The Vacation Ownership Sentiment Index:
FEBRUARY 2024

PREPARED BY:

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The Vacation Ownership Sentiment Index: Our Mission

- Inform industry stakeholders with a regular monthly pulsing of timeshare owner sentiment and forward looking anticipated behaviors relative to the broader traveler market
- Track, trend and report out an aggregate and singular consumer driven industry sentiment index metric, alongside other related and trendable component measures including
  - Planned travel and expenditure levels
  - Willingness to travel and make reservations
  - Widening or narrowing of booking windows
  - Recent and anticipated guest experience service delivery and satisfaction
  - General sentiment and perceptions of key category engagement drivers
  - Relative variances in travel engagement levels and behaviors between timeshare owners and the broader travel market
- Provide a simple and dynamic scorecard or dashboard on consumer travel sentiment

Study Methodology:

- Online, monthly survey with nationally representative equal samples of 500 U.S. based leisure timeshare owners and augment representative sample of 500 leisure travelers to facilitate comparisons and trend analysis.
  - 10-15 question online survey
  - All respondents to have actively traveled a minimum of 50 miles from home for vacation within the past year
  - All respondents rigorously screened for timeshare ownership through multi-part validation process
  - Conduct significance testing to draw out meaningful response variances across a variety of demographic, attitudinal and behavioral attributes

- Correlation Analysis performed against each individual survey measure against a logical dependent variables tied to propensity to spend time and money on travel, to determine and isolate those measures that comprise the Index and from which to compare and trend timeshare owner sentiment over time.

Two Minute Take-Aways

- The overall Vacation Ownership sentiment Index rebounded to 108.6, its highest showing since last November. Indices over 100 indicate positive sentiment. Most significantly, all component measures for February were up relative to January's results. Driving February results were significant improvement in respondents' perceptions about their most recent timeshare vacation, which posted a seven point increase over last month and was also higher than what was observed a year ago. Those who perceived timeshare to be an excellent value and who would recommend timeshare ownership also saw significant month over month gains. These measures lifted the index even as those feeling that economic conditions in the U.S. had improved remained at levels lower than that observed across all of the past thirteen months except January. Those timeshare owners who strongly agree that "nothing is going to stop me from taking a vacation" increased to its highest level in five months.

- Timeshare owners continue to exhibit demonstrably more positive attitudes and behaviors than the parallel sample of overall U.S. travelers. Among the highlights, was a significantly positive gap in those who strongly agree that it's more important now to book a vacation further out than it was six months ago. Timeshare owners are 71% more likely to have already made a reservation for their next vacation and they are 65% more likely to expect the level of service on their next vacation to exceed expectations. Timeshare owners remain more active travelers, have more leisure time and plan to spend significantly more time and money on vacation over the next six months.

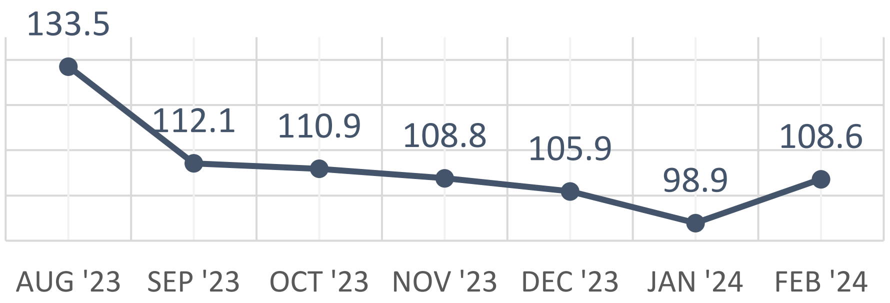
- For the ninth straight month, more than 70% of timeshare owners strongly felt that their most recent vacation was significantly better than the typical vacation. 78% felt this way versus two thirds of travelers overall.

- 56% of timeshare owners are planning their next timeshare vacation within the next four months.

- 48% of timeshare owners plan to upgrade their current timeshare or purchase additional timeshare product in the next two years, while the 15% looking to sell their timeshare is the lowest in five months and four points better than a year ago.

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The February Index rebounded to 108.6, its highest showing since last November. 73% of timeshare owners strongly agreed that their most recent vacation was an exceptional experience, a **+7 point** improvement over last month and better than the 72% who felt the same, a year ago.
- Despite a third straight month of less than 30% feeling that U.S. economic conditions were better than a year ago, February saw a six month high in those timeshare owners strongly agreeing that nothing is going to stop them from taking a vacation. Further, February saw only 33% strongly agreeing that *"Economic conditions in the U.S. are negatively impacting my travel plans."* That is **14 points** better than we saw in February of 2023.
- Those who perceived timeshare to be an excellent value and who would recommend timeshare ownership also saw significant month over month gains, reaching their highest levels in the past three months.
- 48% of timeshare owners plan to upgrade their current timeshare or purchase additional timeshare product in the next two years, while the 15% looking to sell their timeshare is the lowest in five months and four points better than a year ago.
- 56% of timeshare owners are planning their next timeshare vacation within the next four months

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

for FEBRUARY of 2024

	Timeshare Owners	Total Travelers	Timeshare Advantage
SHOW GREATER RECENCY OF TRAVEL			
Taken a commercial flight within the past month	↑ 27%	↓ 18%	+50%
Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging	↑ 30%	18%	+67%
ARE MORE PASSIONATE ABOUT TRAVEL			
Have made a reservation for their next planned vacation	↑ 60%	↑ 35%	+71%
Strongly believe that nothing is going to stop me from taking a vacation	↑ 57%	↓ 33%	+73%
PLAN TO SPEND MORE TIME AND MONEY ON VACATION OVER THE NEXT SIX MONTHS			
Plan to spend significantly **more time** on vacation over the next six months	↑ 45%	↑ 32%	+41%

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VACATION OWNERSHIP INDEX FOR FEBRUARY 2024

OVERALL VACATION OWNERSHIP SENTIMENT INDEX