

The Vacation Ownership Sentiment Index: JUNE 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

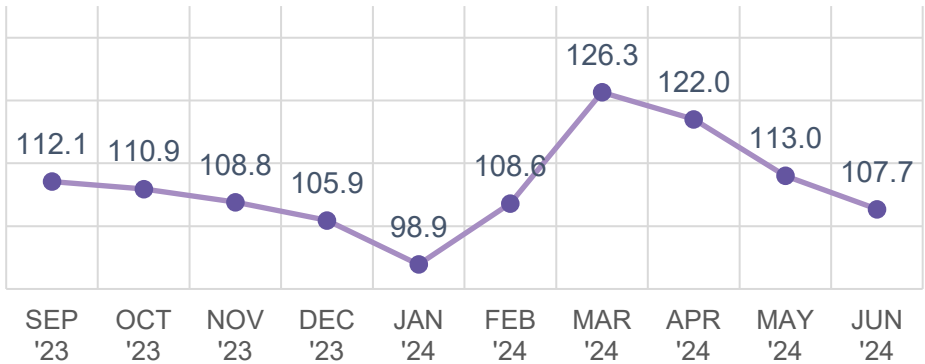
- The overall Vacation Ownership sentiment Index, at 107.7 in June, registered its fifth consecutive month over 100, though off slightly from May. Indices over 100 indicate positive sentiment. Timeshare owners saw significant month over month increases in both commercial flights and vacations taken in the past month. 15% fewer timeshare owners than a year ago, saw improving U.S. economic conditions. However, that was still 73% higher than the incidence of overall U.S. travelers who perceived an improving economy. 28% took a timeshare vacation within the past month, a +7 point improvement over last month, and marking the fourth time in the past five months that we've seen improvement. Helping overall June results were 75% of timeshare owners who strongly felt that their most recent vacation was significantly better than their typical vacation. A majority of respondents strongly expect that their overall satisfaction on their next timeshare vacation will exceed their expectations.
- Timeshare owners continue to exhibit more positive attitudes and behaviors than the parallel sample of overall U.S. travelers. 68% of timeshare owners have made a reservation for their next vacation, +30 points higher than travelers in general. They are 25% more likely to plan to spend more money and 32% more likely to spend more time on vacations over the next six months. Timeshare owners remain more active travelers, and are 53% more likely to expect that the level of service they will receive on their next vacation will exceed their expectations.
- 60% of timeshare owners are planning their next timeshare vacation within the next four months; up significantly from the 47% who planned to do so, in May.
- 53% of timeshare owners plan to upgrade their current timeshare or purchase additional timeshare product in the next two years, a fourth consecutive month of majority positive sentiment.



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OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership sentiment Index registered a strong 107.7 in June, it's fifth consecutive month over 100. 75% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation, on par with those who felt the same one year ago.
- 53% strongly expect the overall satisfaction on their next timeshare vacation to exceed expectations. 68% have made a reservation for their next vacation.
- Only 30% perceive that the cost of travel is making it difficult to justify a trip at this time, an improvement over both last month and a year ago.
- 53% of timeshare owners plan to upgrade their current timeshare or purchase additional timeshare product in the next two years, a fourth consecutive month of 50%+ positive sentiment.
- 60% of timeshare owners are planning their next timeshare vacation within the next four months.
- 68% of timeshare owners have made a reservation for their next vacation, +30 points higher than travelers in general.

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

for JUNE 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	 44%	23%	+91%
ARE MORE PASSIONATE ABOUT TRAVEL			
 Have made a reservation for their next planned vacation	 68%	 38%	+79%
 Took a commercial flight in the past month	 37%	 16%	+131%
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
 Strongly agree that “Nothing is going to stop me from taking a vacation”	57%	 38%	+50%
 Plan to spend significantly more time on vacation over the next six months	 45%	34%	+32%
 Economic conditions in the U.S. are better than they were a month ago	26%	 15%	+73%



VACATION OWNERSHIP INDEX FOR JUNE 2024

OVERALL VACATION OWNERSHIP SENTIMENT INDEX

