

# TODAY'S TIMESHARE OWNERS

## What do they look like?



**74%** Married/domestic partnership  
26% are single

**87%** Own primary residence

**57%** Children under 18 living at home


### OWNERSHIP BY GENERATION

Gen Z.....12%  
Millennials ..... 45%  
Gen X..... 22%  
Boomer+ ..... 21%


**13**  
YEARS

Average tenure of ownership

## What did owners do with their timeshare in 2023?



**80%** Took a vacation at a timeshare resort



**75%** Used personally by household members, exchanged or converted their timeshare



**27%** Banked/deposited for future use

**17%** Rented to others

**4.3** Average number of vacations



**6.5 NIGHTS**

Average length of stay at a timeshare resort

## Top 3 reasons people are buying



**1** **48%** Quality of accommodations/amenities

**2** **47%** Resort location

**3** **42%** Overall flexibility

## How satisfied are owners with their timeshare?

**91%** Satisfied with their overall ownership experience



**94%** Satisfied with their home resort overall

**72%** Would recommend timeshare ownership in general

**78%** Would recommend their home resort or vacation ownership club