The Vacation Ownership Sentiment Index: NOVEMBER 2024

ARDA Research & Insights

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:

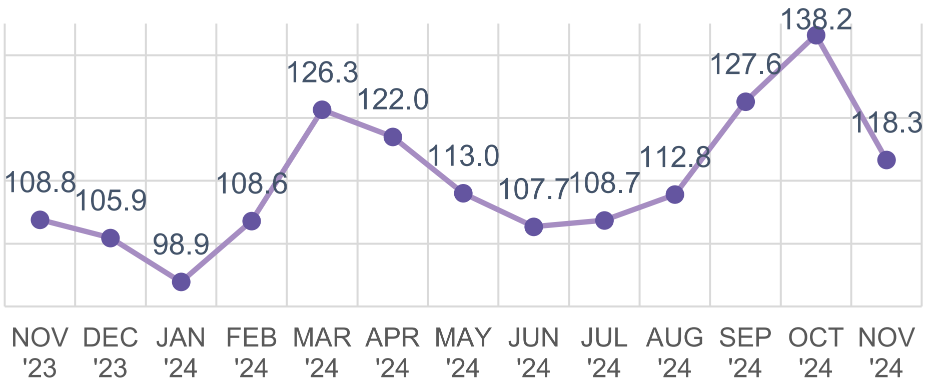
- Online, monthly survey with nationally representative equal samples of 500 U.S. based leisure timeshare owners and augment representative sample of 500 leisure travelers to facilitate comparisons and trend analysis.
  - 10-15 question online survey
  - All respondents to have actively traveled a minimum 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 backed off from last month's all time high, but remained strong at 118.3 in November, nearly up +10 from where it was a year ago, and up more than +10 points over the past five months. It has registered over 100 for ten consecutive months. Indices over 100 indicate positive sentiment.
- This month saw a return to economic uncertainty, with a -21 point drop in those timeshare owners who strongly agreed that U.S. economic conditions were better than a month ago. While all Index measures slipped in November, they were all higher than they were a year ago. 45% of timeshare owners plan to spend significantly more money on vacation over the next six months, the lowest we've seen since August. Timeshare owners also saw decreases in recent (past month) travel, with 38% having flown commercially, and 36% vacationing in the past month. These measures are respectively up four points and down one point compared to November of 2023.
- 55% strongly agree that owning a timeshare is an exceptional value, up +6 points from last November. November saw a -8 point drop in those who strongly expect that their level of satisfaction on their next timeshare vacation will exceed their expectations (+8 points over last year) and a +7 point year over year jump in those who would highly recommend timeshare to friends who enjoy vacation travel, to 56%.
- 27% reported taking a timeshare vacation in the past month, a +3 point increase from last November.
- Timeshare owners continue to exhibit more positive attitudes and behaviors than the parallel sample of overall U.S. travelers. 70% of timeshare owners have made a reservation for their next vacation, more than double that of travelers in general. They are 50% more likely to plan to spend more money and 48% 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. 61% of timeshare owners are planning their next timeshare vacation within the next four months.
- Seven in ten timeshare owners are planning to get away for the holidays. That's nearly 40% more likely than for travelers in general.
- Over the next six months, more than half of timeshare owners plan to attend an in person event (concerts, sports, festivals) as part of a timeshare vacation.

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index registered 118.3 in November, a nearly +10 point year over year improvement and it's tenth consecutive month over 100. 80% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation, +7 points better than those who felt the same one year ago.
- 59% strongly expect the overall satisfaction on their next timeshare vacation to exceed expectations, a +8 point lift from a year ago.
- 70% of timeshare owners have made a reservation for their next vacation; more than double the incidence of overall travelers.
- 61% of timeshare owners strongly agree that nothing is going to stop them from taking a vacation, +7 points from last November.
- 44% of timeshare owners plan to upgrade their current timeshare, while 30% plan to purchase additional timeshare product in the next two years, both up from last November.
- While those timeshare owners who strongly agreed that U.S. economic conditions were better than a month ago, slipped to 31%, this is 82% higher than that observed among travelers in general.

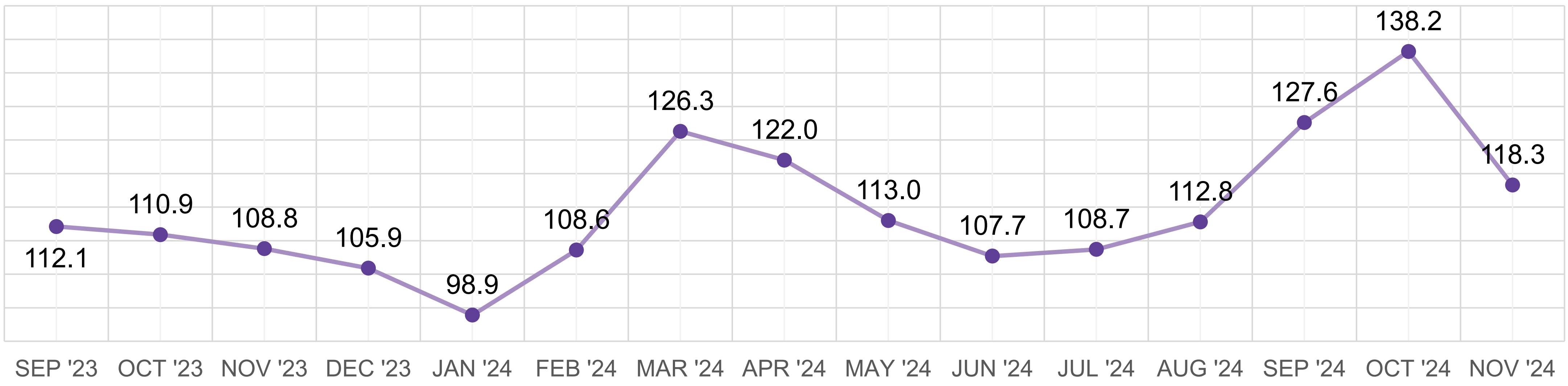
KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

for NOVEMBER 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	↓ 36%	19%	**+89%**
ARE MORE PASSIONATE ABOUT TRAVEL			
Have made a reservation for their next planned vacation	70%	33%	**+112%**
Took a commercial flight in the past month	↓ 38%	↑ 20%	**+90%**
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
Strongly agree that *"Nothing is going to stop me from taking a vacation"*	↓ 61%	↑ 45%	**+36%**
Plan to spend significantly **more time** on vacation over the next six months	↓ 49%	↑ 33%	**+48%**
Plan to spend significantly **more money** on vacation over the next six months	↓ 45%	30%	**+50%**

VACATION OWNERSHIP INDEX FOR NOVEMBER 2024

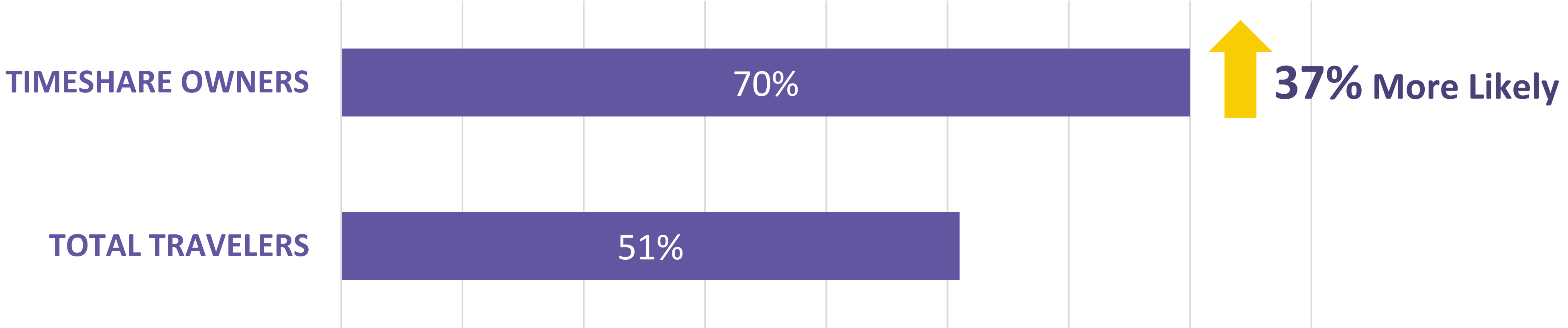
OVERALL VACATION OWNERSHIP SENTIMENT INDEX



Seven in Ten Timeshare Owners are Planning 2024 Holiday Travel

- Nearly 40% more likely to hit the road than travelers in general

Likely to travel 50+ miles from home



A Majority of Timeshare Owners Plan to Travel to Their Timeshare and Attend in Person Events Over the Next Six Months

Q. Which of the following applies to your previous travel and future travel plans?