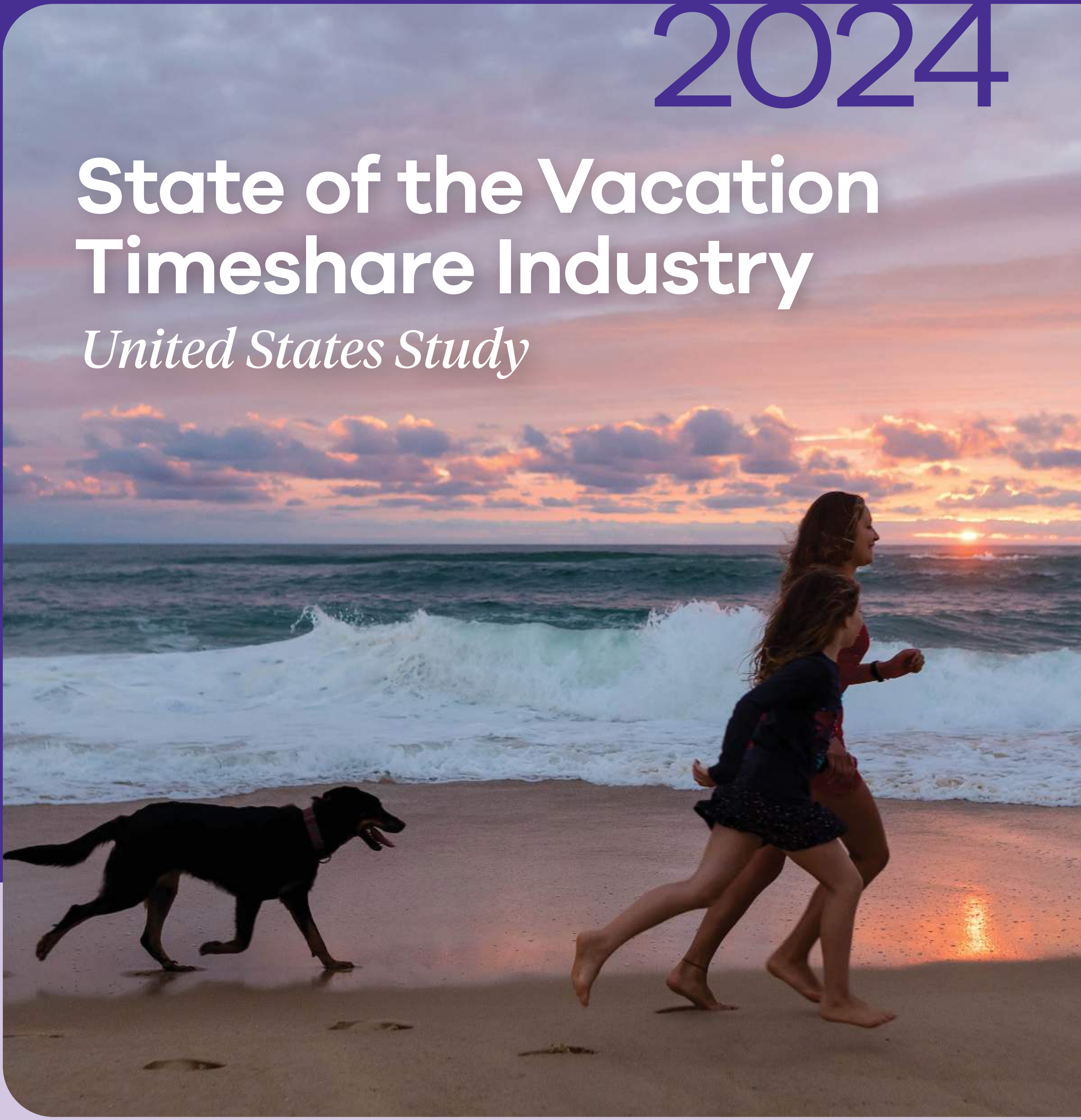
EXECUTIVE SUMMARY

2024

State of the Vacation Timeshare Industry

United States Study



2024 EDITION
PREPARED BY EY

ARDA Research & Insights

State of the Vacation Timeshare Industry

EXECUTIVE SUMMARY

United States Study 2024 Edition

Industry Overview

The 2023 U.S. timeshare industry consisted of 1,524 timeshare resorts with approximately 200,530 timeshare units — an average of 132 units per resort. Resorts sell each of these timeshare units to consumers in parts or ownership pieces corresponding to varying amounts of time. Typically, these parts are either weekly intervals (seven nights worth of vacation time) or points-based. Points represent a reservation currency for the use of units in nightly or weekly increments.

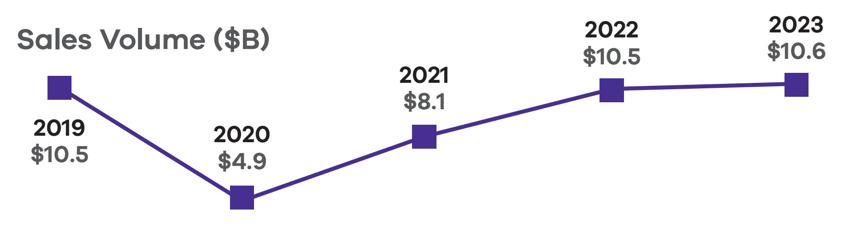
INDUSTRY SIZE

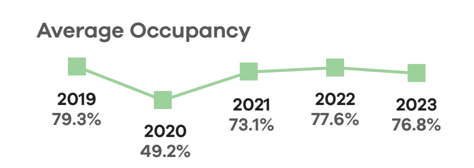
Measure	2023
Resorts	1,524
Units	200,530
Average Resort Size	132
Total units including lock-offs	252,070

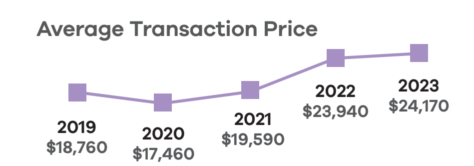
Industry Health

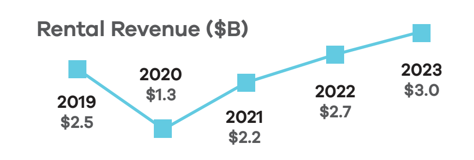
In 2023, the timeshare industry cemented its return to pre-pandemic levels. Sales volume[1] increased by 1% to $10.6 billion. Average occupancy was 76.8%, decreasing by 0.8 percentage points from the previous year. By comparison, hotel occupancy was 63.0%[2] in 2023, according to Smith Travel Research. Rental revenues totaled $3.0 billion, increasing by 12% in 2023.

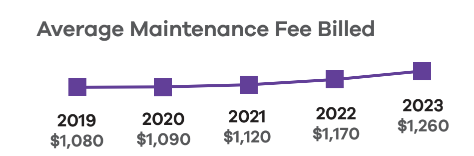
KEY TIMESHARE INDUSTRY TRENDS 2019 TO 2023











The average maintenance fee billed increased by 8% in 2023 to $1,260. The average transaction price increased by 1% to $24,170; this metric tends to fluctuate year over year based on the mix of sales by unit configuration and brand. Resorts completed approximately 439,130 timeshare transactions in 2023.

Respondents also reported the number of timeshare units "recently built and planned at this resort." Respondents reported building 305 units in 2023, up from the 132 units reported building in 2022. Respondents plan to add 272 units in 2024 — this is comprised entirely of units at existing resorts, as opposed to new resort construction. At the time of the survey, respondents reported plans to add 1,503 units in 2025 and beyond — this includes 886 units at existing resorts and 617 units at planned new resorts. Finally, respondents also reported plans for five new resorts (all in 2025 and beyond).

RESORT AND UNIT CONSTRUCTION

Units built	305	Resorts planned – in the coming year	0
Units planned – in the coming year	272	Resorts planned – more than one year out	5
Units planned – more than one year out	1,503		

Construction results reported for respondents only — not industry-wide estimates.
Based on responses from 7 timeshare developers and/or single site resorts.

1 All sales discussed in the report are first generation or developer sales, unless otherwise noted.

2 *STR Monthly Hotel Review: December 2023*, Smith Travel Research.

Industry Segments

Having a general picture of the overall industry's size and health, the next step is to segment the resorts by important characteristics. These include resort size, sales activity, resort type, geographic region, year resort opened and average price per transaction. For each of these segments, the report presents four important industry measures: percent of resorts, average resort size, occupancy, and maintenance fees.

The following observations emerged:

- The average maintenance fee billed per weekly interval generally increased with resort size in 2023.
- The average number of units, average occupancy and average billed maintenance fees are all lower for not in active-sales resorts. Active-sales resorts tend to be newer, and resorts have gotten larger over time.
- Beach resorts are the most common primary resort type; golf is most often available nearby and/or onsite. Theme park resorts tend to be the largest resorts, while rural/coastal resorts tend to be the smallest.
- Florida has the most resorts. Nevada has the largest resorts, and the Mountain/Pacific region has the smallest. Resorts in Hawaii had the highest average occupancy, while those in the Northeast had the lowest. In 2023 Hawaii had the highest average billed maintenance fees and Northeast resorts had the lowest average billed maintenance fees.
- Average occupancy was highest in resorts built between 1986-1995. The average billed maintenance fee generally increases in newer resorts.
- The highest priced resorts tend to be the largest, have the highest occupancy, and charge the highest average billed maintenance fees.

After two years spent recovering from the effects of the pandemic, 2023 re-established historical patterns in timeshare industry trends for key metrics. Sales volume and price per transaction both rose slightly, while occupancy decreased slightly. Maintenance fees increased more than usual, likely due to broader inflationary trends in the economy. Rental revenue continued its recent pattern of strong growth, and now stands 20 percent above pre-pandemic levels.

PERFORMANCE BY RESORT TYPE

Type	Percent of resorts	Average size (# units)	Average occupancy	Average maintenance fees per interval
Beach	27%	108	87.1%	$ 1,180
Rural/Coastal	15%	40	86.0%	$ 910
Country/Lakes	12%	125	65.3%	$ 1,280
Ski	9%	103	83.5%	$ 1,505
Golf	8%	147	77.5%	$ 1,230
Mountains	7%	128	68.3%	$1,000
Theme park	6%	426	85.1%	$ 1,470
Island	6%	100	83.8%	$ 1,330
Desert	5%	212	82.3%	$ 1,020
Urban	4%	89	85.7%	$ 1,120
Other	1%	214	80.2%	$ 1,170
Overall	**100%**	**132**	**76.8%**	**$ 1,260**

Percent of 328 responding resorts — percentages may not add due to rounding.
For onsite and nearby, multiple responses allowed.

PERFORMANCE BY GEOGRAPHIC REGION

Region	Percent of resorts	Average size (# units)	Average occupancy	Average maintenance fees per interval
Florida	24%	179	77.8%	$ 1,190
California	9%	134	84.0%	$ 1,160
South Carolina	7%	146	84.5%	$1,350
Hawaii	6%	143	84.7%	$1,440
Nevada	4%	270	74.8%	$1,205
Mountain/Pacific	16%	87	81.5%	$ 1,180
Northeast	11%	105	63.5%	$ 980
South Atlantic	8%	135	76.9%	$ 1,110
Midwest	8%	134	66.6%	$1,200
South Central	7%	146	65.4%	$1,260
Overall	**100%**	**132**	**76.8%**	**$1,260**

Percent of 1,524 resorts — percentages may not add due to rounding

Methodology

Ernst & Young conducted a survey of 1,524 recognized timeshare resorts to provide an overview of the state of the timeshare industry in the United States. Responses were received from 607 resorts, representing a 40% response rate. This survey was commissioned by ARDA Research & Insights.

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