

The Vacation Ownership Sentiment Index: JUNE 2025

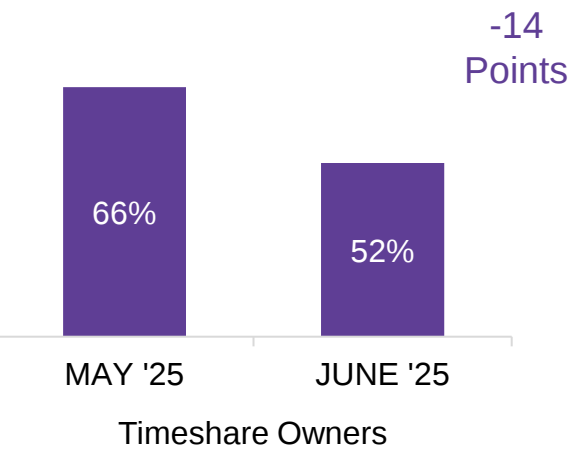


ARDA
Research & Insights

Key Take-Aways

Overall Vacation Ownership Index at **110.6** Among Key Drivers:

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

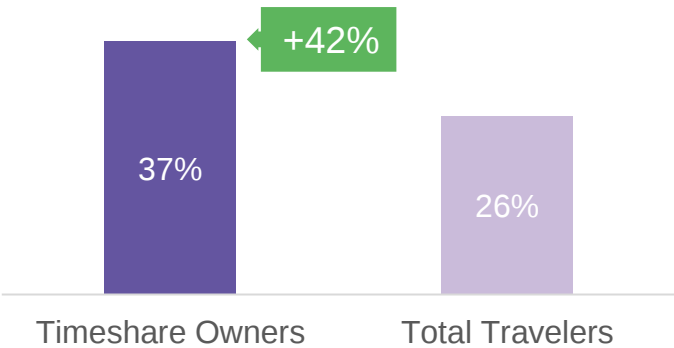


I would highly recommend timeshare ownership to my friends who enjoy vacation travel.

Down 14 points from last month but up +8 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

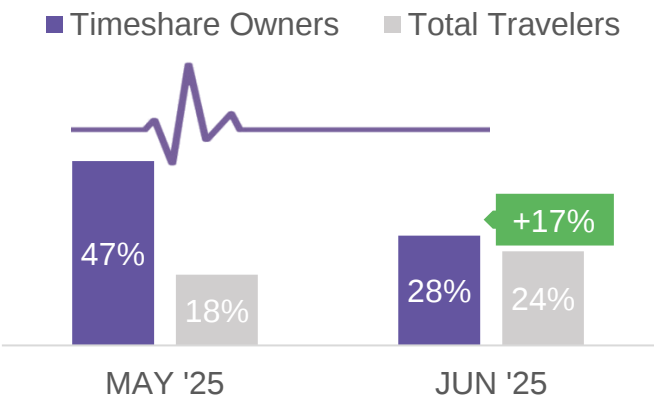


← =Timeshare Advantage

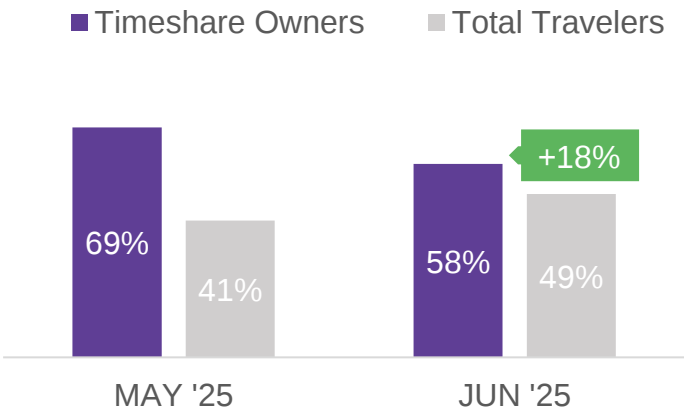
Key Take-Aways

Timeshare Owners Continue to Actualize despite economic outlook

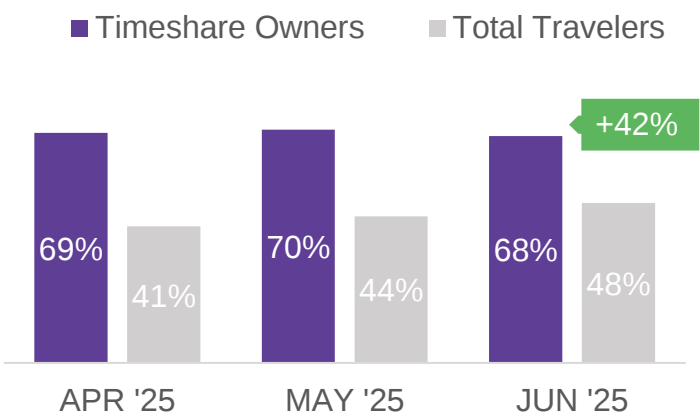
Economic conditions in the U.S. are better than they were a month ago.



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



Made a reservation for their next planned vacation.

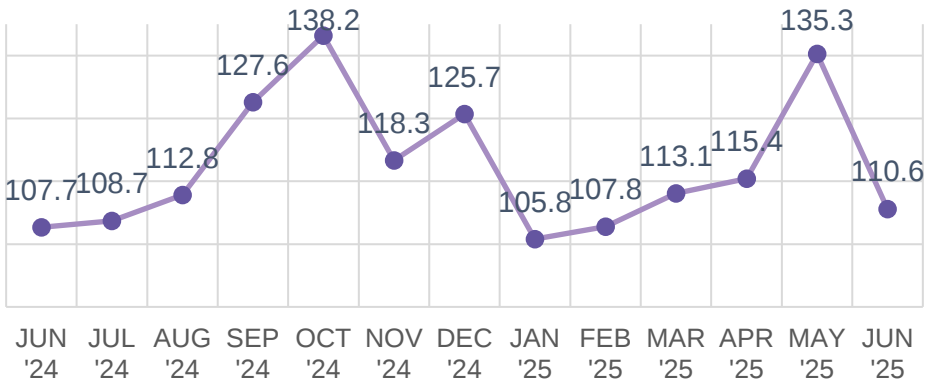


ONE THIRD of timeshare owners plan to increase their travel this Summer, relative to last year. NEARLY SEVEN IN TEN of them will be spending more time at their timeshare and/or an affiliated resort than last year.

← =Timeshare Advantage

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index registered 110.6 in June, returning to early Spring levels after a one month spike. The index remains up 2.9 points from where it stood a year ago. More than 3/4 of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation for a tenth consecutive month.
- Those who would highly recommend timeshare ownership to friends and those considering timeshare ownership to be an exceptional value, have each risen +8 points YTD.
- 72% of timeshare owners strongly considered their most recent vacation to be an exceptional experience; up +4 points from a year ago.
- 68% of timeshare owners have made a reservation for their next vacation; a + 9 point improvement over January and 42% higher than the incidence of overall travelers.
- 61% of timeshare owners plan to take their next timeshare vacation within four months.
- A third of timeshare owners are planning more trips this Summer relative to last year versus only a quarter of travelers in general who expect to do the same.

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

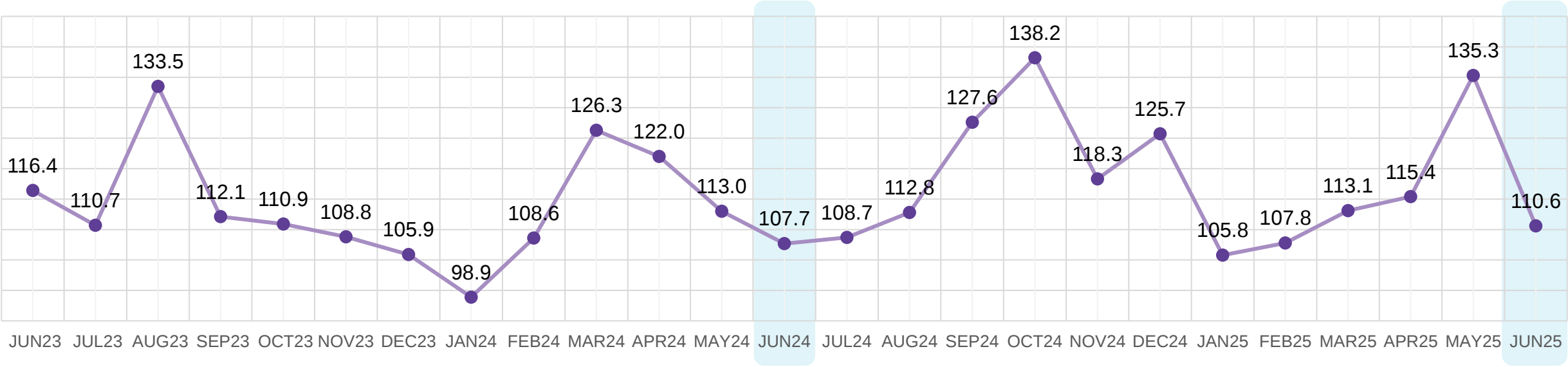
for JUNE of 2025 (arrows reflect meaningful month over month movement)

	 Timeshare Owners	 Total Travelers	 Timeshare Advantage
SHOW GREATER REGENCY OF TRAVEL			
 Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging	37%	 26%	+42%
ARE MORE PASSIONATE ABOUT TRAVEL			
 Have made a reservation for their next planned vacation	 68%	 48%	+42%
 Took a commercial flight in the past month	 31%	 21%	+48%
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
 Strongly agree that “Nothing is going to stop me from taking a vacation”	 58%	 49%	+18%
 Plan to spend significantly more time on vacation over the next six months	 46%	 38%	+21%
 Strongly agree that “economic conditions in the U.S. are better than they were a month ago.”	 28%	 24%	+17%



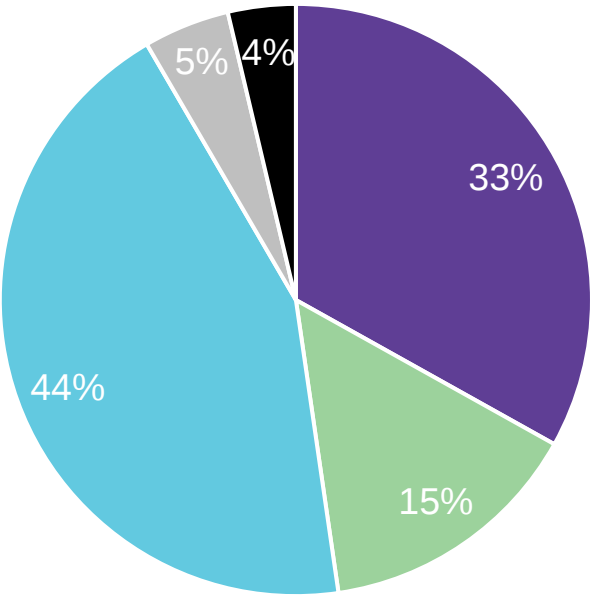
VACATION OWNERSHIP INDEX FOR JUNE 2025

OVERALL VACATION OWNERSHIP SENTIMENT INDEX



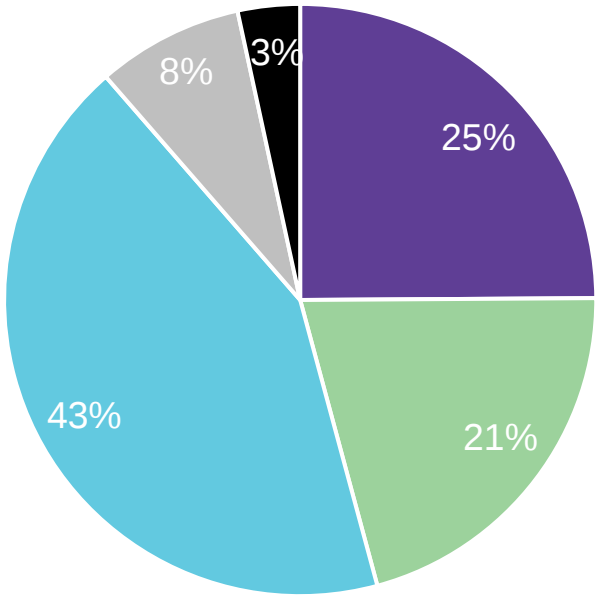
More Timeshare Owners Planning to Increase Summer Travel vs. Overall Travelers

Q. Which of the following applies to your 2025 Summer travel plans relative to your 2024 Summer travel?



TIMESHARE OWNERS

- I'm planning more trips this Summer
- I'm planning fewer trips this Summer
- The number of trips I'm taking haven't changed
- I won't be traveling this Summer, whereas I did last Summer
- I won't be traveling this Summer, and I didn't last Summer, either

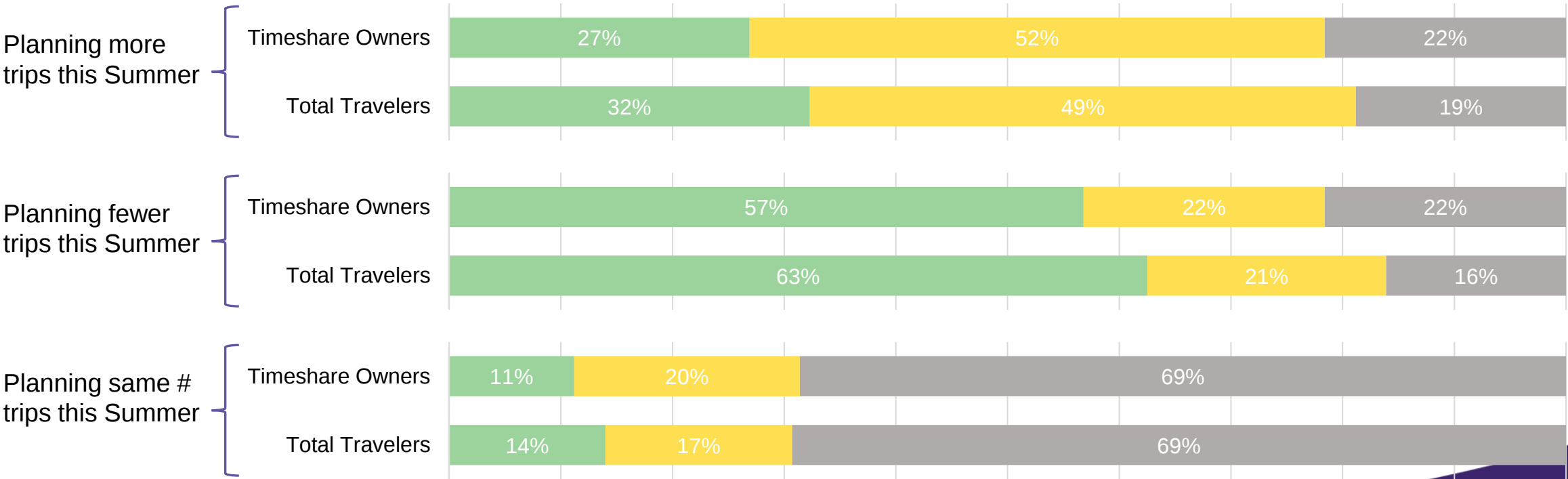


TOTAL TRAVELERS

Timeshare Owners Planning Trips of Longer Duration than Travelers in General

DURATION OF TRIPS THIS SUMMER

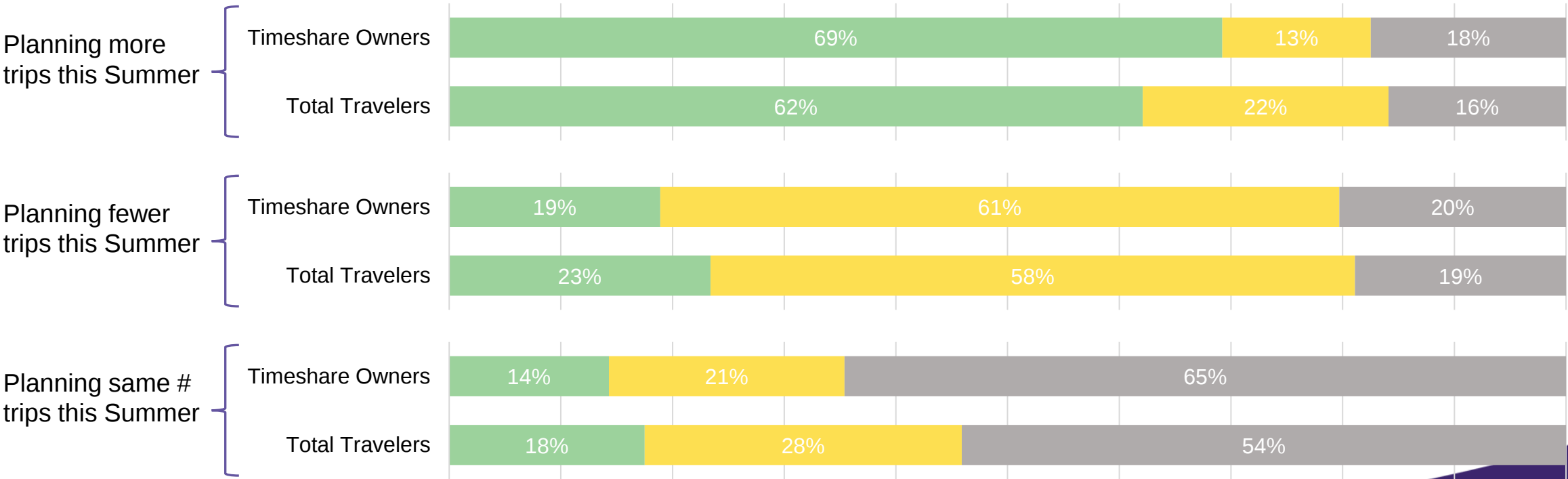
- The trips that I take will be of **shorter** duration this Summer.
- The trips that I take will be of **longer** duration this Summer.
- The trips that I take will be **similar** in duration to last Summer.



The Most Active Timeshare Owners will be Traveling Further From Home

DISTANCE OF TRAVEL

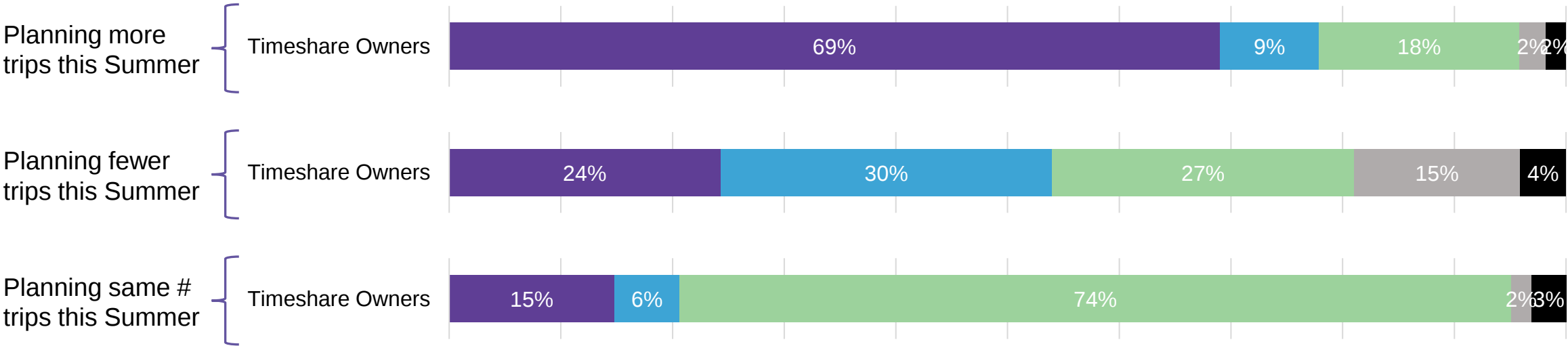
- I'll be traveling **further** away from home this Summer.
- I'll be traveling **closer** to home this Summer.
- I'll be traveling the **same distance** from home as I did last Summer.



The Most Active Timeshare Owners Will Spend More Time at Their Timeshare

AMOUNT OF TIME SPENT AT TIMESHARE

- I will be spending more time at my timeshare and/or an affiliated resort than last year.
- I will be spending less time at my timeshare and/or an affiliated resort than last year.
- I will be spending the same amount of time as I did last year at my timeshare or an affiliated resort.
- I won't be spending any time at my timeshare and/or an affiliated resort this Summer, while I did last Summer.
- I won't be spending any time at my timeshare and/or an affiliated resort this Summer, and I didn't last Summer, either.



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.