The Vacation Ownership Sentiment Index: OCTOBER 2024

ARDA Research & Insights

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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 established a new all time high, climbing +10 points to 138.2 in October. The index is up for a fourth consecutive month, climbing +30 points over this time period. It has registered over 100 for nine consecutive months. Indices over 100 indicate positive sentiment.

- Helping overall October results was a +12 point improvement to 62% of timeshare owners who plan to spend significantly more money on vacation over the next six months. A record 52% of timeshare owners strongly agreed that U.S. economic conditions were better than a month ago. Timeshare owners also saw significant increases in recent (past month) travel, up +10 points in having flown commercially, and +5 points in vacationing in the past month.

- Those who strongly agree that owning a timeshare is an exceptional value climbed +6 points, and is up +14 points since August. October saw a +4 point increase in those who strongly expect that their level of satisfaction on their next timeshare vacation will exceed their expectations (+10 points over the past two months) and a +7 point jump in those who would highly recommend timeshare to friends who enjoy vacation travel, to 65%, highest since August of 2023.

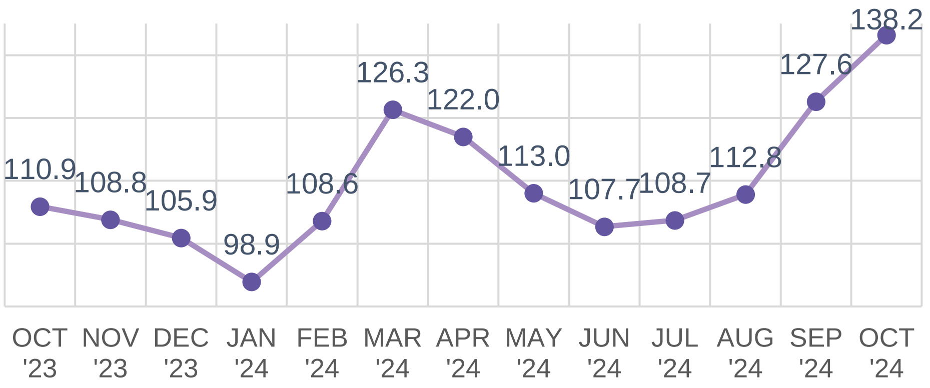
- 47% reported taking a timeshare vacation in the past month, the highest seen since inception of the study and a +10 point increase from last month. All Index component measures saw month over month and year over year increases.

- 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, more than double that of travelers in general. They are 114% more likely to plan to spend more money and 124% more likely to spend more time on vacations over the next six months. Timeshare owners remain more active travelers, and are 58% more likely to strongly agree that nothing is going to stop them from taking a vacation. 63% of timeshare owners are planning their next timeshare vacation within the next four months.

- 59% of timeshare owners plan to upgrade their current timeshare, while 38% plan to purchase additional timeshare product in the next two years, up from September (47% and 36% respectively) and an eighth 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 +10 points to an all time high of 138.2 in October, and it's ninth consecutive month over 100. The index has shown four straight months of improvement. 83% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation, +5 points better than those who felt the same one year ago.
- 67% strongly expect the overall satisfaction on their next timeshare vacation to exceed expectations, a +10 point lift from August.
- 71% of timeshare owners have made a reservation for their next vacation; more than double the incidence of overall travelers.
- 68% of timeshare owners strongly agree that nothing is going to stop them from taking a vacation, +5 points from last month.
- 59% of timeshare owners plan to upgrade their current timeshare, while 38% plan to purchase additional timeshare product in the next two years, both up from September.
- A record 52% strongly agreed that U.S. economic conditions were better than a month ago, a +24 point improvement from August, and +225% higher than that observed among travelers in general.

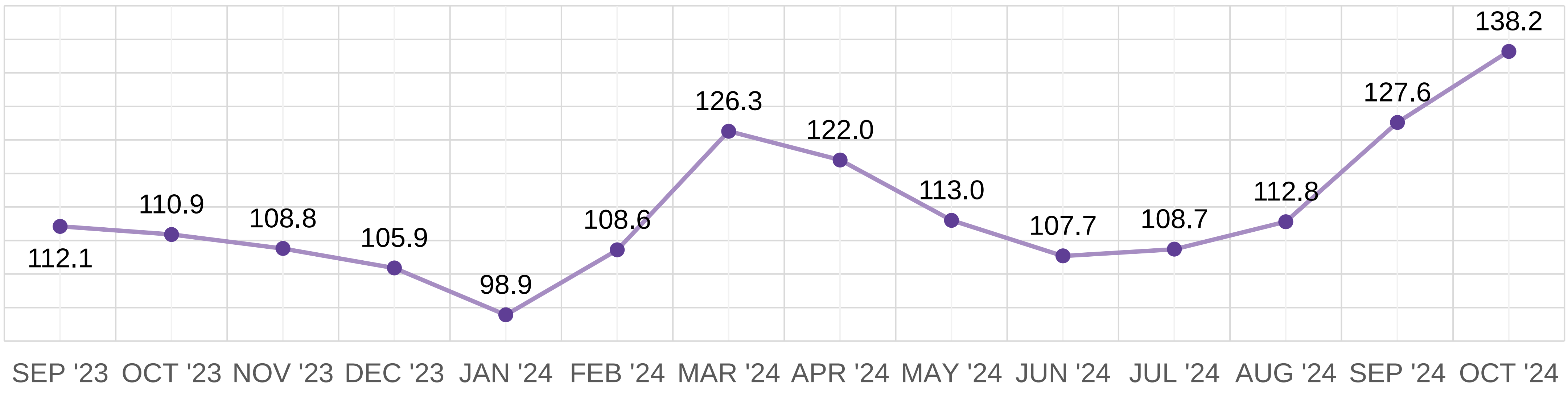
KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

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

	Timeshare Owners	Total Travelers	Timeshare Advantage
SHOW GREATER RECENCY OF TRAVEL			
Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging	↑ 53%	18%	**+194%**
ARE MORE PASSIONATE ABOUT TRAVEL			
Have made a reservation for their next planned vacation	↑ 71%	32%	**+122%**
Took a commercial flight in the past month	↑ 48%	18%	**+167%**
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
Strongly agree that *"Nothing is going to stop me from taking a vacation"*	↑ 68%	43%	**+58%**
Plan to spend significantly **more time** on vacation over the next six months	↑ 65%	29%	**+124%**
Plan to spend significantly **more money** on vacation over the next six months	↑ 62%	↑ 29%	**+114%**

VACATION OWNERSHIP INDEX FOR OCTOBER 2024

OVERALL VACATION OWNERSHIP SENTIMENT INDEX



Timeshare Owners are Significantly More Likely to Travel for the Holidays

Q. Which of the following best describes your plans for the 2024 Holiday Season?



- I am likely to travel 50+ miles from home and stay with friends or family
- I am likely to stay at my timeshare resort or exchange to a different timeshare resort for the holiday
- I am likely to travel 50+ miles from home and stay in other paid lodging
- I am not likely to travel 50+ miles from home
- I am undecided at this point