

# The Vacation Ownership Sentiment Index: MAY 2024



**ARDA**  
Research & Insights

## 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.

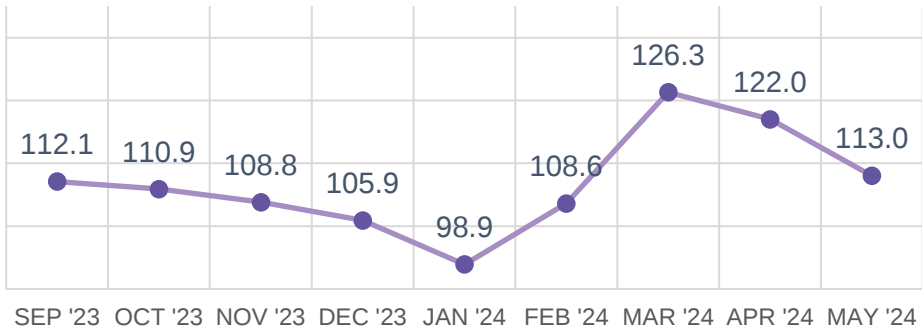
## Two Minute Take-Aways

- The overall Vacation Ownership sentiment Index registered a strong 113.0 in May, a +6 point improvement from a year ago, though off slightly from April. Eight of 11 component measures showed an improvement over last May. Indices over 100 indicate positive sentiment. Timeshare owners saw slight month over month and year over year decreases in both commercial flights and vacations taken in the past month. May also saw a significant drop in sentiment regarding U.S. economic conditions, with only 26% of timeshare owners strongly believing that those conditions had improved in the last month. However, that was still twice the incidence of overall U.S. travelers who perceived an improving economy. 21% took a timeshare vacation within the past month, breaking a three month upward trend, but still above January and February results. Helping overall May results were 81% of timeshare owners who strongly felt that their most recent vacation was significantly better than their typical vacation, a +14 point increase in those who vacationed last May. A majority of respondents strongly agree that timeshare is an excellent value and would recommend timeshare ownership. Both of these measures are up over last May.
- Timeshare owners continue to exhibit more positive attitudes and behaviors than the parallel sample of overall U.S. travelers. 71% of timeshare owners have made a reservation for their next vacation, the highest we've seen since June of 2023, up nominally from last month and +30 points higher than travelers in general. They are 50% more likely to plan to spend more money on vacations over the next six months. Timeshare owners remain more active travelers, and are 70% more likely to expect that the level of service they will receive on their next vacation will exceed their expectations.
- 46% of timeshare owners are planning their next timeshare vacation within the next four months.
- 61% of timeshare owners plan to upgrade their current timeshare or purchase additional timeshare product in the next two years, a third consecutive month of 60%+ positive sentiment.



OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership sentiment Index registered a strong 113.0 in May, a +6 point improvement from a year ago. 81% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation, a +14 point increase relative to those who vacationed last May.
- 53% strongly expect the overall satisfaction on their next timeshare vacation to exceed expectations. 54% strongly expect the level of service on their next vacation to exceed expectations.
- A majority perceive timeshare to be an excellent value and would recommend timeshare ownership, both up from a year ago.
- 61% of timeshare owners plan to upgrade their current timeshare or purchase additional timeshare product in the next two years, a third consecutive month of 60%+ positive sentiment.
- 46% of timeshare owners are planning their next timeshare vacation within the next four months
- 71% of timeshare owners have made a reservation for their next vacation, the highest we've seen since June of 2023 , up nominally from last month and +30 points higher than travelers in general

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

for MAY of 2024

|                                                                                                                                                                                          |  Timeshare Owners |  Total Travelers |  Timeshare Advantage |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| SHOW GREATER REGENCY OF TRAVEL                                                                                                                                                           |                                                                                                      |                                                                                                     |                                                                                                         |
|  Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging |  30%              |  24%             | +25%                                                                                                    |
| ARE MORE PASSIONATE ABOUT TRAVEL                                                                                                                                                         |                                                                                                      |                                                                                                     |                                                                                                         |
|  Have made a reservation for their next planned vacation                                                 | 71%                                                                                                  |  41%             | +73%                                                                                                    |
|  Strongly expect levels of service to exceed expectations on next planned vacation                      |  54%             | 32%                                                                                                 | +69%                                                                                                    |
| NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS                                                                                                                                         |                                                                                                      |                                                                                                     |                                                                                                         |
|  Plan to spend significantly <b>more time</b> on vacation over the next six months                     |  50%            | 34%                                                                                                 | +47%                                                                                                    |
|  Plan to spend significantly <b>more money</b> on vacation over the next six months                    |  45%            |  30%           | +50%                                                                                                    |
|  Economic conditions in the U.S. are better than they were a month ago                                 |  26%            |  13%           | +100%                                                                                                   |



## VACATION OWNERSHIP INDEX FOR MAY 2024

### OVERALL VACATION OWNERSHIP SENTIMENT INDEX

