

The Vacation Ownership Sentiment Index: JULY 2025

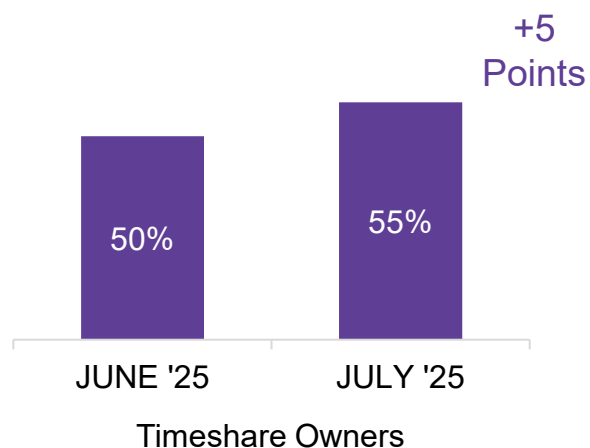


ARDA
Research & Insights

Key Take-Aways

Overall Vacation Ownership Index at **122.7** driven by: **11 of 11** Measures Up
(Among the Biggest Movers)

I expect the level of service on my next vacation to exceed my expectations.

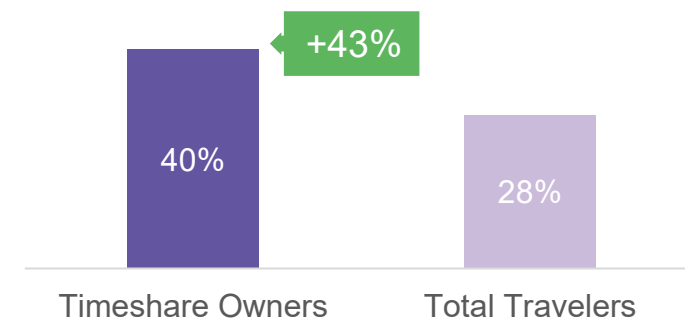


I would highly recommend timeshare ownership to my friends who enjoy vacation travel.

Up 6 points from last month and up +14 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

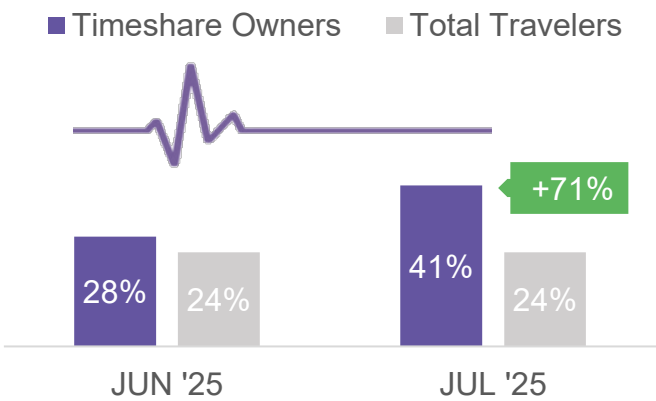


← =Timeshare Advantage

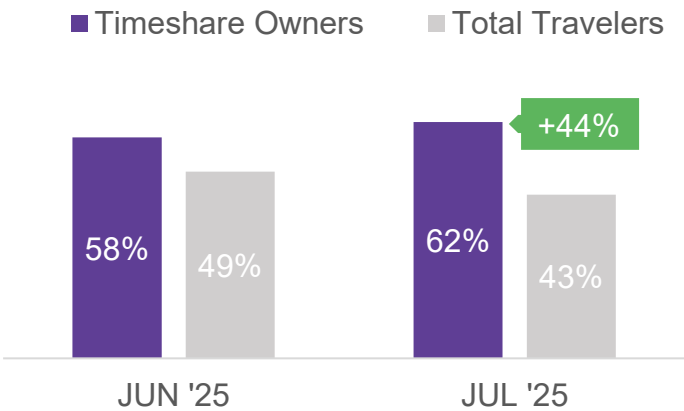
Key Take-Aways

Timeshare Owners Continue to Actualize with Improved Economic Outlook

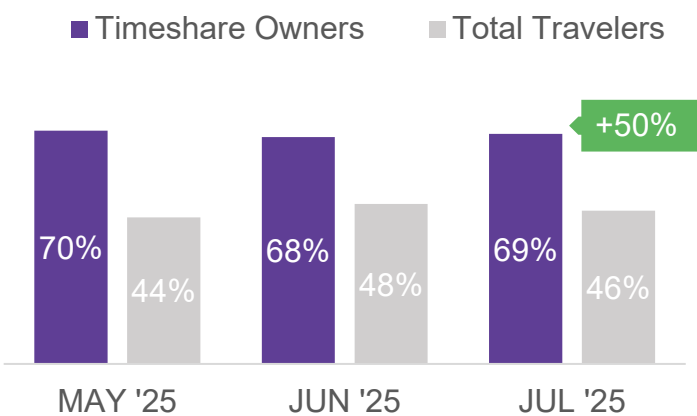
Economic conditions in the U.S. are better than they were a month ago.



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



Made a reservation for their next planned vacation.

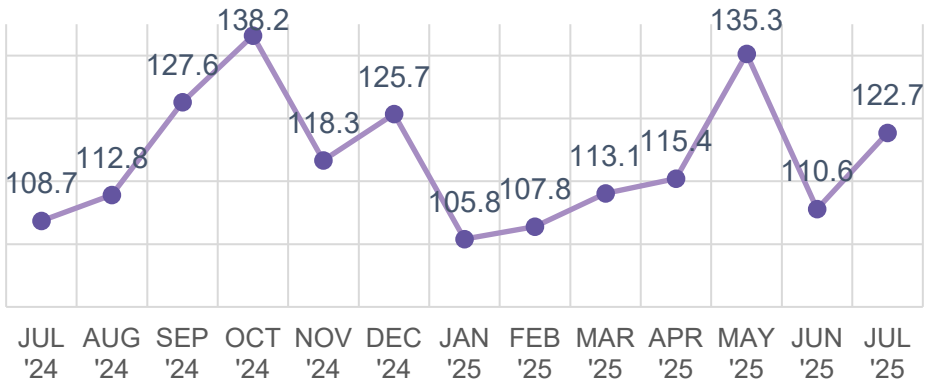


Timeshare owners are looking forward to Fall travel, with nearly **NINE IN TEN** planning a trip and **NEARLY A THIRD** planning to utilize their timeshare.

← =Timeshare Advantage

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index registered 122.7 in July, it's second best showing in 2025, and up 12 points from last month. The index is up 14 points from where it stood a year ago. More than 80% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation for the third time in the past four months.
- Those who would highly recommend timeshare ownership to friends and those considering timeshare ownership to be an exceptional value, have each risen more than +12 points YTD.
- 78% of timeshare owners strongly considered their most recent vacation to be an exceptional experience; up +7 points from a year ago.
- 69% of timeshare owners have made a reservation for their next vacation; a + 10 point improvement over January and 50% higher than the incidence of overall travelers.
- 62% of timeshare owners plan to take their next timeshare vacation within four months.
- 86% of timeshare owners are planning to travel this September or October versus 70% of travelers in general who expect to do the same.

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

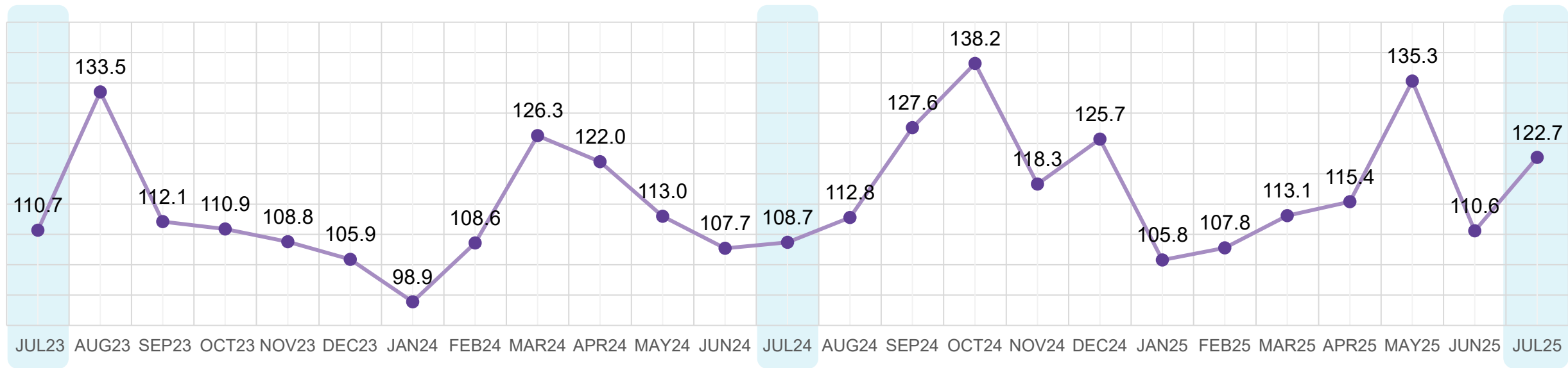
for JULY of 2025 (arrows reflect meaningful month over month movement)

	 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	↑ 40%	↑ 28%	+43%
ARE MORE PASSIONATE ABOUT TRAVEL			
 Have made a reservation for their next planned vacation	69%	↓ 46%	+50%
 Took a commercial flight in the past month	31%	↓ 19%	+72%
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
 Strongly agree that “Nothing is going to stop me from taking a vacation”	↑ 62%	↓ 43%	+44%
 Plan to spend significantly more time on vacation over the next six months	↑ 51%	↓ 33%	+55%
 Strongly agree that “economic conditions in the U.S. are better than they were a month ago.”	↑ 41%	24%	+71%



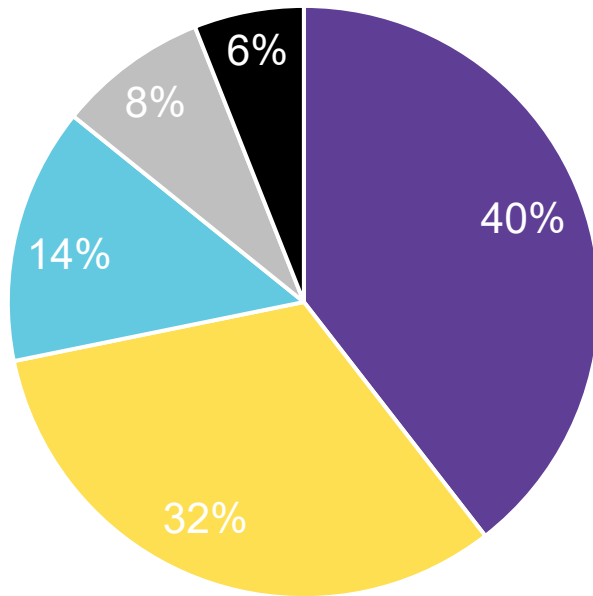
VACATION OWNERSHIP INDEX FOR JULY 2025

OVERALL VACATION OWNERSHIP SENTIMENT INDEX



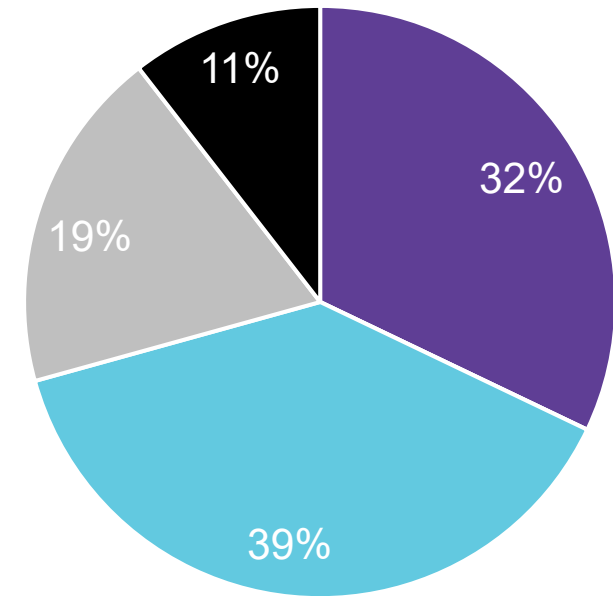
86% of Timeshare Owners Planning to Travel This Fall

Q. Which of the following best describes your plans for September and/or October of this year?



TIMESHARE OWNERS

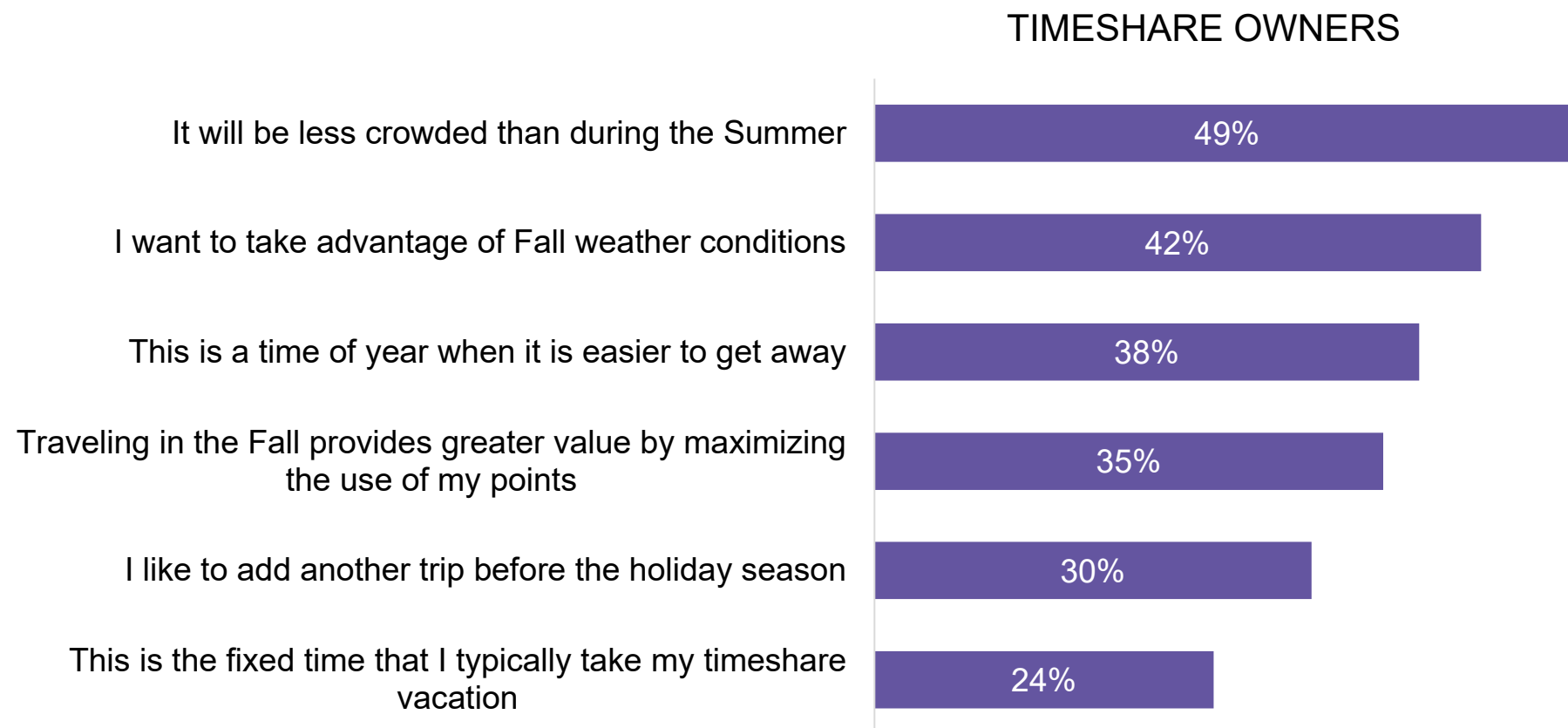
-  I am likely to travel 50+ miles from home and stay with friends or family
-  I am likely to stay at my timeshare resort or exchange to a different timeshare resort during this time period
-  I am likely to travel 50+ miles from home and stay in other paid lodging
-  I am not likely to travel 50+ miles from home
-  I am undecided at this point



TOTAL TRAVELERS

Timeshare Owners See Advantages of Fall Travel

Q. Which if any of the following, are reasons why you are planning travel to your timeshare this Fall?



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.