

# The Vacation Ownership Sentiment Index: APRIL 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

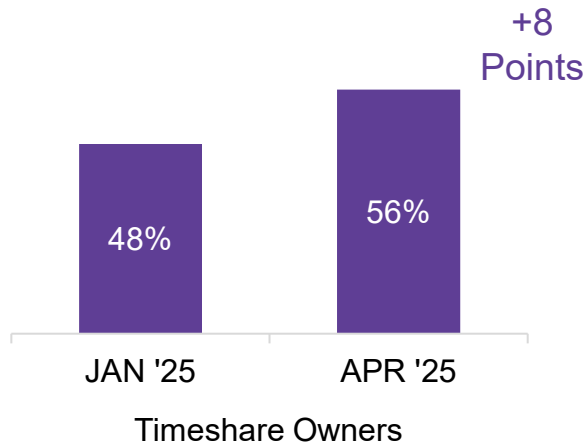
## Study Methodology:

- 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.
  - 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 **115.4** driven by: **7 of 11** Measures Up  
(Among the Biggest Movers)

*I expect my overall satisfaction on my next timeshare vacation to exceed my expectations.*

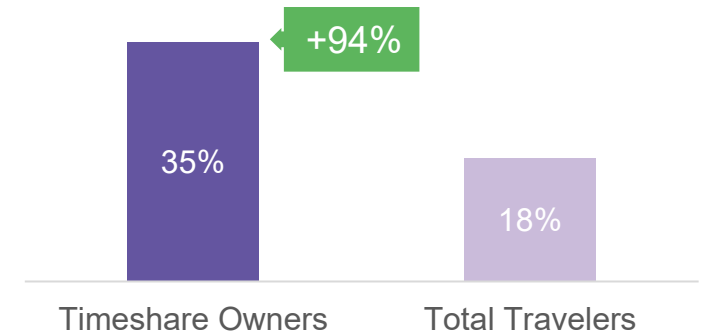


*I would highly recommend timeshare ownership to my friends who enjoy vacation travel.*

**up +2 points** from last month and **up +13 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

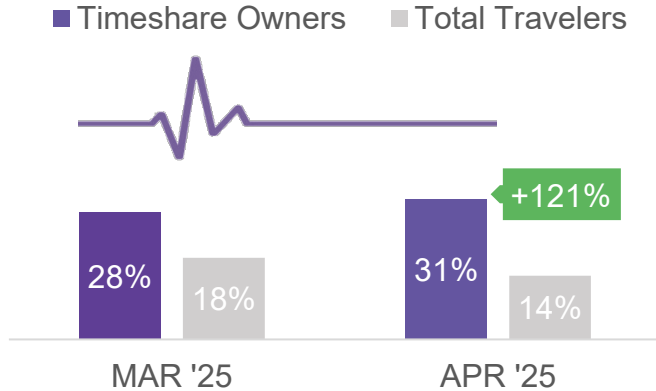


**← =Timeshare Advantage**

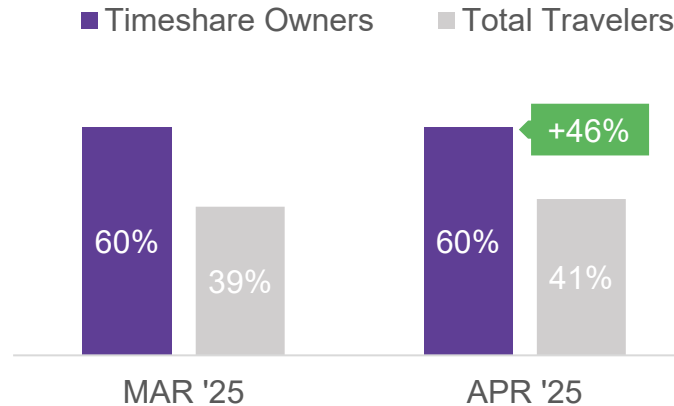
# Key Take-Aways

## Timeshare Owners Continue to Actualize Despite Tepid Economic Outlook

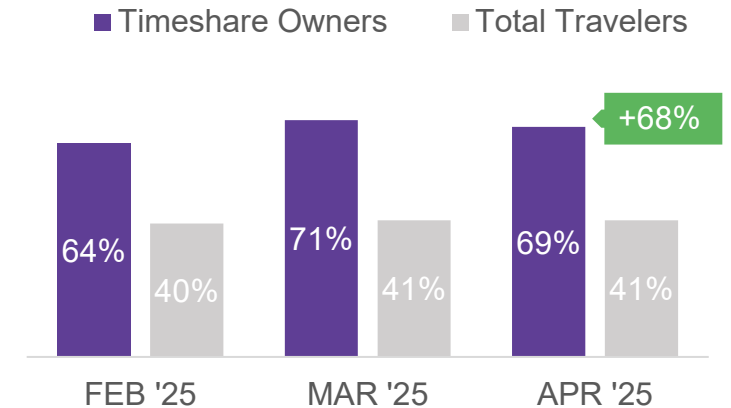
*Economic conditions in the U.S. are better than they were a month ago.*



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



*Made a reservation for their next planned vacation.*

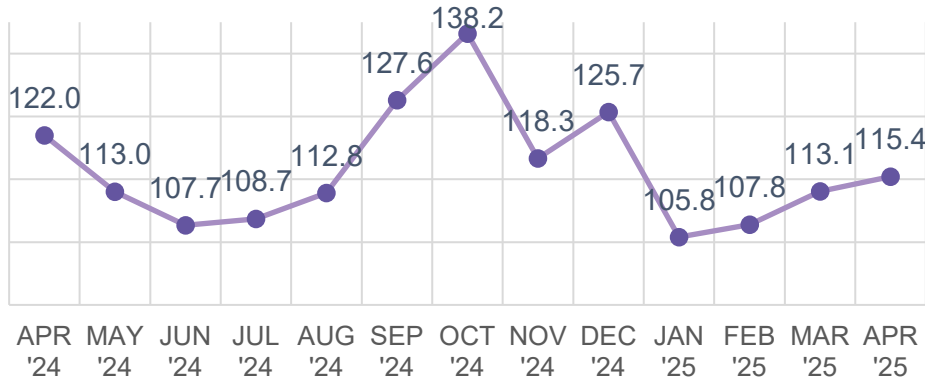


In an uncertain economy, timeshare owners appreciate the value of timeshares, with **81% agreeing** that having a timeshare helps them to save money when they go on vacation. **More than three quarters agree** that they are able to go on vacation even when on a budget because they have a timeshare.

← =Timeshare Advantage

**OVERALL**

Vacation Ownership Sentiment Index



















**KEY FACTORS**

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index improved to 115.4 in April, its 15th consecutive month over 100. 80% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation, +21% better than overall travelers.
- Those who would highly recommend timeshare ownership to friends is up +13 points YTD, while those considering timeshare ownership to be an exceptional value, has risen +11 points over the same four-month period.
- 75% of timeshare owners strongly considered their most recent vacation to be an exceptional experience.
- 69% of timeshare owners have made a reservation for their next vacation; a + 10 point improvement over January and 68% higher than the incidence of overall travelers.
- 60% of timeshare owners strongly agree that nothing is going to stop them from taking a vacation, +46% higher than travelers overall.
- 53% of timeshare owners plan to take their next timeshare vacation within four months.
- While only 31% of timeshare owners strongly agreed that U.S. economic conditions were better than a month ago, that is more than double the incidence observed among travelers in general.

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

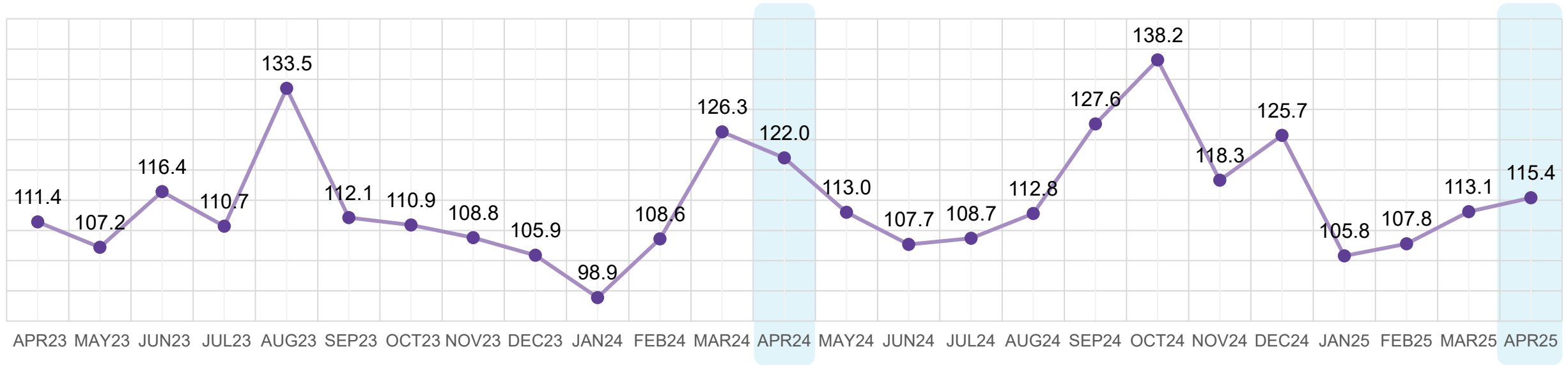
for APRIL of 2025 (arrows reflect meaningful month over month movement)

	 Timeshare Owners	 Total Travelers	 Timeshare Advantage
<b>SHOW GREATER REGENCY OF TRAVEL</b>			
 Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging	 35%	18%	<b>+94%</b>
<b>ARE MORE PASSIONATE ABOUT TRAVEL</b>			
 Have made a reservation for their next planned vacation	 69%	41%	<b>+68%</b>
 Took a commercial flight in the past month	 35%	 19%	<b>+84%</b>
<b>NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS</b>			
 Strongly agree that "Nothing is going to stop me from taking a vacation"	60%	 41%	<b>+46%</b>
 Plan to spend significantly <b>more time</b> on vacation over the next six months	49%	30%	<b>+63%</b>
 Strongly agree that "economic conditions in the U.S. are better than they were a month ago."	 31%	 14%	<b>+121%</b>



# VACATION OWNERSHIP INDEX FOR APRIL 2025

## OVERALL VACATION OWNERSHIP SENTIMENT INDEX



## In an Uncertain Economy, Owners Appreciate the Value of Timeshares



**81% AGREE**

*Having a timeshare helps me save money when I go on vacations.*



**77% AGREE**

*I am able to go on vacation even when I am on a budget because I have a timeshare.*



**73% AGREE**

*The prepaid nature of timeshare is particularly appealing to me now, in uncertain economic times.*