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The Vacation Ownership Sentiment Index:
MARCH 2024

PREPARED BY:
SPORTS& LEISURE RESEARCH GROUP

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 climbed to 126.3, its highest showing since last August and third best on record. Indices over 100 indicate positive sentiment. For a second consecutive month, all component measures were up. Those expecting their overall satisfaction on their next timeshare vacation to exceed expectations reached a new highpoint. Also driving March results were 81% of respondents who strongly felt that their most recent vacation was significantly better than their typical vacation, coupled with a +11 point increase in those who vacationed last month. 29% took a timeshare vacation last month, a +10 point increase over February and the best showing since August. Those who perceived timeshare to be an excellent value and who would recommend timeshare ownership saw significant month over month gains for the second month in a row. Both of these measures are up nearly +20 points since January. Those timeshare owners who strongly agree that "nothing is going to stop me from taking a vacation" increased to its highest level in six months.

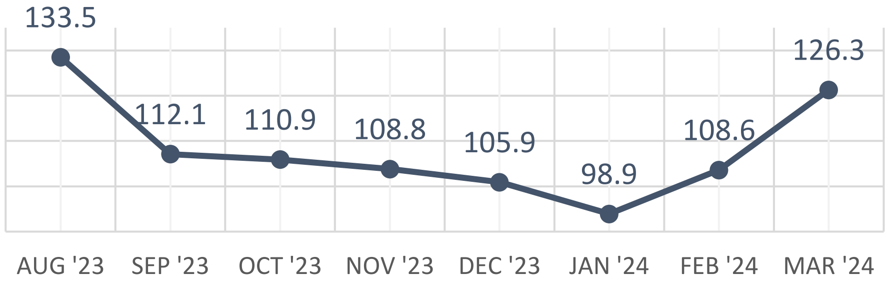
- Timeshare owners continue to exhibit demonstrably more positive attitudes and behaviors than the parallel sample of overall U.S. travelers. Timeshare owners are more than twice as likely to strongly agree that "there are some excellent travel deals to be found now," as well as to strongly believe that U.S. economic conditions have improved over the past month. They are more than 50% more likely to plan to spend both more time and money on vacations over the next six months. They are 65% more likely to have already made a reservation for their next planned vacation. Timeshare owners remain more active travelers, have more leisure time and are demonstrating a widening of their booking to travel windows.

- For the tenth straight month, more than 70% of timeshare owners strongly felt that their most recent vacation was significantly better than the typical vacation. 81% felt this way versus two thirds of travelers overall.

- 58% of timeshare owners are planning their next timeshare vacation within the next four months.

- 71% of timeshare owners plan to upgrade their current timeshare or purchase additional timeshare product in the next two years, a +23% improvement over February results.

OVERALL
Vacation Ownership Sentiment Index



KEY FACTORS
that moved the Sentiment Index this month

- The March Index climbed **+17 points** to 126.3, its highest showing since last August. 81% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation. 29% took a timeshare vacation last month, a +10 point increase over February and the best showing since August.
- Those expecting the overall satisfaction on their next timeshare vacation to exceed expectations reached a new highpoint of 63%, a **+11 point** increase over February. Timeshare owners are 88% more likely to strongly expect the level of service on their next vacation will exceed expectations. Also driving March results was an **+11 point** increase in those timeshare owners who vacationed last month.
- Those who perceived timeshare to be an excellent value and who would recommend timeshare ownership also saw significant gains for a third straight month. Both measures are up **+20 points,** respectively since January.
- 71% of timeshare owners plan to upgrade their current timeshare or purchase additional timeshare product in the next two years, a **+23 point** improvement over February
- 58% of timeshare owners are planning their next timeshare vacation within the next four months

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL
for MARCH of 2024

	Timeshare Owners	Total Travelers	Timeshare Advantage
SHOW GREATER RECENCY OF TRAVEL			
Taken a commercial flight within the past month	33%	24%	+38%
Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging	41%	19%	+116%
ARE MORE PASSIONATE ABOUT TRAVEL			
Have made a reservation for their next planned vacation	66%	40%	+65%
Strongly believe that nothing is going to stop me from taking a vacation	63%	43%	+47%
HAVE A SIGNIFICANTLY BETTER ECONOMIC OUTLOOK			
Economic conditions in the U.S. are better than they were a month ago	38%	18%	+111%

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VACATION OWNERSHIP INDEX FOR MARCH 2024