The Vacation Ownership Sentiment Index: DECEMBER 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:

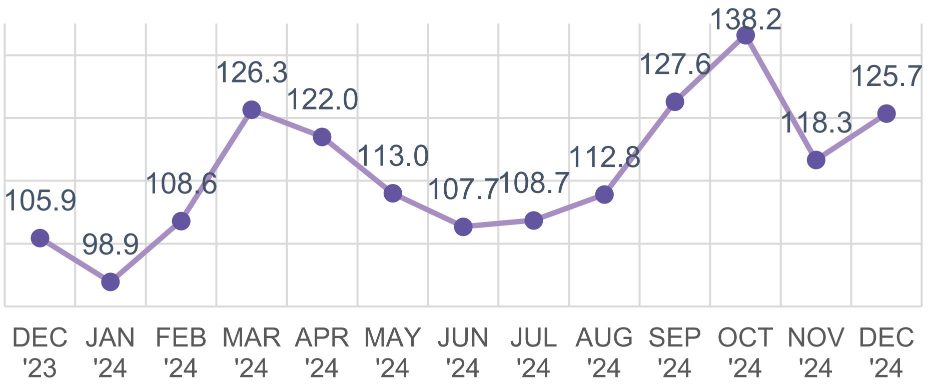
- Online, monthly survey with nationally representative equal samples of 500 U.S. based leisure timeshare owners and augment representative sample of 500 leisure travelers to facilitate comparisons and trend analysis.
  - 10-15 question online survey
  - All respondents to have actively traveled a minimum 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 rebounded to September levels, posting a strong 125.7 in December; its fourth best showing of 2024 and up nearly +20 points from where it was a year ago. The Index is up more than +15 points over the past five months. It has registered over 100 for eleven consecutive months. Indices over 100 indicate positive sentiment.
- This month saw a +9 point improvement in those timeshare owners who strongly agreed that U.S. economic conditions were better than a month ago. All Index measures saw month over month improvement, as well as stronger results versus a year ago. 58% of timeshare owners plan to spend significantly more time on vacation over the next six months, +16 points higher than we saw last year and a +9 point improvement from November. Past month travel among timeshare owners was consistent relative to past month and year over year comparables, with 37% having both flown commercially, and vacationing in the past month.
- 58% strongly agree that owning a timeshare is an exceptional value, up +13 points from last December. 61% strongly expect that their level of satisfaction on their next timeshare vacation will exceed their expectations (+9 points over last year) and a +12 point year over year jump in those who would highly recommend timeshare to friends who enjoy vacation travel, to 59%.
- 23% reported taking a timeshare vacation in the past month, a -3 point decrease from last December.
- Timeshare owners continue to exhibit more positive attitudes and behaviors than the parallel sample of overall U.S. travelers. 60% of timeshare owners have made a reservation for their next vacation, more than double that of travelers in general. They are 26% more likely to plan to spend more money and 81% more likely to spend more time on vacations over the next six months. Timeshare owners remain more active travelers, and are 59% more likely to strongly agree that nothing is going to stop them from taking a vacation. 82% of timeshare owners feel that their most recent vacation was significantly better than the typical vacation, compared to 67% of vacation travelers in general.
- 36% of timeshare owners plan to upgrade their current timeshare, while 29% plan to purchase additional timeshare product in the next two years, both up from a year ago (31% and 22% respectively) and a 10th consecutive month of majority positive sentiment.
- Nearly eight in ten agree that timeshare provides a more conducive environment than standard hotel rooms to allow for remote work.

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index rebounded to a strong 125.7 in December, a nearly +20 point year over year improvement and its 11th consecutive month over 100. 82% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation, +9 points better than those who felt the same one year ago.
- 61% strongly expect the overall satisfaction on their next timeshare vacation to exceed expectations, a +9 point lift from a year ago.
- 60% of timeshare owners have made a reservation for their next vacation; more than double the incidence of overall travelers.
- 62% of timeshare owners strongly agree that nothing is going to stop them from taking a vacation, +10 points from last December.
- 36% of timeshare owners plan to upgrade their current timeshare, while 29% plan to purchase additional timeshare product in the next two years, both up from last December.
- 40% of timeshare owners strongly agreed that U.S. economic conditions were better than a month ago, up +11 points from last year and 135% higher than that observed among travelers in general.

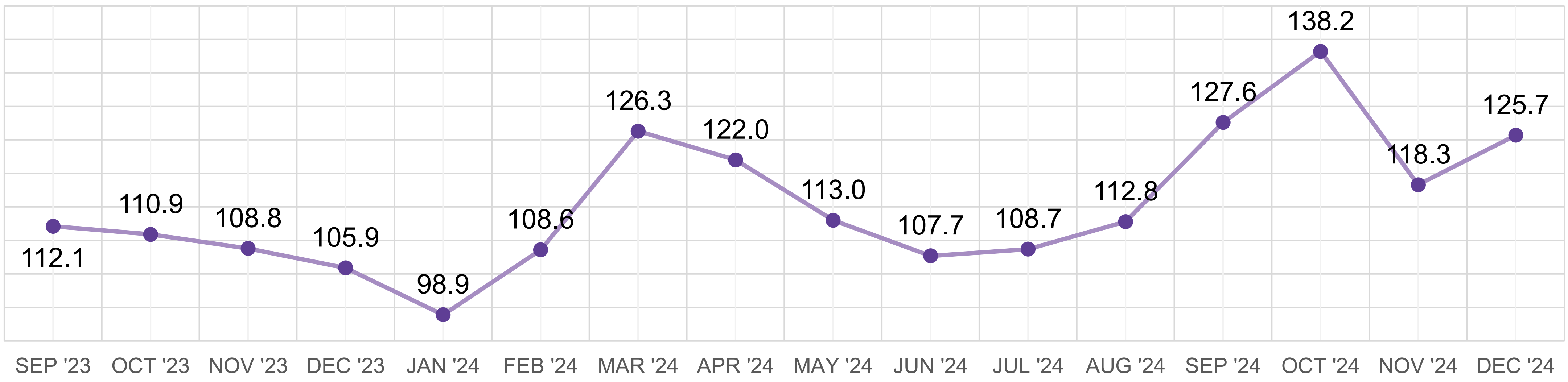
KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

for DECEMBER 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	37%	↑ 21%	**+76%**
ARE MORE PASSIONATE ABOUT TRAVEL			
Have made a reservation for their next planned vacation	↓ 60%	↓ 29%	**+107%**
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”*	62%	↓ 39%	**+59%**
Plan to spend significantly **more time** on vacation over the next six months	↑ 58%	32%	**+81%**
Strongly agree that ”economic conditions in the U.S. are better than they were a month ago.”	↑ 40%	17%	**+135%**

VACATION OWNERSHIP INDEX FOR DECEMBER 2024

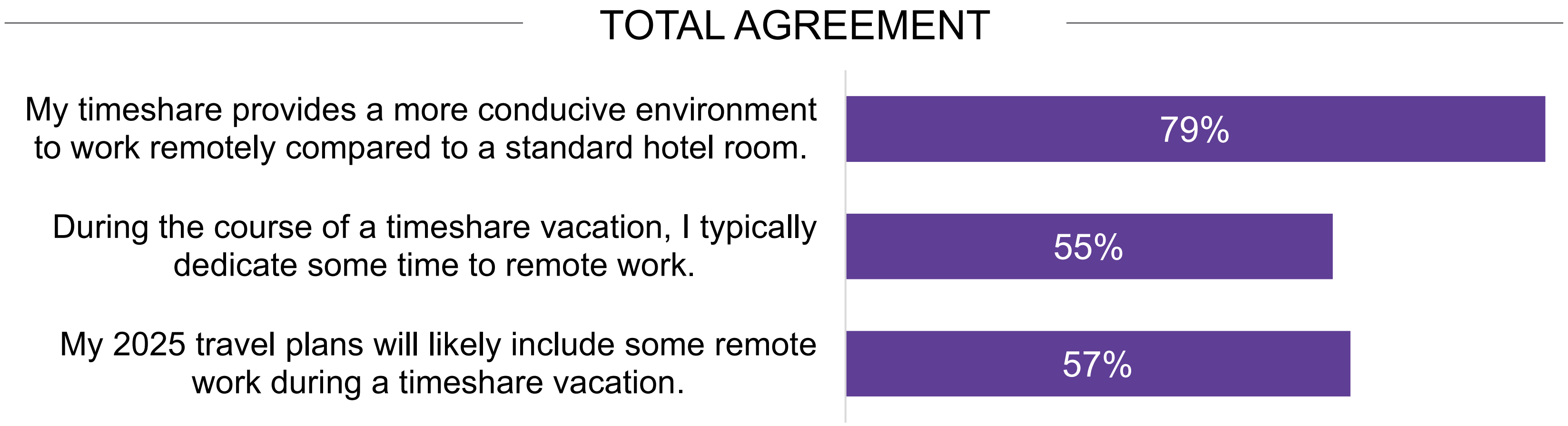
OVERALL VACATION OWNERSHIP SENTIMENT INDEX



SPORTS& LEISURE RESEARCH GROUP

ARDA Research & Insights

Timeshares More Conducive Than Hotels For Remote Work



Q. Which, if any of the following are reasons why timeshares provide a better environment for remote work than hotel rooms?