United States Owners Report

2022

SHARED VACATION OWNERSHIP

2022 EDITION
PREPARED BY Leger
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United States Owners Report

SHARED VACATION OWNERSHIP **2022 EDITION**

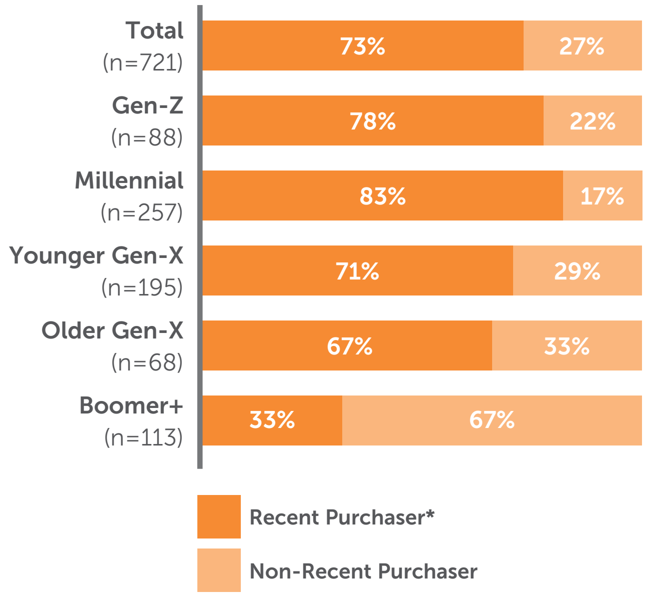
Notes on Reading this Report

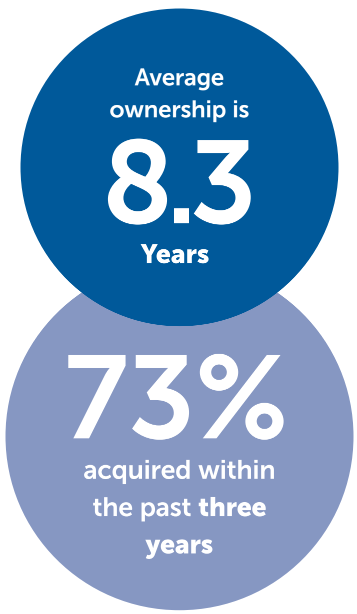
The data in this report was collected via online methodology from March 13, 2022, through March 31, 2022. A total of 1,600 timeshare owners were identified and surveyed. To qualify, respondents had to be a minimum age of 18, self-identify as the primary household decision-maker for vacation planning, and own timeshare week(s) or points within North America. At the time this data was collected, the world was recovering from the Coronavirus Pandemic and mask mandates were being lifted throughout the United States. The vacation and tourism industries are making a comeback and trying to return to pre-2020 numbers. While the data is valid, it may differ from industry expectations or previous results. A glossary with relevant terms and definitions can be found at the end of the report.

Timeshare Ownership in General

- About three-fourths of timeshare owners surveyed own a weeks product at a timeshare resort or with a timeshare company (73%), and just over half own a vacation points product (51%). Approximately 24% of owners surveyed own both a weeks and points product.
- In total, 73% of respondents acquired a timeshare within the past 3 years (recent acquirers, 2019 – 2022). By generation, this is highest among Millennials where 83% of Millennial respondents acquired a timeshare within the past 3 years and the lowest is among Boomer+ where 33% of Boomer+ respondents did so (Figure 1).
- On average, there are 2.3 names on each contract or deed. Gen-Z (35%) and Millennial (28%) respondents are more likely to have three or more names on their contract than Boomer+ (12%). In this report, we do not further distinguish owners from buyers or purchasers, since a name can be added to a contract.

FIGURE 1
PROPORTION OF RECENT ACQUIRERS BY GENERATION





* Recent purchaser/acquirer defined as having acquired most recent timeshare within past 3 years, 2019–2022.

- For their most recent acquisition, new sale* is the most common (64%). Boomer+ are most likely to have purchased their timeshare via new sale (72%), while Gen-Z is least likely (53%) (Figure 2).

FIGURE 2

MOST RECENT ACQUISITION CHANNELS BY GENERATION

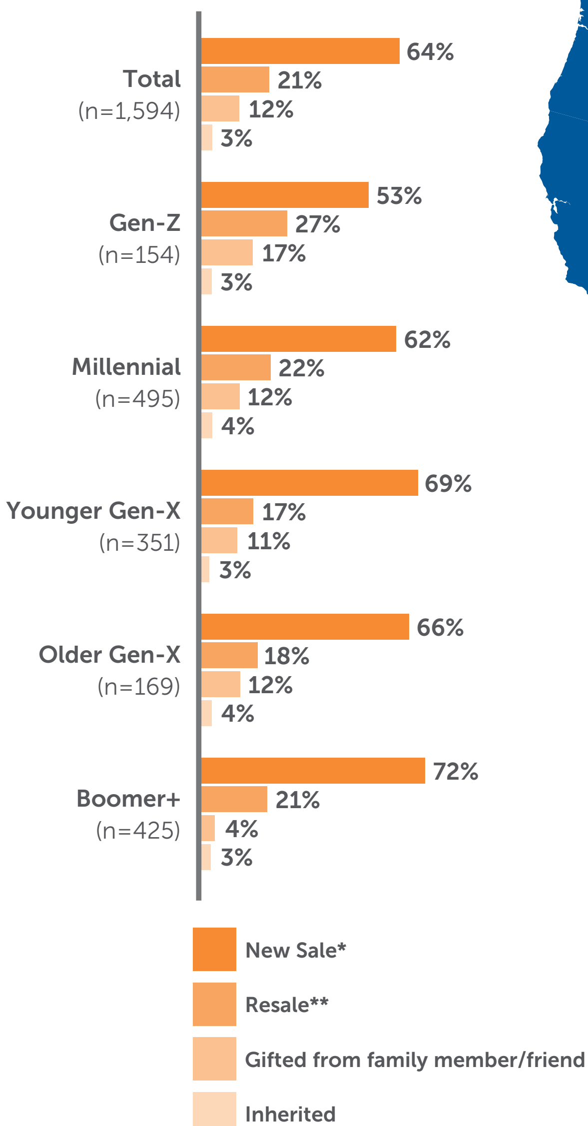
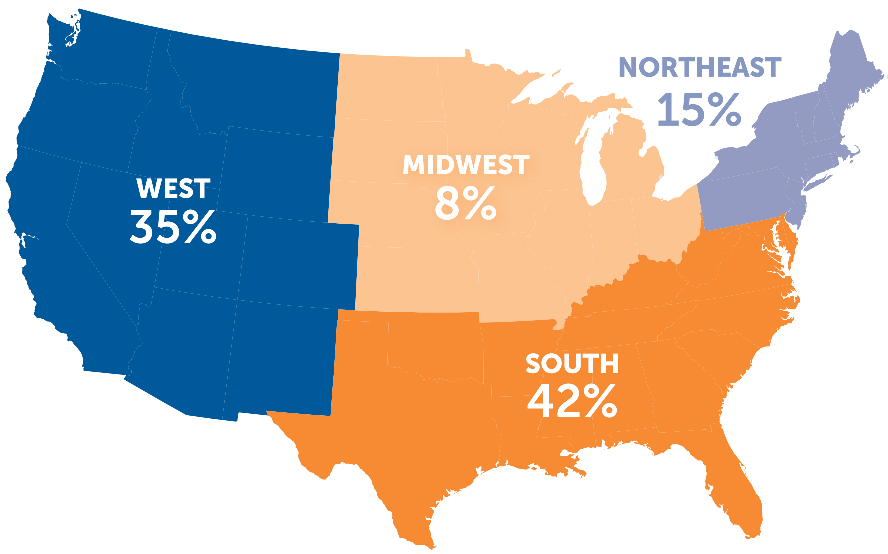


FIGURE 3

MOST RECENT ACQUISITION BY REGION



- For 88% of owners surveyed, their most recently acquired timeshare is located within the U.S. Among them, the most are located in the South (42%) followed by the West (35%) (Figure 3).

* New Sale is defined as buying timeshare from a development company or resort
** Resale is defined as buying timeshare from other sources such as an HOA as a resale or from a previous owner directly

2021 Vacations

- In total, respondents spent approximately 10.3 days on vacation in 2021 compared to 13 days in 2019.
- Owners who live in the Midwest are the least likely to travel within the same region for their timeshare vacation. However, they are significantly more likely to travel within the region in 2021 than in 2019 (44% vs. 36%) (Figure 5).
- Owners who live in the Northeast vacationed significantly more within their region than two years ago (60% vs. 37%). This is likely driven by COVID-19 related factors during the pandemic.

FIGURE 4
TYPE OF TIMESHARE VACATION TAKEN IN 2021

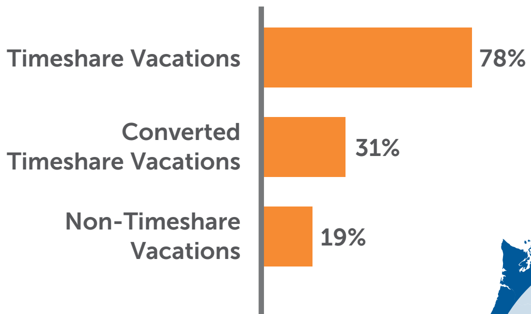
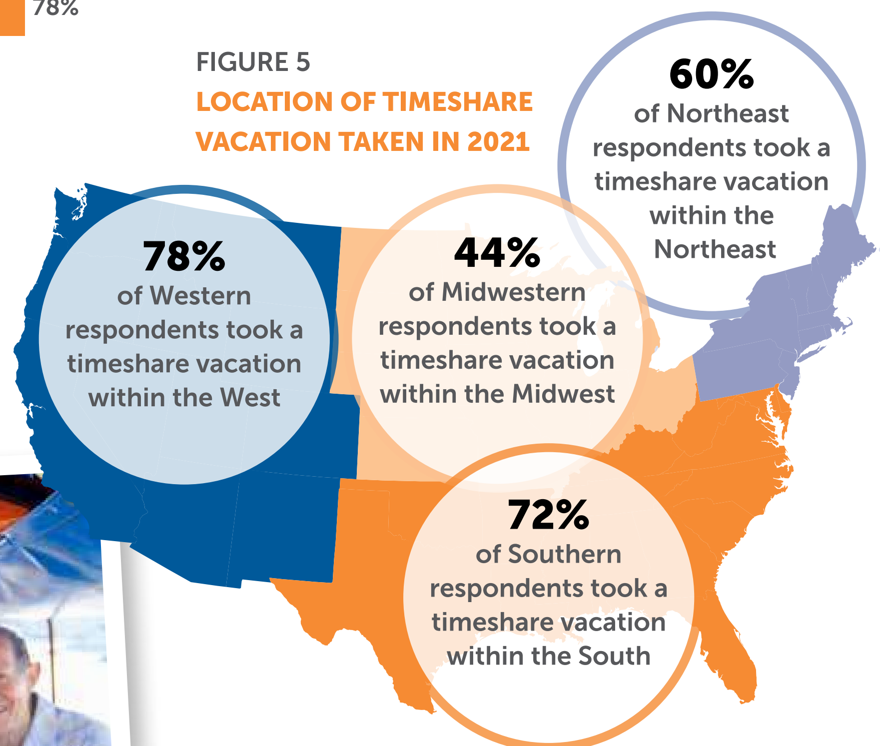


FIGURE 5
LOCATION OF TIMESHARE VACATION TAKEN IN 2021



Owners took an average of **4.1** vacations in 2021

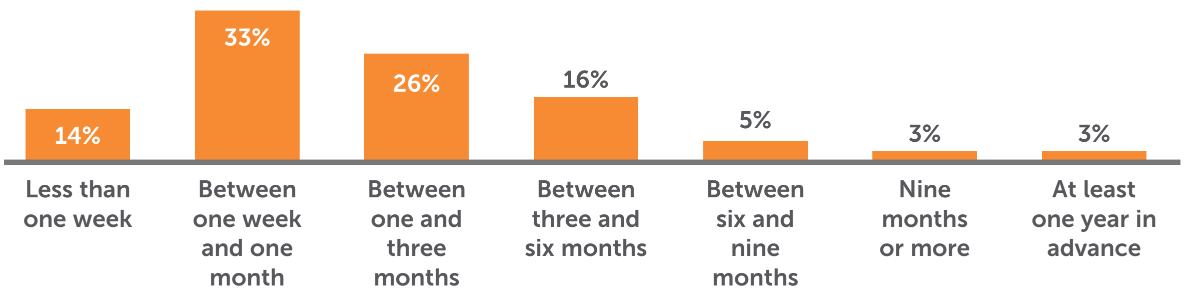
Average travel party size **3.9** people

Average units occupied **2.5** units

Timeshare Vacations

- Close to four in five owners took a vacation at a timeshare resort in 2021 (78%). Approximately 88% of these vacations were taken in the U.S.
- An average of 6.3 days were spent on vacation at a timeshare resort as compared to approximately 8 days in 2019.
- Two in five booked their 2021 timeshare vacation through the website of the development or management company of their timeshare (40%). Three in ten booked through the website of a timeshare exchange company (30%).
- The booking window for owners' most recent timeshare vacation has shortened significantly compared to pre-pandemic level. Nearly half of respondents (47%) reported booking their most recent timeshare vacation less than one month before their vacation began compared to a quarter of respondents reported in 2020 (24%) (Figure 6).
- For their most recent timeshare vacation location, close to three in four owners had previously rented at that particular location (71%).

FIGURE 6
BOOKING IN ADVANCE



Converted Timeshare Vacations

- Among the 31% of participants who converted their weeks/points to either a cruise/guided tour, a hotel stay or other products and services (airfare, car rentals or non-travel goods and services), three in four converted to hotel stays (77%).
- On average, 2.6 days (significantly higher than the average of 2.0 days in 2019) were converted to a different type of vacation or vacation-related purchases in 2021.

Non-Timeshare Vacations

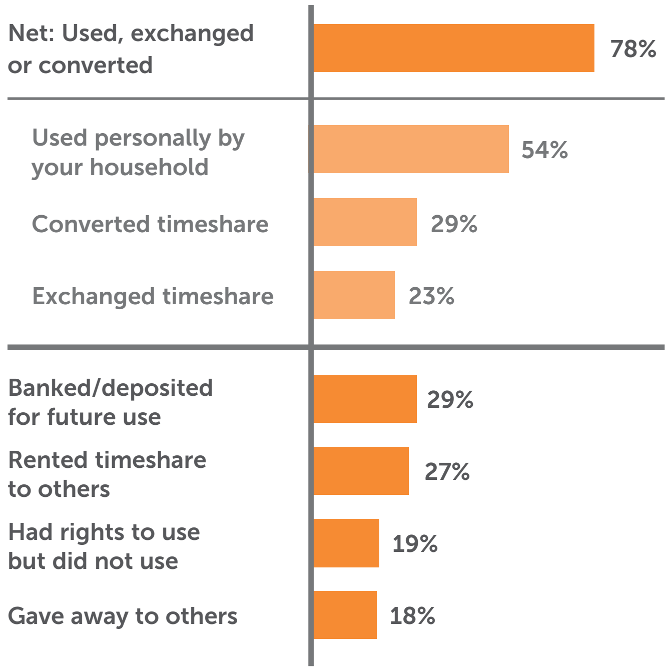
- Approximately one in five (19%) respondents took a non-timeshare vacation where cash, credit cards or loyalty rewards points were used to pay for all aspects of the vacation in 2021 (28% in 2019). On average, they spent 1.4 days (3 days in 2019) on non-timeshare vacations.
- Gen-Z respondents are less likely to have taken a non-timeshare vacation (12%) than their older counterparts (Older Gen X and Boomer+; ~23% have taken a non-timeshare vacation).

Timeshare Use

- In 2021, nearly four in five surveyed either used, exchanged, or converted their timeshare (Figure 7).
- Over half of owners used their timeshare product personally (54%).

FIGURE 7

2021 TIMESHARE PRODUCT USAGE*



* Multiple answers accepted

COVID-19 Effect on Vacationing

- Close to half of participants (49%) had to change their timeshare vacation plans for 2021, with Boomer+ being the least likely to change their plans (38%) (Figure 8).
- Among those who changed their plans, 65% of surveyed owners were concerned about contracting COVID-19. Another 46% reported it's because traveling would have required social distancing/mask-wearing and 37% and 21% respectively reported multiple sites/attractions and restaurants were closed.
- When compared to vacations taken before the pandemic, 37% of respondents reported that they took shorter vacations in 2021 (Figure 9). This is lower among Gen Z owners (27%) and higher among Younger and Older Gen X (45% and 44% respectively).
- Twenty-three percent of respondents reported taking more vacations in 2021, with all generations responding higher than Boomer+ owners (8%) (Figure 9).
- Other changes owners have made on their vacations compared to pre-pandemic include combining work with vacations since they work remotely (19%), choosing destinations that offer more outdoor activities (16%), and choosing accommodations that are better for social distancing (15%).

FIGURE 8
PARTICIPANTS WHO CHANGED THEIR PLANS DUE TO COVID-19

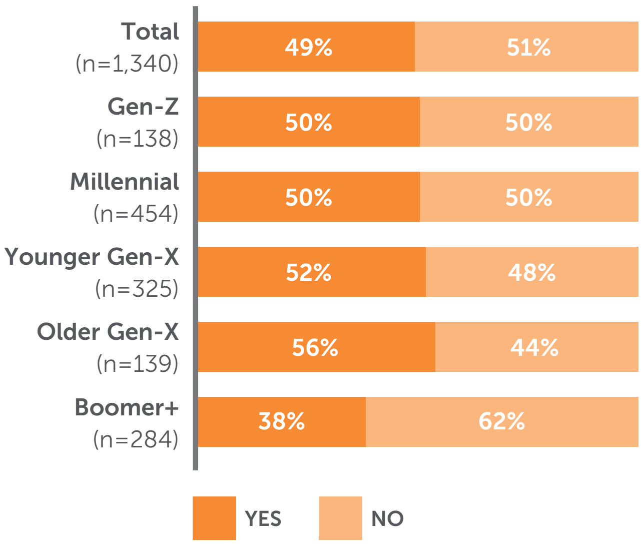
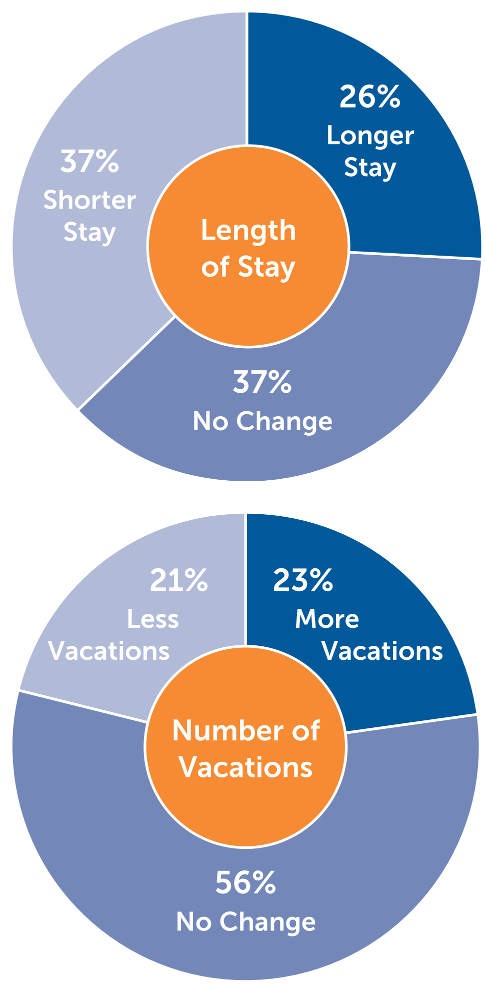


FIGURE 9
VACATION CHANGES



Future Vacationing

- For their next timeshare vacation, nearly two-thirds would travel with their spouse/significant other/partner (68%). Approximately one-half would travel with children under the age of 18 (45%).
- When planning vacations, close to half would like help booking their room reservations (46%), two out of five would like help booking their flights (39%), and around one-third would like help booking their car rentals (34%).
- When thinking about future vacations, close to two-thirds of participants plan to spend more time and money on vacation in 2022 (Figure 10 and 11). By comparison with the previous study, a significantly greater proportion of respondents said they were going to spend 'more' time (64% vs. 33% in 2020) and money (63% vs. 30% in 2020) on vacation in 2022.

FIGURE 10
AMOUNT OF TIME WILL SPEND ON VACATION IN 2022

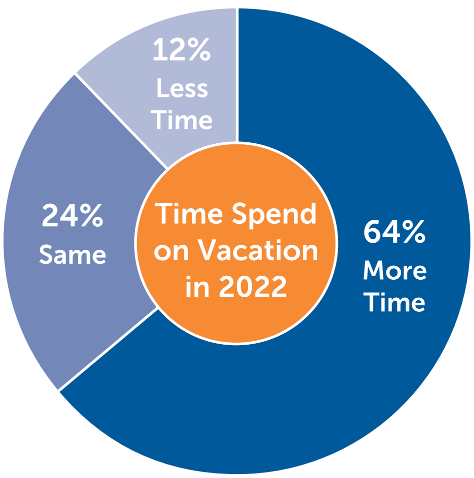
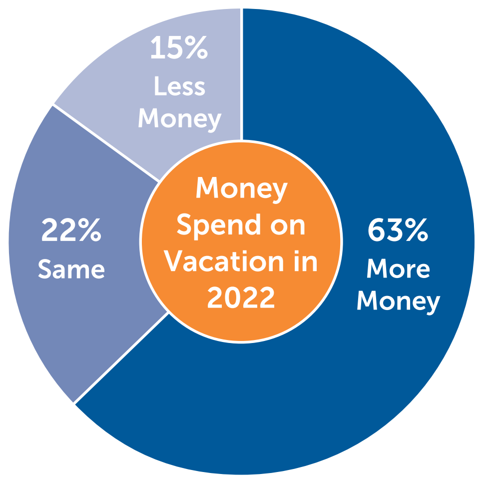


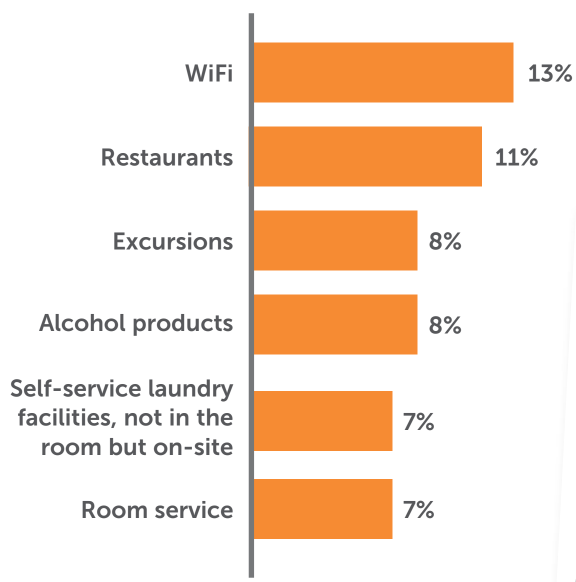
FIGURE 11
AMOUNT OF MONEY WILL SPEND ON VACATION IN 2022



Interests

- A variety of activities and characteristics top the list of attractive features for where a recently acquired timeshare is located*:
  - City/Urban areas: 44%
  - Shopping: 43%
  - Beachfront/Coastal: 39%
  - Swimming/Watersports/Sunbathing: 32%
  - Sightseeing/Tours: 29%
- Compared to 2020, City/Urban areas have become more popular, significantly increasing in attractiveness from 34% to 44%. Outdoor features such as Beachfront/Coastal (from 47% to 39%) and Swimming/Watersports/Sunbathing (from 43% to 32%) have both decreased since 2020. From this, we can see a shifting interest towards more populated urban areas.
- For resort convenience purchase options, about two in five owners reported that WiFi and restaurant options matter to them* (40% and 39% respectively). Nearly three in ten cited snacks and beverages and room service (29% and 28% respectively). About one in four cited alcohol products and self-service laundry facilities are important (26% each).
- Boomer+ owners are significantly more likely than the younger generations to say restaurants (56% vs. ~36%) and WiFi (51% vs. ~38%) are convenience options that matter to them.
- While still at the top of the list for importance, WiFi (40%, -10%) and restaurants (39%, -12%) are significantly less important than they were two years ago. However, WiFi remains as the most important convenience option at 13% (Figure 12).

FIGURE 12
MOST IMPORTANT RESORT CONVENIENCE PURCHASE OPTION



* Multiple answers accepted

Future Timeshare Plans

Within the next two years...*

- When presented with a list of action items, surveyed owners are most likely to report that they plan to upgrade to a different unit type within the next 2 years (40%). Around two in five plan to buy more weeks and around one-third will buy more points. Figure 13 lists the top five actions most likely to be taken.

FIGURE 13
FUTURE TIMESHARE PLANS

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**

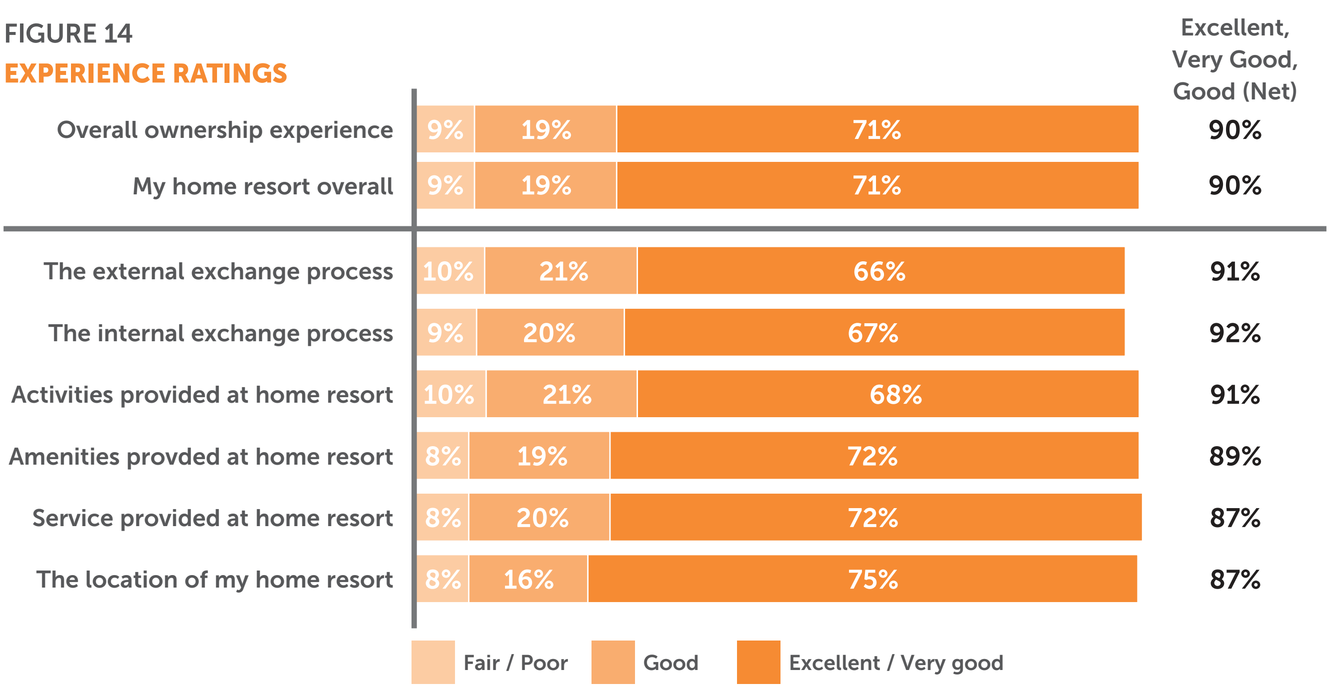
25% will **convert** week to points program

21% will buy share at **fractional resort/PRC**

Attitudes and Opinions about Ownership

- Nine in ten owners rate their overall ownership experience as good, very good or excellent (90%). Nine in ten owners also rate their home resort overall positively (90%)(Figure 14).
- Millennial, Younger, and Older Gen-X respondents are most satisfied with their overall ownership experiences (~75%). Gen-Z and Boomer+ owners have the lowest ratings (~63%).

FIGURE 14
EXPERIENCE RATINGS

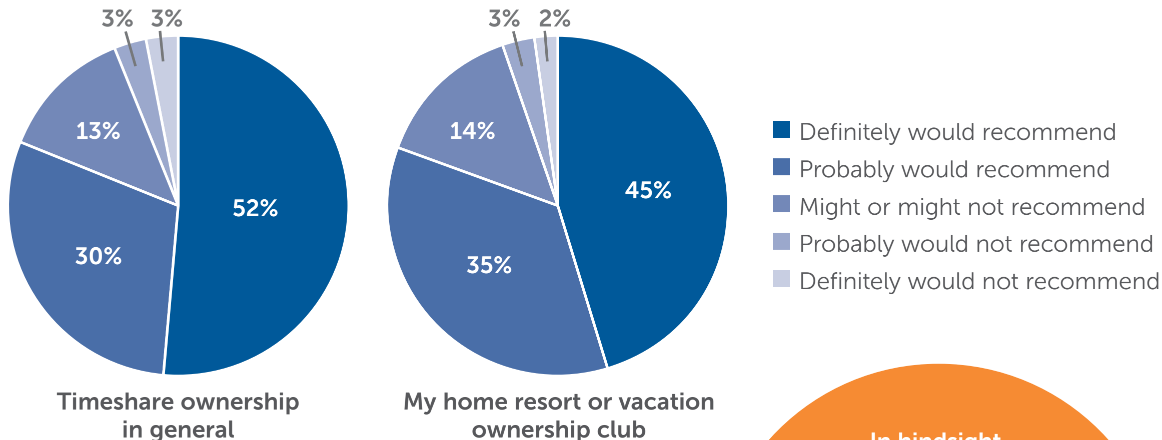


* Multiple answers accepted

- A total of 82% of surveyed owners would recommend timeshare in general (Figure 15). As with the experience ratings, there is also an age correlation with the likelihood to recommend. While 87% of Millennial and 91% of Younger Gen-X owners are likely to recommend timeshare ownership in general (80% for Gen-Z and 83% for Older Gen-X), only 56% of Boomer+ owners would recommend.

FIGURE 15

LIKELIHOOD TO RECOMMEND



* Multiple answers accepted

In hindsight, **84%** of owners would purchase a timeshare product ***again***, knowing at the time of purchase what they know now, a significant increase from the 77% in 2020.

- The number of bedrooms is considered the most important attribute of a timeshare unit (mean rank 2.5) followed by number of bathrooms (2.9) and room layout (3.0) (Figure 16).

FIGURE 16

MOST IMPORTANT ATTRIBUTE OF A TIMESHARE UNIT

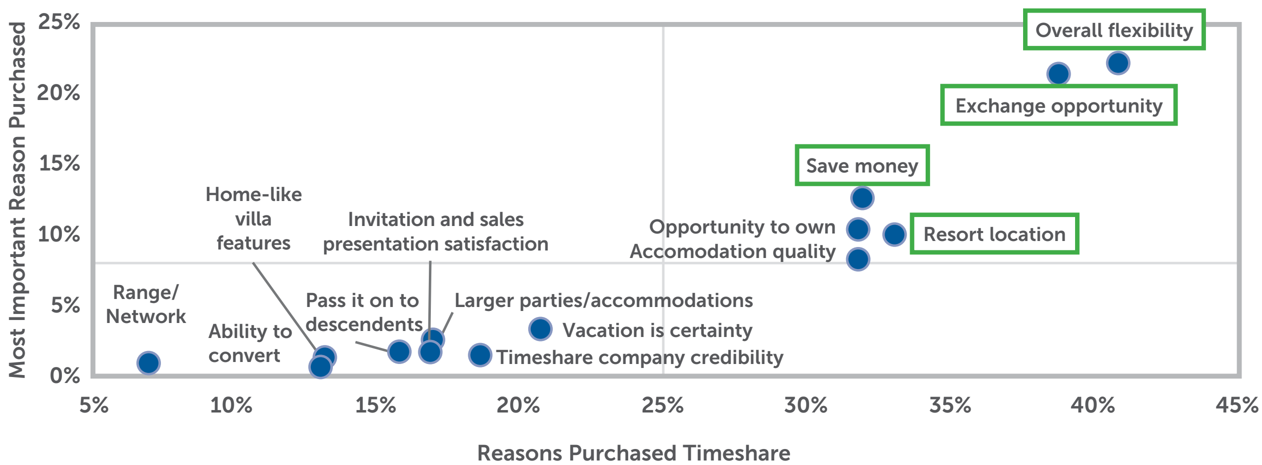
Rank #1	Rank #1	Rank #1	Rank #1	Rank #1	Rank #1
38%	**20%**	**20%**	**9%**	**10%**	**2%**
Number of **bedrooms**	Number of **bathrooms**	**Room layout**	Size of **kitchen**	Quality of the **technology**	**Kitchen** appliances
Mean Rank **2.5**	Mean Rank **2.9**	Mean Rank **3.0**	Mean Rank **3.6**	Mean Rank **3.7**	Mean Rank **4.5**

Reasons Purchased Timeshare

- When given a list of reasons why owners purchased a timeshare, overall flexibility (41%), exchange opportunities (39%), and the location of the resort (33%) are chosen most often. This is shown on the x-axis of the below chart.
- Of the chosen options, respondents were then asked to choose the most important reason they purchased a timeshare, shown on the y-axis below. Overall flexibility and exchange opportunities remain at the top of the list, with one in five (22% and 21% respectively) choosing it as most important. Saving money (12%), opportunity to own (10%), and location of the resort (10%) are also important (Figure 17).
- Invitation and sales presentation satisfaction, the ability to convert, and range/network of properties are chosen least often as important reasons why one purchased a timeshare.

FIGURE 17

REASONS PURCHASED TIMESHARE



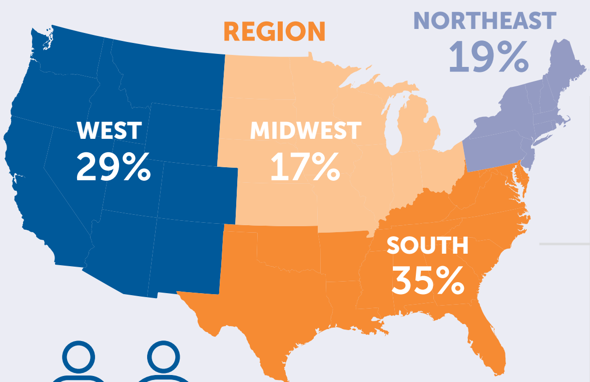
Respondent Demographics

***A note on panel sample demographics:** While panels used for this research are representative of the general population, demographics may skew slightly among harder to reach segments such as timeshare owners. The panels used for this research use rigorous quality checks including identity validation, bot identification, behavior monitoring, and geo-location confirmation to ensure that respondents are who they say they are. Weighting is based off of the demographics of timeshare owners determined by the incidence check run in February 2022.*

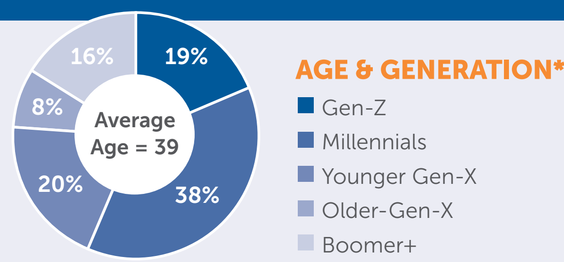
Compared to 2020 demographics, there was a significant increase in mean household income to $94,850 ($85,050 in 2020). Employment levels have also risen from 61% in 2020 to 72% in 2022. Participants also reported higher level of marriage (60% vs. 52% in 2020) and owning their primary residence (79% vs. 73% in 2020).

Total Owners

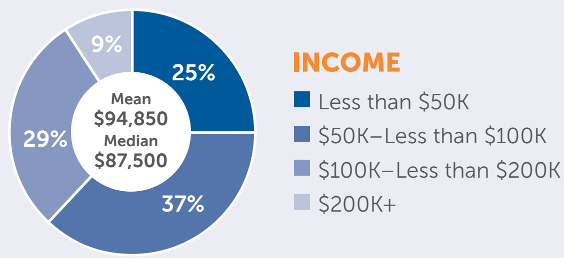
REGION



AGE & GENERATION*



INCOME



GENDER

Male	68%
Female	32%

MARITAL STATUS

Married	60%
Single	26%
Domestic partnership	7%

HOME OWNERSHIP

Own primary residence

79%

EMPLOYMENT STATUS

Employed Full-Time	72%
Employed Part-Time	12%
Self-Employed	5%
Unemployed	11%

EDUCATION

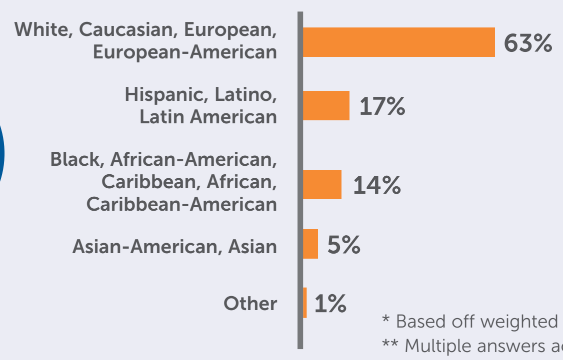
Some college	16%
College graduate	37%
Graduate school	25%

AVERAGE NUMBER OF CHILDREN IN HOUSEHOLD

1.3	Under 6 years old
1.2	Ages 6-11
1.2	Ages 12-17

41% No Children

ETHNIC OR RACIAL BACKGROUND**

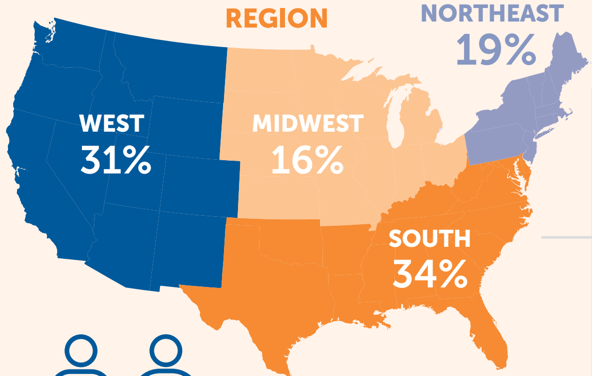


* Based off weighted data
** Multiple answers accepted

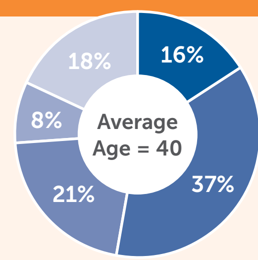
When looking at the demographics of new sale purchasers, we can see that household income skews higher than total timeshare owners at $101,400 ($94,850 for total owners). The percentage of new sale purchaser participants who are married is higher than that of total owners (65% vs. 60%). New sale purchasers are also more likely to own their primary residence than total owners (84% vs. 79%).

New Sale Purchasers

REGION

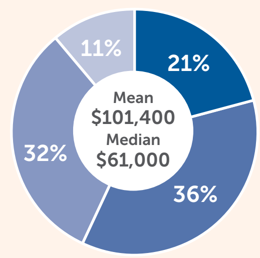


AGE & GENERATION*



- Gen-Z
- Millennials
- Younger Gen-X
- Older-Gen-X
- Boomer+

INCOME



- Less than $50K
- $50K–Less than $100K
- $100K–Less than $200K
- $200K+

GENDER

Male	72%
Female	28%

MARITAL STATUS

Married	65%
Single	23%
Domestic partnership	5%

HOME OWNERSHIP

Own primary residence

84%

EMPLOYMENT STATUS

Employed Full-Time	74%
Employed Part-Time	10%
Self-Employed	4%
Unemployed	11%

EDUCATION

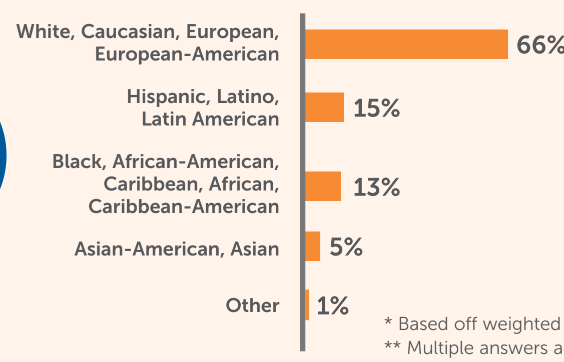
Some college	13%
College graduate	37%
Graduate school	28%

AVERAGE NUMBER OF CHILDREN IN HOUSEHOLD

1.3	1.3	1.2
Under 6 years old	Ages 6-11	Ages 12-17

39% No Children

ETHNIC OR RACIAL BACKGROUND**

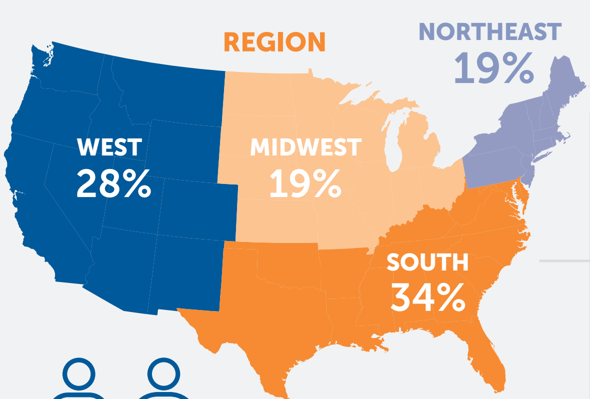


* Based off weighted data
** Multiple answers accepted

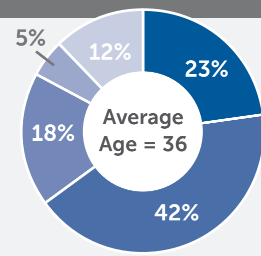
When looking at the demographics of resale purchasers, the mean household income is significantly lower at $86,100 ($94,850 for total owners). The percentage of resale participants who are married is lower than that of total owners (53% vs. 60%). Resale purchasers are also more diverse than total owners (55% vs. 63%).

Resale Purchasers

REGION

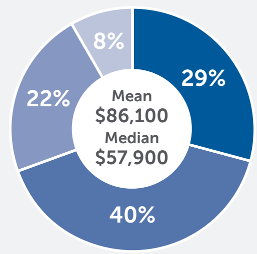


AGE & GENERATION*



- Gen-Z
- Millennials
- Younger Gen-X
- Older-Gen-X
- Boomer+

INCOME



- Less than $50K
- $50K–Less than $100K
- $100K–Less than $200K
- $200K+

GENDER

Male	70%
Female	30%

MARITAL STATUS

Married	53%
Single	30%
Domestic partnership	10%

HOME OWNERSHIP

Own primary residence

75%

EMPLOYMENT STATUS

Employed Full-Time	71%
Employed Part-Time	15%
Self-Employed	7%
Unemployed	8%

EDUCATION

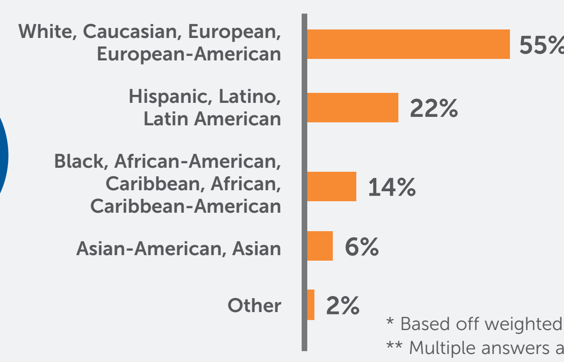
Some college	21%
College graduate	34%
Graduate school	22%

AVERAGE NUMBER OF CHILDREN IN HOUSEHOLD

1.3	1.2	1.1
Under 6 years old	Ages 6-11	Ages 12-17

45% No Children

ETHNIC OR RACIAL BACKGROUND**



* Based off weighted data
** Multiple answers accepted

GLOSSARY OF TERMS

Timeshare
Any method of use or shared ownership of vacation real estate where purchasers acquire a specific period of time (often one week) in a condominium or other type of vacation accommodation. A timeshare is also frequently referred to as vacation ownership, shared ownership, vacation club, fractional ownership, Private Residence Club and other similar names.

Timeshare resort
A vacation property where multiple parties can own a week's stay during the year. Some timeshare companies offer 'points' which can equate to a week at a given location.

Fractional resort
A vacation property where multiple parties can own a share of time at the resort in a year. Typically, people can own between three weeks to three months.

Private residence club
A high-end fractional resort. People can own between three weeks to three months.

Biennial
Ownership at a timeshare resort for one week every other year.

Triennial
Ownership at a timeshare resort for one week every 3 years.

Generation Definitions
Gen-Z Owners: Born from 1997–2004 (Ages 18–25)
Millennial Owners: Born from 1983–1996 (Ages 26–39)
Younger Gen-X Owners: Born from 1974–1982 (Ages 40–48)
Older Gen-X Owners: Born from 1968–1973 (Ages 49–54)
Boomer+ Owners: Born in 1967 or earlier (Ages 55+)

Recent Purchaser
First or most recent timeshare acquisition occurred within past three years (2019, 2020, 2021, and early 2022).

New Sale
Bought their timeshare from a development company or resort.

Resale
Bought their timeshare from other sources such as an HOA as a resale or from a previous owner directly.

Fixed week(s)
You stay at the same time every year.

Floating time
Your stay can vary but you must use a particular type of unit (e.g. one bedroom, two bedrooms, etc.).

Points
Can be used to obtain varying amounts of time depending on factors such as when you stay, type of unit, or choice of location.

Internal exchange
Handles exchanges when owners want to access properties within the vacation club system of the development company/management company from which they purchased

External exchange
Allows owners to access properties beyond those owned/managed by the development company/ management company from which they purchased

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