

The Vacation Ownership Sentiment Index: AUGUST 2025



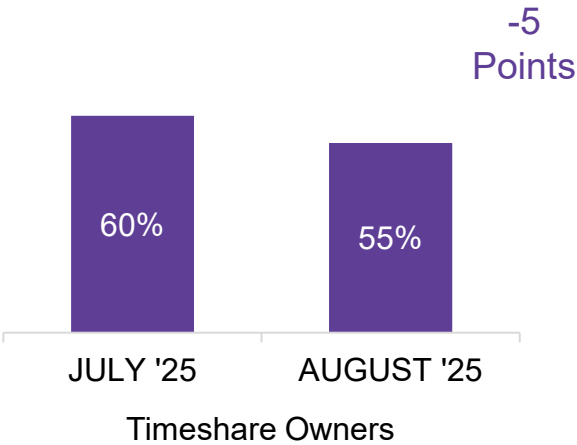
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Research & Insights

Key Take-Aways

Overall Vacation Ownership Index at **112.0**

(Among the Biggest Movers)

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

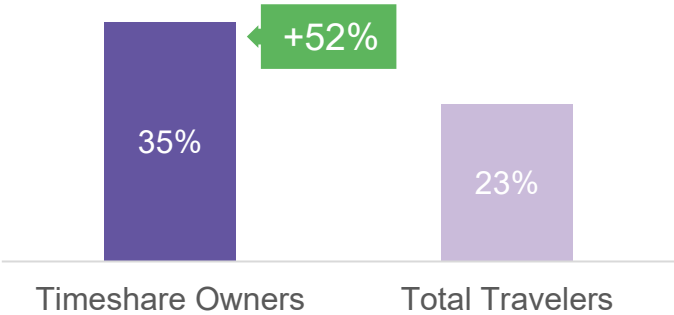


I would highly recommend timeshare ownership to my friends who enjoy vacation travel.

Down 4 pts from last month but up +10 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

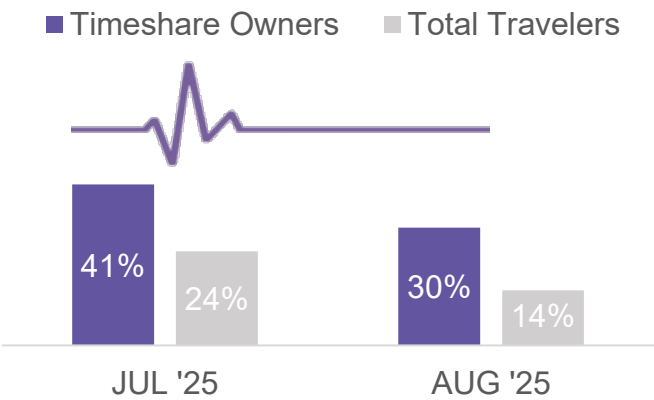


← =Timeshare Advantage

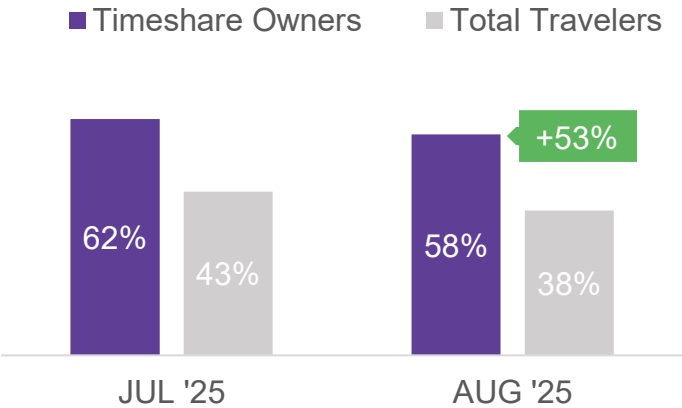
Key Take-Aways

Timeshare Owners Continue to Actualize Despite Sharp Drop in Economic Outlook

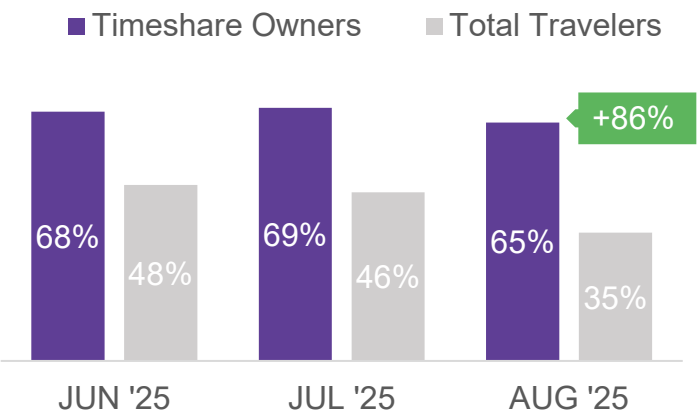
Economic conditions in the U.S. are better than they were a month ago.



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



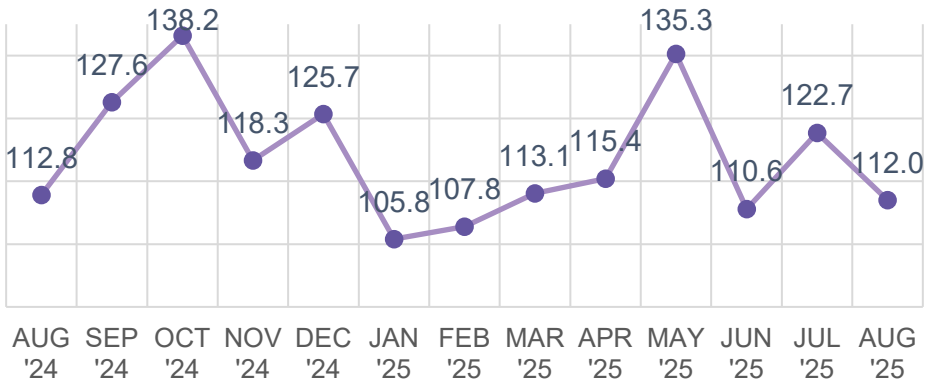
Made a reservation for their next planned vacation.



← =Timeshare Advantage

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index registered 112.0 in August, in line with where it was a year ago and up more than six points from January. More than 75% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation for the twelfth consecutive month.
- Those who would highly recommend timeshare ownership to friends and those considering timeshare ownership to be an exceptional value, have each risen more than +8 points YTD.
- 72% of timeshare owners strongly considered their most recent vacation to be an exceptional experience.
- 65% of timeshare owners have made a reservation for their next vacation; a + 6 point improvement over January and 86% higher than the incidence of overall travelers.
- 61% of timeshare owners plan to take their next timeshare vacation within four months.
- 47% of timeshare owners are planning to spend significantly more time on vacation over the next six months, a 57% higher incidence than travelers in general who plan to do the same.

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

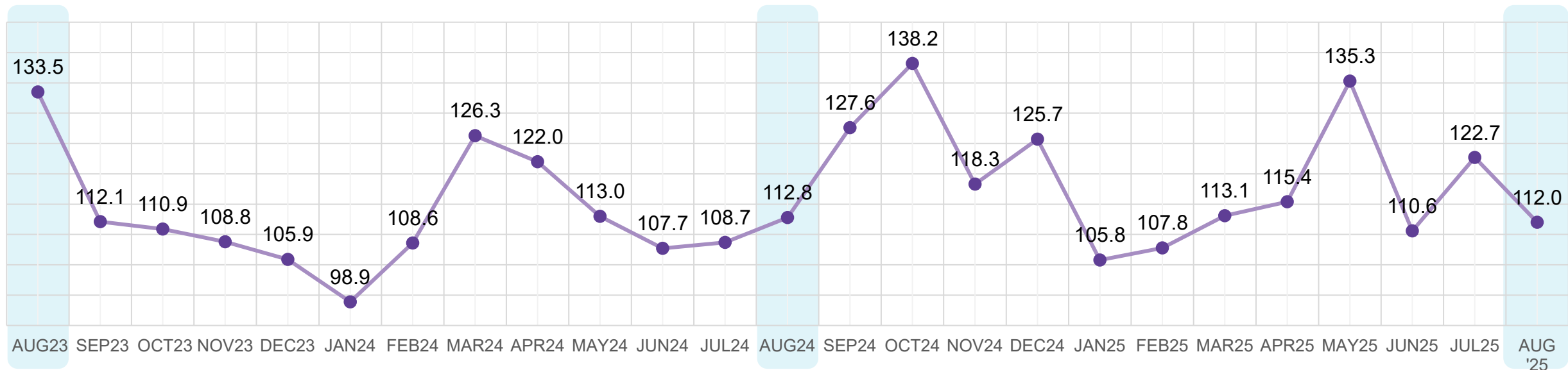
for AUGUST of 2025 (arrows reflect meaningful month over month movement)

	 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	↓ 35%	↓ 23%	+52%
ARE MORE PASSIONATE ABOUT TRAVEL			
 Have made a reservation for their next planned vacation	↓ 65%	↓ 35%	+86%
 Took a commercial flight in the past month	↓ 29%	↑ 21%	+38%
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
 Strongly agree that “Nothing is going to stop me from taking a vacation”	↓ 58%	↓ 38%	+53%
 Plan to spend significantly more time on vacation over the next six months	↓ 47%	↓ 30%	+57%
 Strongly agree that “economic conditions in the U.S. are better than they were a month ago.”	↓ 30%	↓ 14%	+114%

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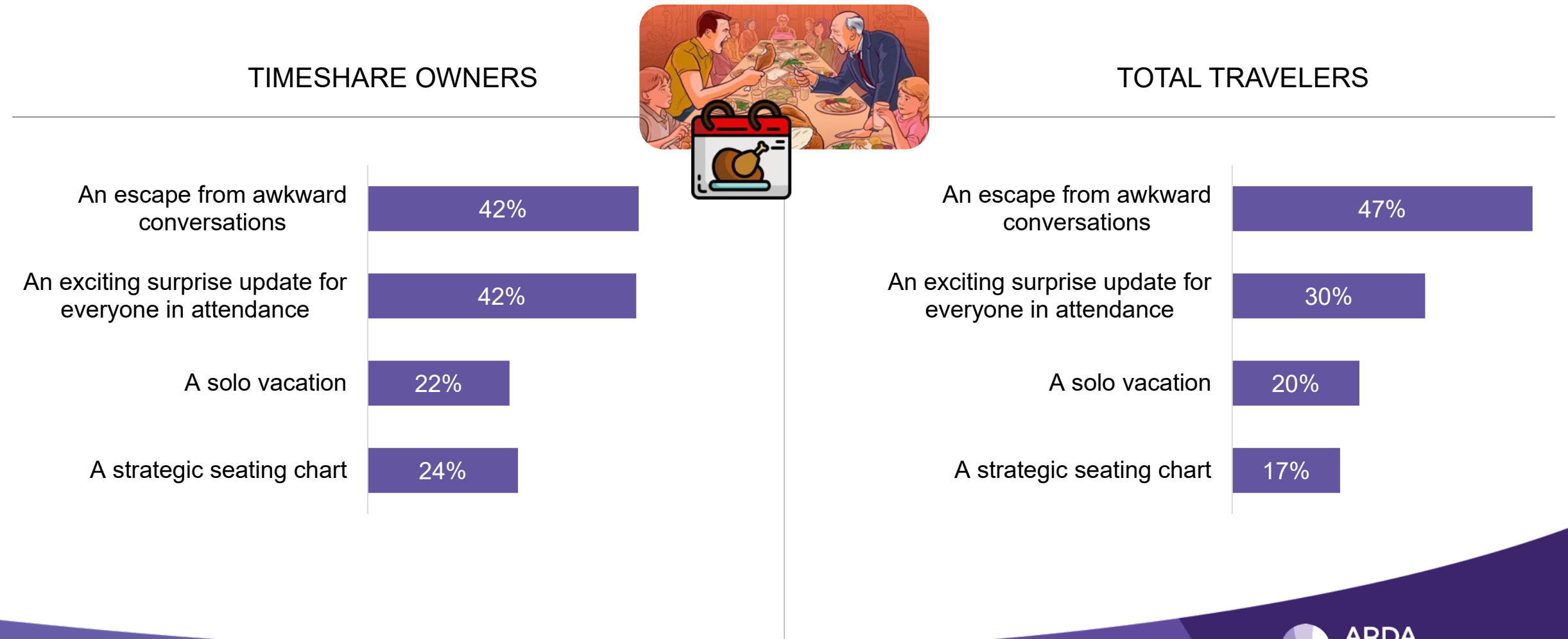
VACATION OWNERSHIP INDEX FOR AUGUST 2025

OVERALL VACATION OWNERSHIP SENTIMENT INDEX



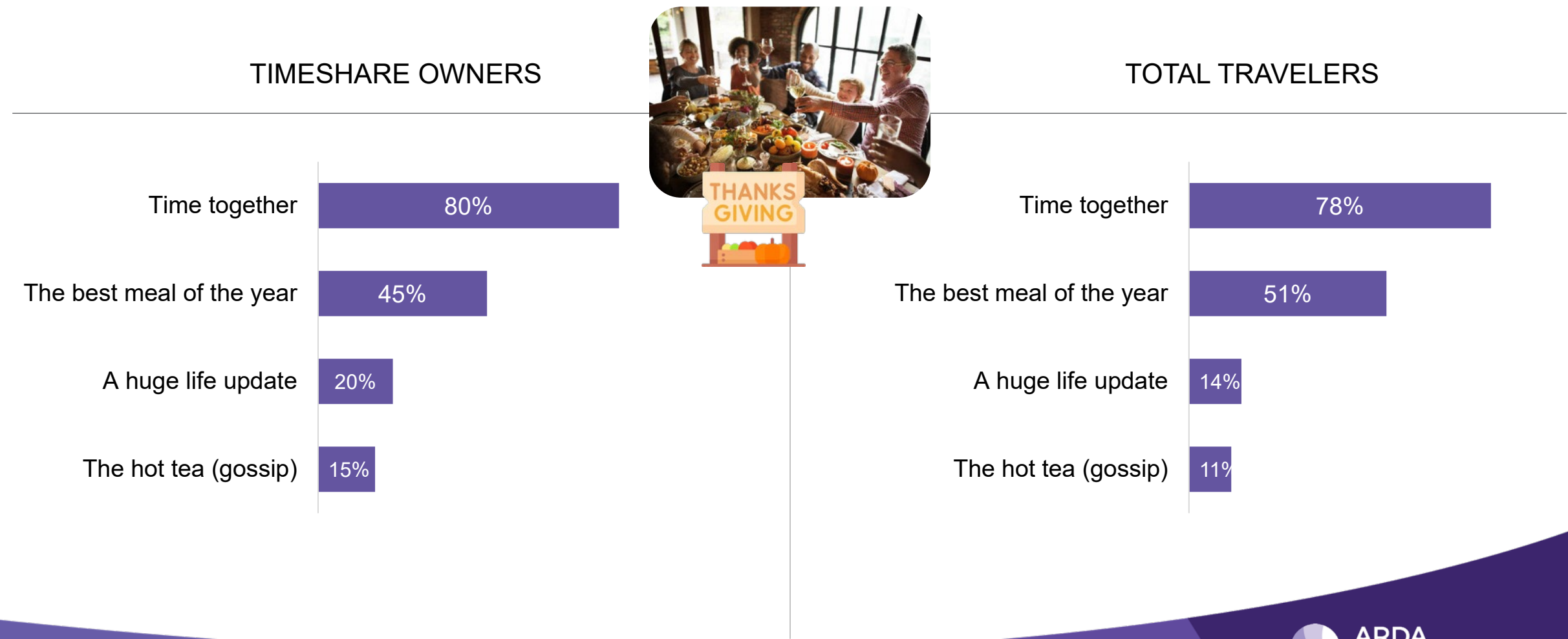
Timeshare Owners are More Apt to Plan their Thanksgiving Strategy

Q. When the whole family's under one roof for Thanksgiving, what do you secretly start planning?



Timeshare Owners Have More to Talk About This Thanksgiving than Overall Travelers

Q. What are you most looking forward to sharing at Thanksgiving with your family and/or friends who are like family?



Timeshare Owners and Overall Travelers Most Likely to Agree About The Thanksgiving Menu versus other Topics

Q. What's the one thing you and your family/friends at Thanksgiving can all agree on?

TIMESHARE OWNERS



TOTAL TRAVELERS



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.