The Vacation Ownership Sentiment Index: MAY 2025

ARDA Research & Insights

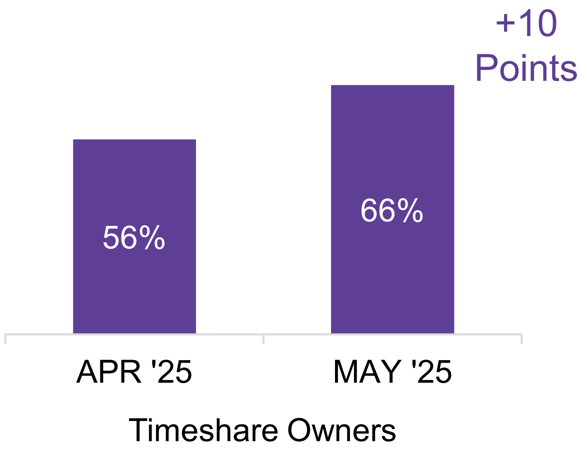
PREPARED BY: SPORTS& LEISURE RESEARCH GROUP

Key Take-Aways

Overall Vacation Ownership Index **up** to 135.3 driven by: 11 of 11 Measures Up

(Among the Biggest Movers)

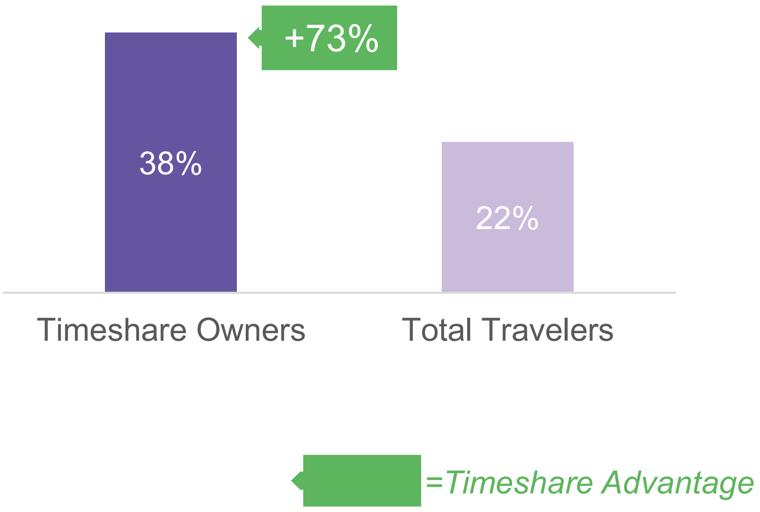
I expect my overall satisfaction on my next timeshare vacation to exceed my expectations.



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

up +9 points from last month and up +22 points from January

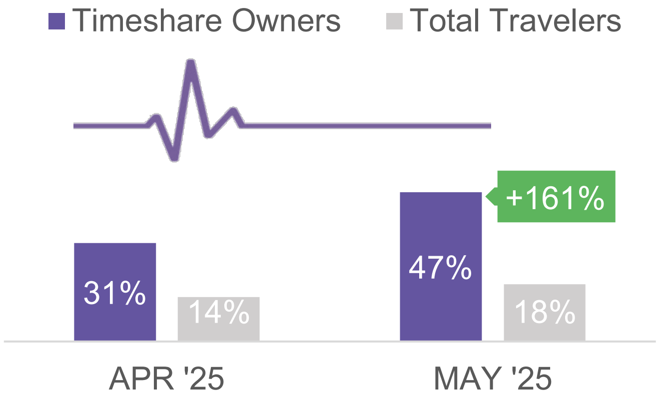
Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging within the past month



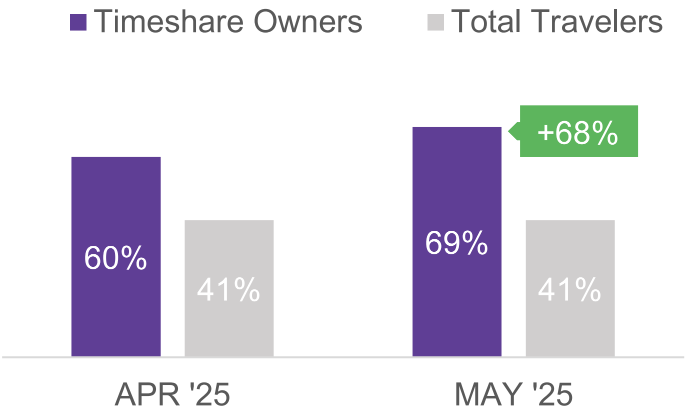
Key Take-Aways

Timeshare Owners Continue to Actualize with improved economic outlook

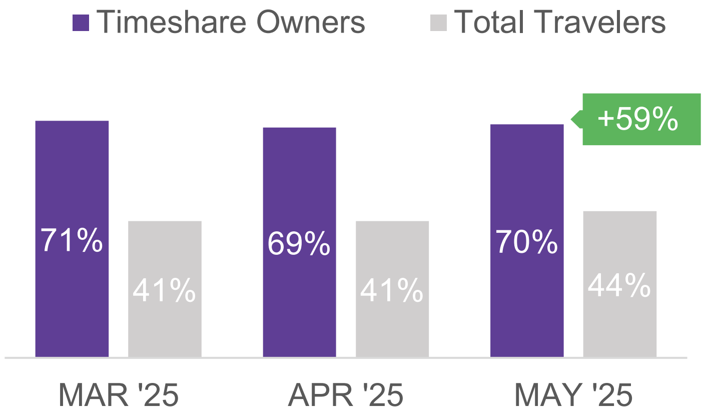
Economic conditions in the U.S. are better than they were a month ago.



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



Made a reservation for their next planned vacation.

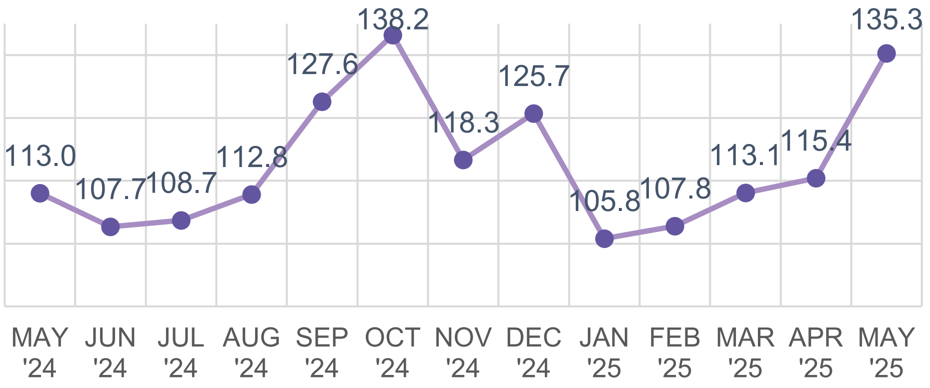


Timeshare owners plan to hit the road, with nearly **THREE IN FOUR** planning to drive to a timeshare resort this Summer. **NINE IN TEN** are planning to spend at least one night at a timeshare resort during their summer travels that include driving to a destination.

=Timeshare Advantage

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index improved to a seven month high of 135.3. 83% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation,+28% better than overall travelers.
- Those who would highly recommend timeshare ownership to friends is up +22 points YTD, while those considering timeshare ownership to be an exceptional value, has risen +24 points over the same five month period.
- 83% of timeshare owners strongly considered their most recent vacation to be an exceptional experience.
- 70% of timeshare owners have made a reservation for their next vacation; a + 11 point improvement over January and 59% higher than the incidence of overall travelers.
- 69% of timeshare owners strongly agree that nothing is going to stop them from taking a vacation, +68% higher than travelers overall.
- 70% of timeshare owners plan to take their next timeshare vacation within four months.
- 47% of timeshare owners strongly agreed that U.S. economic conditions were better than a month ago, that is more than two and a half times the incidence observed among travelers in general.

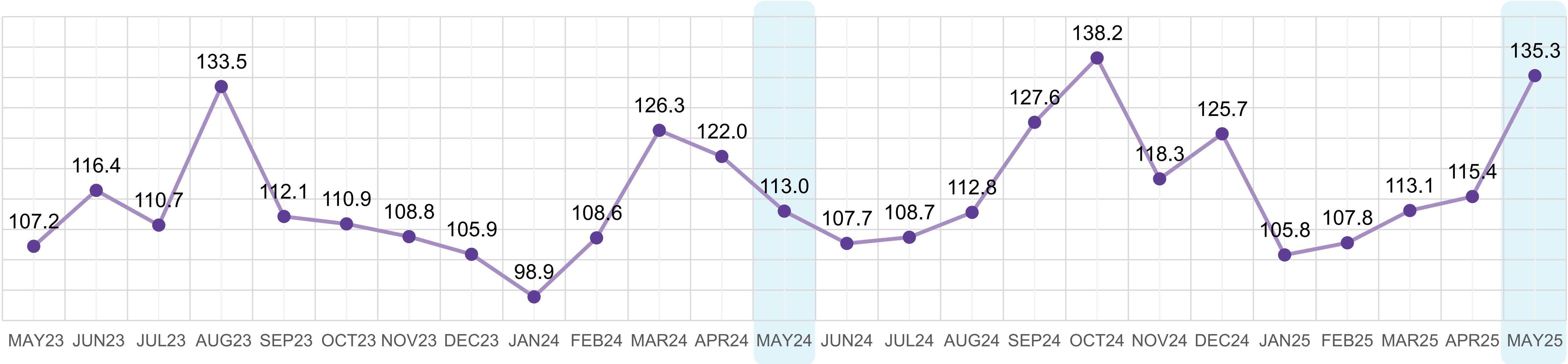
KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

for MAY of 2025 (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	↑ 38%	↑ 22%	**+73%**
ARE MORE PASSIONATE ABOUT TRAVEL			
Have made a reservation for their next planned vacation	70%	↑ 44%	**+59%**
Took a commercial flight in the past month	↑ 37%	↑ 23%	**+61%**
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
Strongly agree that *"Nothing is going to stop me from taking a vacation"*	↑ 69%	41%	**+68%**
Plan to spend significantly **more time** on vacation over the next six months	↑ 64%	↑ 32%	**+100%**
Strongly agree that "economic conditions in the U.S. are better than they were a month ago."	↑ 47%	↑ 18%	**+161%**

VACATION OWNERSHIP INDEX FOR MAY 2025

OVERALL VACATION OWNERSHIP SENTIMENT INDEX



Timeshare Owners Plan to Hit the Road This Summer

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

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

TOTAL AGREE

72% vs. 62% in March

90%

of timeshare owners who plan to drive to a vacation destination are planning to spend at least one night at a timeshare resort during their summer travels

APPENDIX

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.