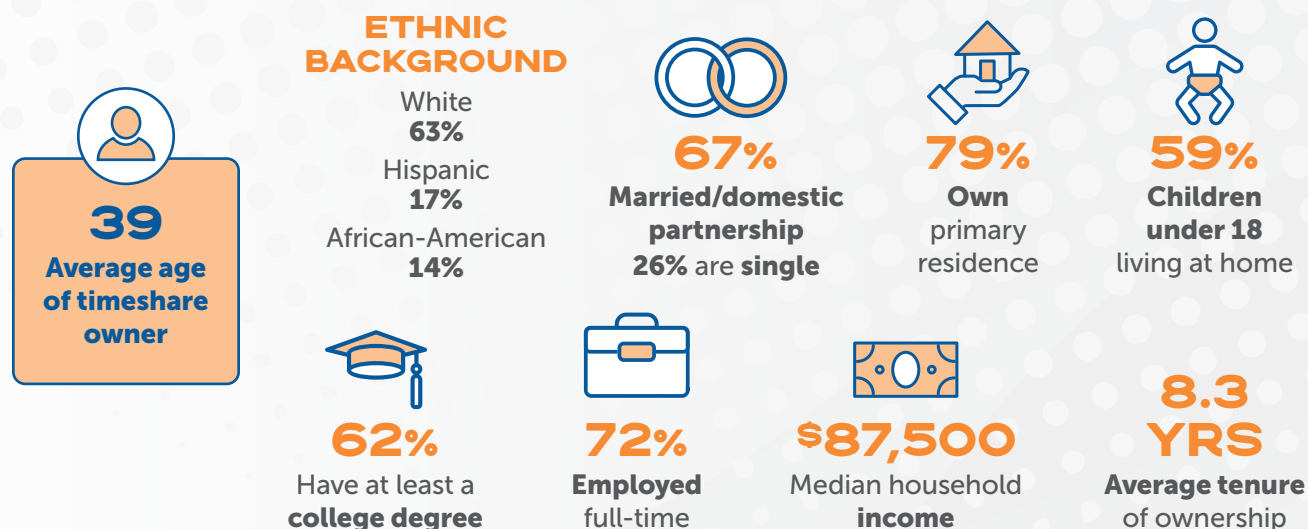


63%

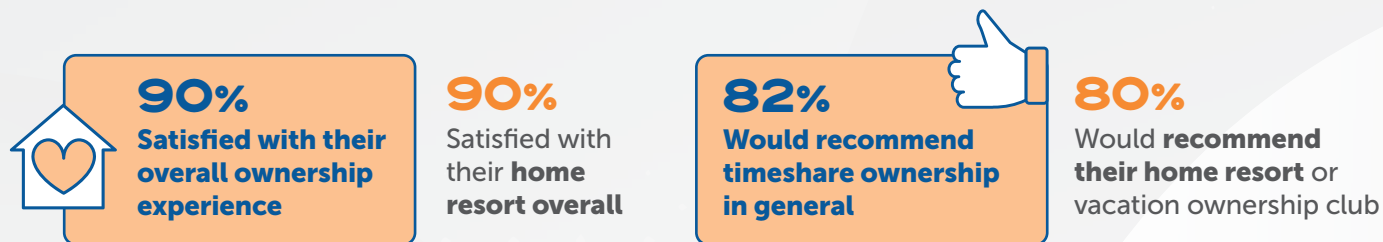
Plan to spend more money on vacation in 2022

WHO ARE TODAY'S TIMESHARE OWNERS?

WHAT do they look like?



HOW satisfied owners are with their timeshare



TOP 3 reasons people are buying

