

The Vacation Ownership Sentiment Index: AUGUST 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.

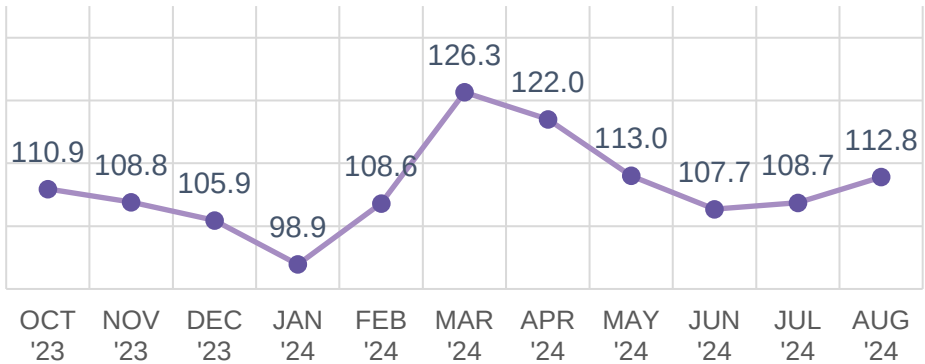
Two Minute Take-Aways

- The overall Vacation Ownership sentiment Index increased four points to 112.8 in August, enjoying its second consecutive increase and its seventh straight month over 100. Indices over 100 indicate positive sentiment. Timeshare owners saw a nominal month over month increase in perceptions that their most recent vacation was an exceptional experience. Helping overall August results was a +4 point improvement to 51% of timeshare owners who strongly agree that owning a timeshare is an exceptional value, and a similar +4 point increase in those who strongly expect that their level of satisfaction on their next timeshare vacation will exceed their expectations.
- 25% took a timeshare vacation over the previous month, off slightly from the 28% who reported doing so in July. Other areas experiencing slippage include a drop in those who expect the level of service on their next vacation to exceed expectations and a slight drop in those who have made a reservation for their next planned vacation.
- 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, double that of travelers in general. They are 29% more likely to plan to spend more money and 44% more likely to spend more time on vacations over the next six months. Timeshare owners remain more active travelers, and are 36% more likely to strongly agree that nothing is going to stop them from taking a vacation. While only 28% of timeshare owners strongly agree that economic conditions are better in the U.S. than they were last month, this is the highest we've seen this metric since April and a third higher than that reported by travelers in general.
- 58% of timeshare owners are planning their next timeshare vacation within the next four months; statistically consistent with the 60% who planned to do so, in July.
- 52% of timeshare owners plan to upgrade their current timeshare or purchase additional timeshare product in the next two years, consistent with July observations and a sixth consecutive month of majority positive sentiment.



OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership sentiment Index improved to 112.8 in August, it's seventh consecutive month over 100 and second straight month over month improvement. 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 and statistically consistent with July.
- 57% strongly expect the overall satisfaction on their next timeshare vacation to exceed expectations, a +4 point lift from July.
- 68% of timeshare owners have made a reservation for their next vacation; double the incidence of overall travelers.
- 60% of timeshare owners strongly agree that nothing is going to stop them from taking a vacation, while only a third perceive that the cost of travel is making it difficult to justify a trip at this time, a significant improvement from the 42% who felt the same a year ago.
- 52% of timeshare owners plan to upgrade their current timeshare or purchase additional timeshare product in the next two years, a sixth consecutive month of 50%+ positive sentiment.
- Only 35% of timeshare owners strongly agree that economic conditions in the U.S. are negatively impacting their travel planning this year, a significant improvement from the 44% who felt the same a year ago.

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

for AUGUST of 2024 (arrows reflect meaningful month over month movement)

	 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	↑ 45%	↓ 22%	+105%
ARE MORE PASSIONATE ABOUT TRAVEL			
 Have made a reservation for their next planned vacation	↓ 68%	34%	+100%
 Took a commercial flight in the past month	↓ 32%	↓ 18%	+78%
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
 Strongly agree that “Nothing is going to stop me from taking a vacation”	↑ 60%	↑ 44%	+36%
 Plan to spend significantly more time on vacation over the next six months	46%	↑ 32%	+44%
 Plan to spend significantly more money on vacation over the next six months	↑ 40%	↑ 31%	+29%



VACATION OWNERSHIP INDEX FOR AUGUST 2024

OVERALL VACATION OWNERSHIP SENTIMENT INDEX

