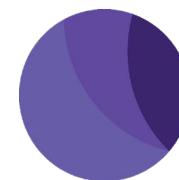


# The Vacation Ownership Sentiment Index: MARCH 2025



**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

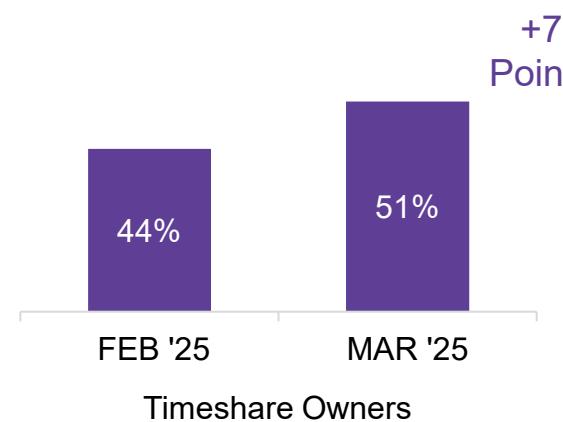
## Study Methodology:

- 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. This report includes data collected in late March of 2025, prior to early April's financial market volatility.
  - 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.

## Key Take-Aways

Overall Vacation Ownership Index **Up** to **113.1** driven by: **8 of 11** Measures Up  
(Among the Biggest Movers)

*Owning a timeshare is an exceptional value.*

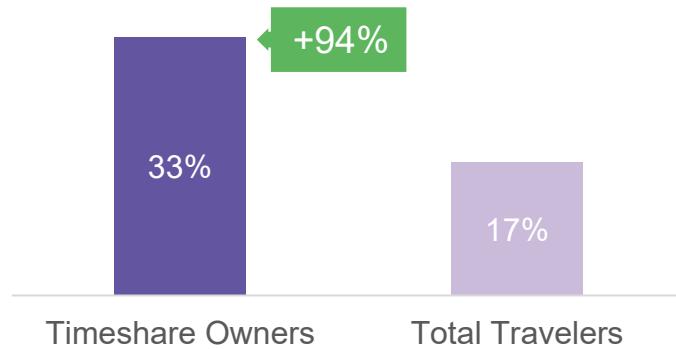


*I would highly recommend timeshare ownership to my friends who enjoy vacation travel.*

up **+8 points** from last month and up **+11 points** from January



Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging within the past month

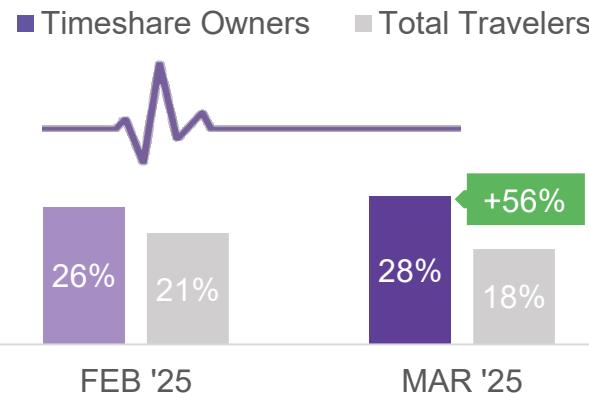


=Timeshare Advantage

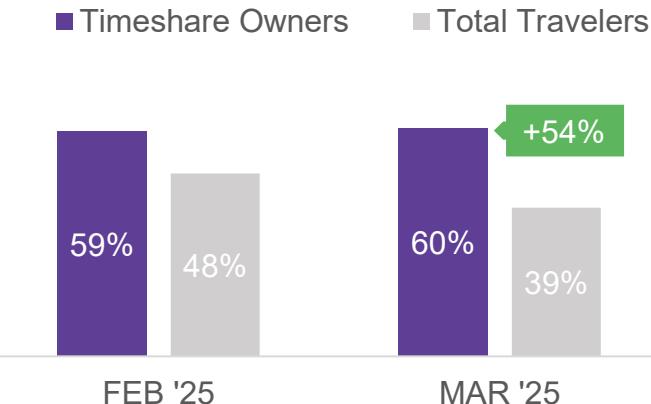
# Key Take-Aways

## Timeshare Owners Continue to Actualize Despite Tepid Economic Outlook

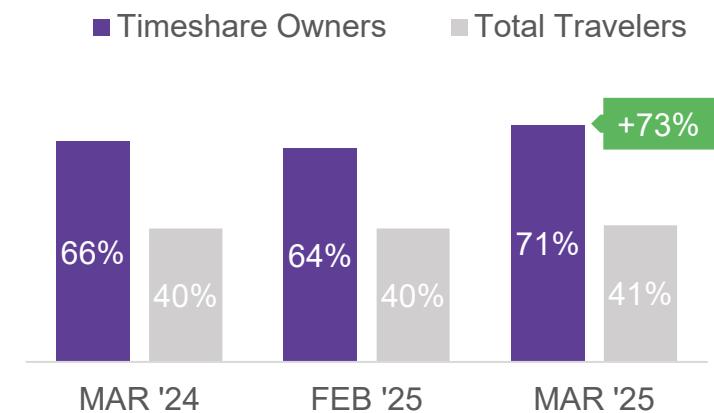
*Economic conditions in the U.S. are better than they were a month ago.*



*Strongly agree that “Nothing is going to stop me from taking a vacation.”*



*Made a reservation for their next planned vacation.*



**Booking windows have narrowed, as 39% of timeshare owners strongly agree that “It’s more important now to book a vacation further out from my travel dates than it was six months ago,” down -13 points from YAG.**

◀ =Timeshare Advantage

# The Vacation Ownership Sentiment Index: MARCH 2025

## OVERALL

### Vacation Ownership Sentiment Index



## KEY FACTORS

### that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index improved to 113.1 in March, its 14th consecutive month over 100. 78% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation, +18% better than overall travelers.
- Those who would highly recommend timeshare ownership to friends was up +8 points in March, while those considering timeshare ownership to be an exceptional value, rose +7 points this month.
- 77% of timeshare owners strongly considered their most recent vacation to be an exceptional experience, up +5 points from February.
- 71% of timeshare owners have made a reservation for their next vacation; a + 12 point improvement over January and 73% higher than the incidence of overall travelers.
- 60% of timeshare owners strongly agree that nothing is going to stop them from taking a vacation, +54% higher than travelers overall.
- 59% of timeshare owners plan to take their next timeshare vacation within four months.
- While only 28% of timeshare owners strongly agreed that U.S. economic conditions were better than a month ago, that is 56% higher than that observed among travelers in general.

## KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

for MARCH of 2025 (arrows reflect meaningful month over month movement)

### SHOW GREATER RECENTY OF TRAVEL

Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging

|  | Timeshare Owners | Total Travelers | Timeshare Advantage |
|--|------------------|-----------------|---------------------|
|  | 33%              | 17%             | +94%                |
|  | 71%              | 41%             | +73%                |
|  | 30%              | 16%             | +88%                |

### ARE MORE PASSIONATE ABOUT TRAVEL

Have made a reservation for their next planned vacation

Took a commercial flight in the past month

### NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS

Strongly agree that *"Nothing is going to stop me from taking a vacation"*

Plan to spend significantly **more time** on vacation over the next six months

Strongly agree that "economic conditions in the U.S. are better than they were a month ago."



## VACATION OWNERSHIP INDEX FOR MARCH 2025

### OVERALL VACATION OWNERSHIP SENTIMENT INDEX



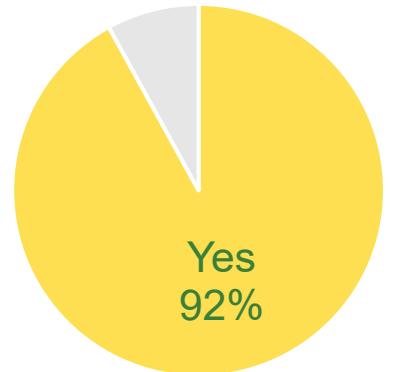
# Timeshare Resorts will be a Prime Summer Driving Destination



**62% Agree**

*I'm planning to drive to a timeshare resort, this Summer.*

Thinking about your summer travel plans that include driving to a destination, are you planning to spend at least one night at a timeshare resort during these travels?



Which of the following, if any, are you planning to do this summer?

