The Vacation Ownership Sentiment Index: OCTOBER 2025

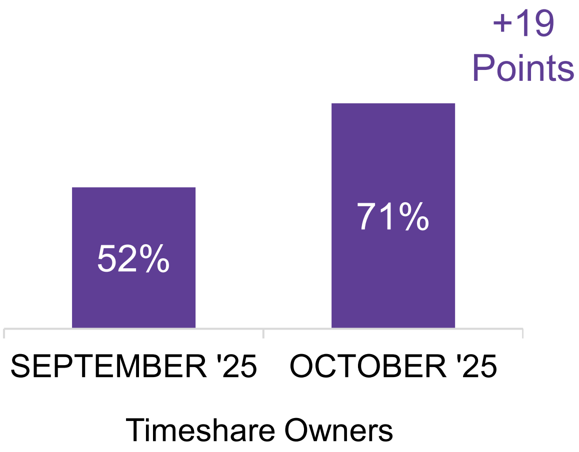
ARDA Research & Insights

PREPARED BY: SPORTS& LEISURE RESEARCH GROUP

Key Take-Aways

Overall Vacation Ownership Index at 142.5 is a new all-time high

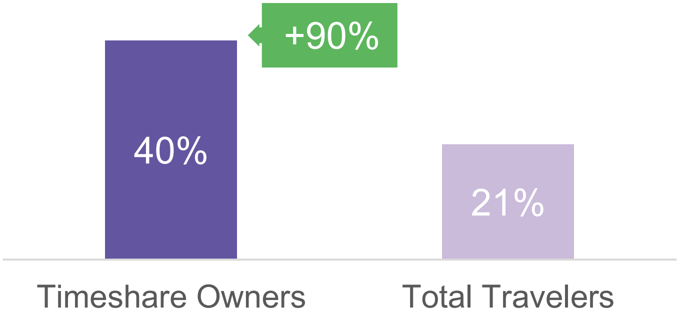
I expect my overall satisfaction on my next timeshare vacation to exceed my expectations.



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

Up +19 pts from last month and up +25 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

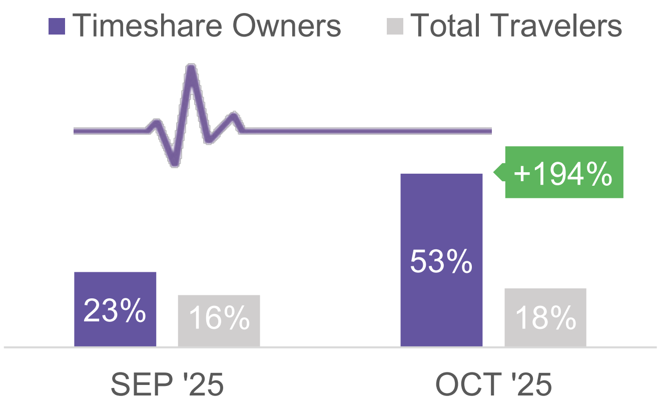


=*Timeshare Advantage*

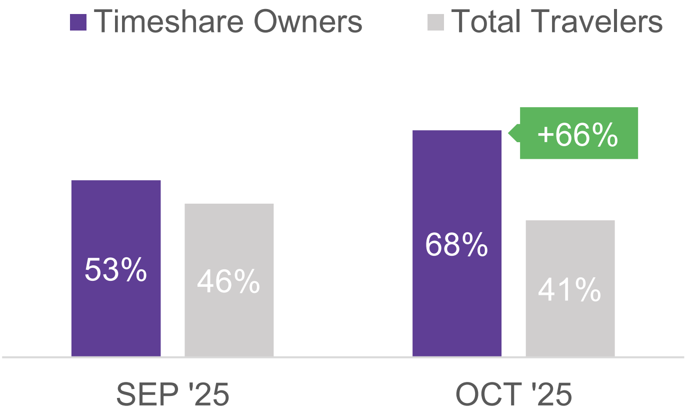
Key Take-Aways

Timeshare Owners Perceive Significantly More Bullish Economic Outlook and Seek to Actualize on Vacation

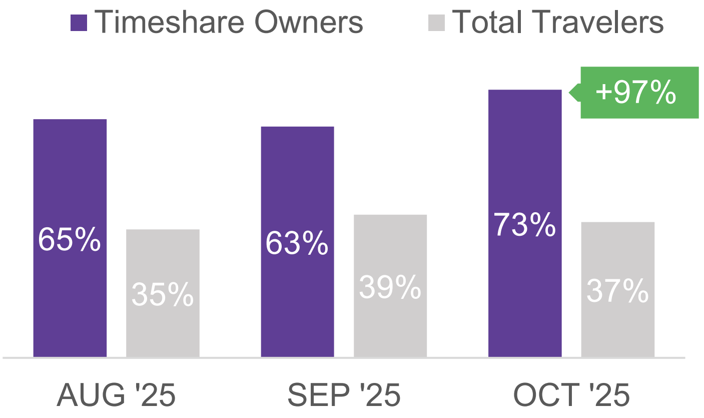
Economic conditions in the U.S. are better than they were a month ago.



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



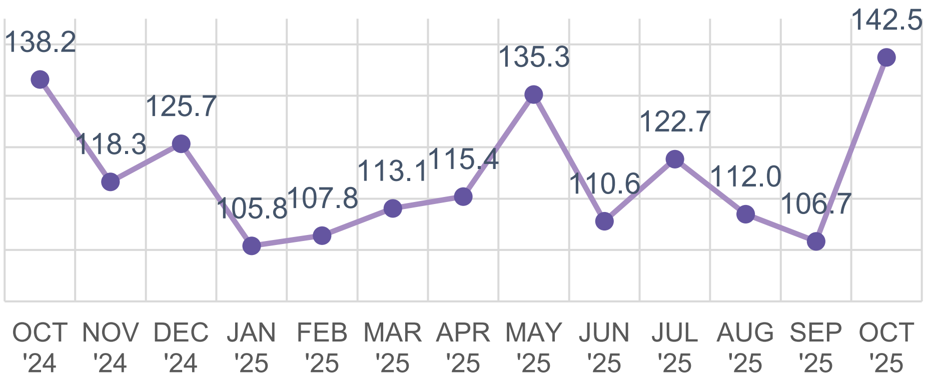
Made a reservation for their next planned vacation.



=Timeshare Advantage

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index registered 142.5 in October; a new all time high. More than 85% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation. This is the second consecutive October that we have seen an all time high, suggesting possible seasonal factors.
- Those who would highly recommend timeshare ownership to friends and those considering timeshare ownership to be an exceptional value, have each risen more than +25 points YTD.
- 85% of timeshare owners strongly considered their most recent vacation to be an exceptional experience, up +13 points from August. An all time high of 71% strongly expect their next timeshare vacation to exceed expectations.
- 73% of timeshare owners have made a reservation for their next vacation; a + 10 point improvement over September and nearly two times higher than the incidence of overall travelers.
- 69% of timeshare owners plan to take their next timeshare vacation within four months.
- 71% of timeshare owners are planning to spend significantly more time on vacation over the next six months, a more than one and a half times higher incidence than travelers in general who plan to do the same. They are also significantly more likely to travel in early 2026, with beach vacations the most popular choice.

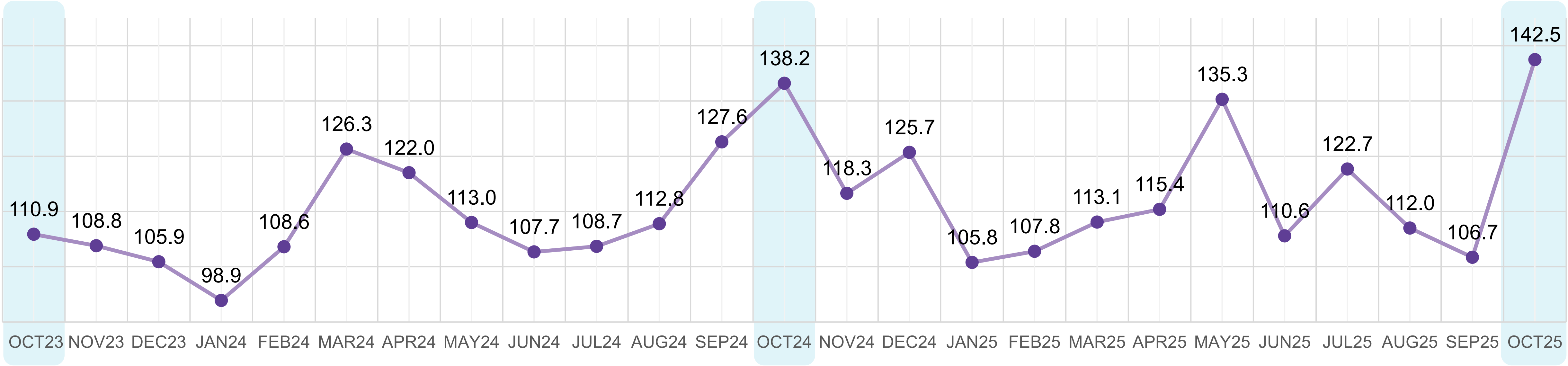
KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

for OCTOBER 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	↑ 40%	21%	**+90%**
ARE MORE PASSIONATE ABOUT TRAVEL			
Have made a reservation for their next planned vacation	↑ 73%	↓ 37%	**+97%**
Took a commercial flight in the past month	↑ 34%	↑ 19%	**+79%**
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
Strongly agree that *"There are some excellent travel deals that I'd love to take advantage of."*	↑ 66%	26%	**+154%**
Plan to spend significantly **more time** on vacation over the next six months	↑ 71%	28%	**+154%**
Plan to spend significantly **more money** on vacation over the next six months	↑ 63%	26%	**+142%**
Strongly agree that *"Economic conditions in the U.S. are better than they were a month ago."*	↑ 53%	↑ 18%	**+194%**

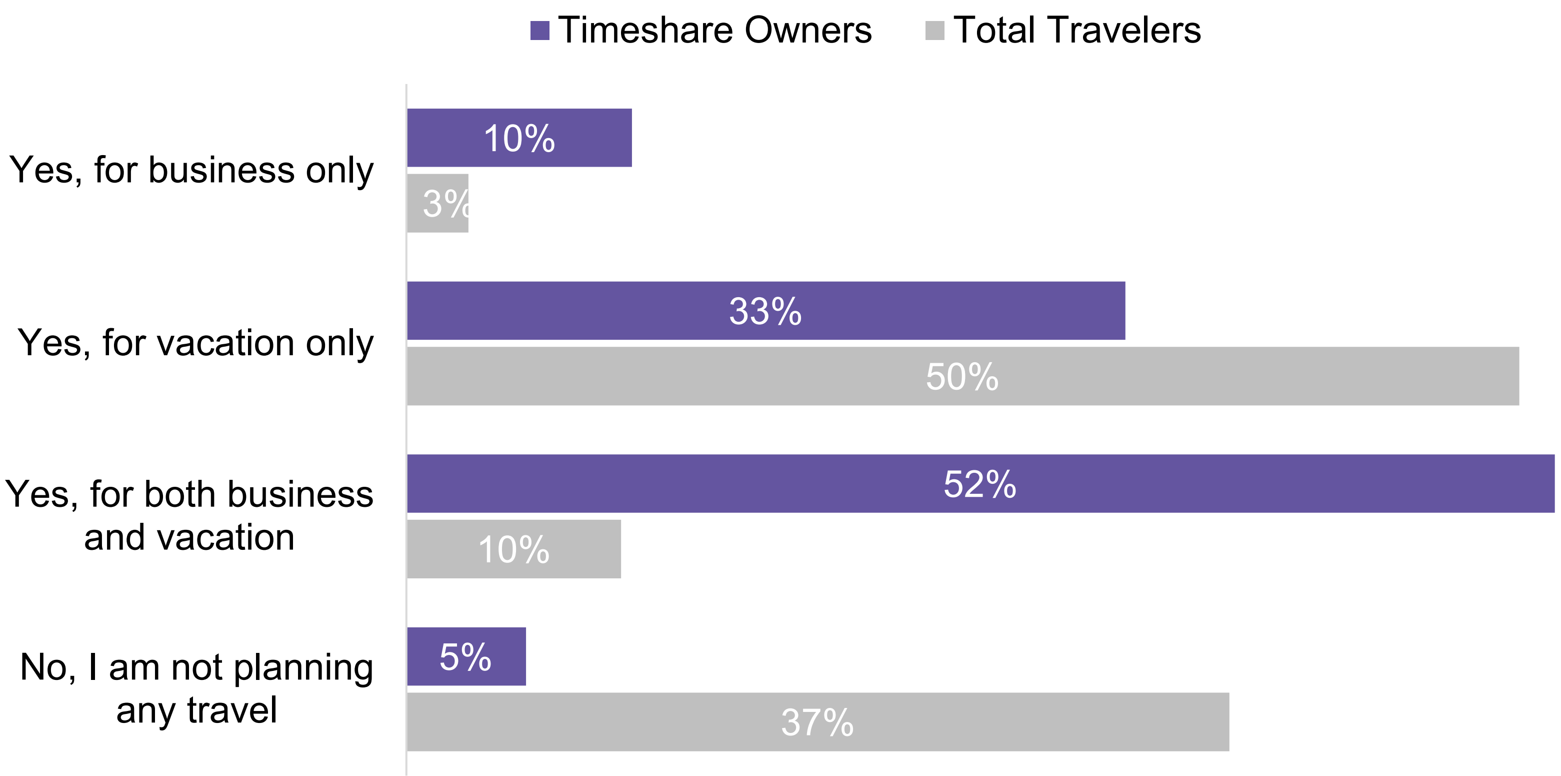
VACATION OWNERSHIP INDEX FOR OCTOBER 2025

OVERALL VACATION OWNERSHIP SENTIMENT INDEX



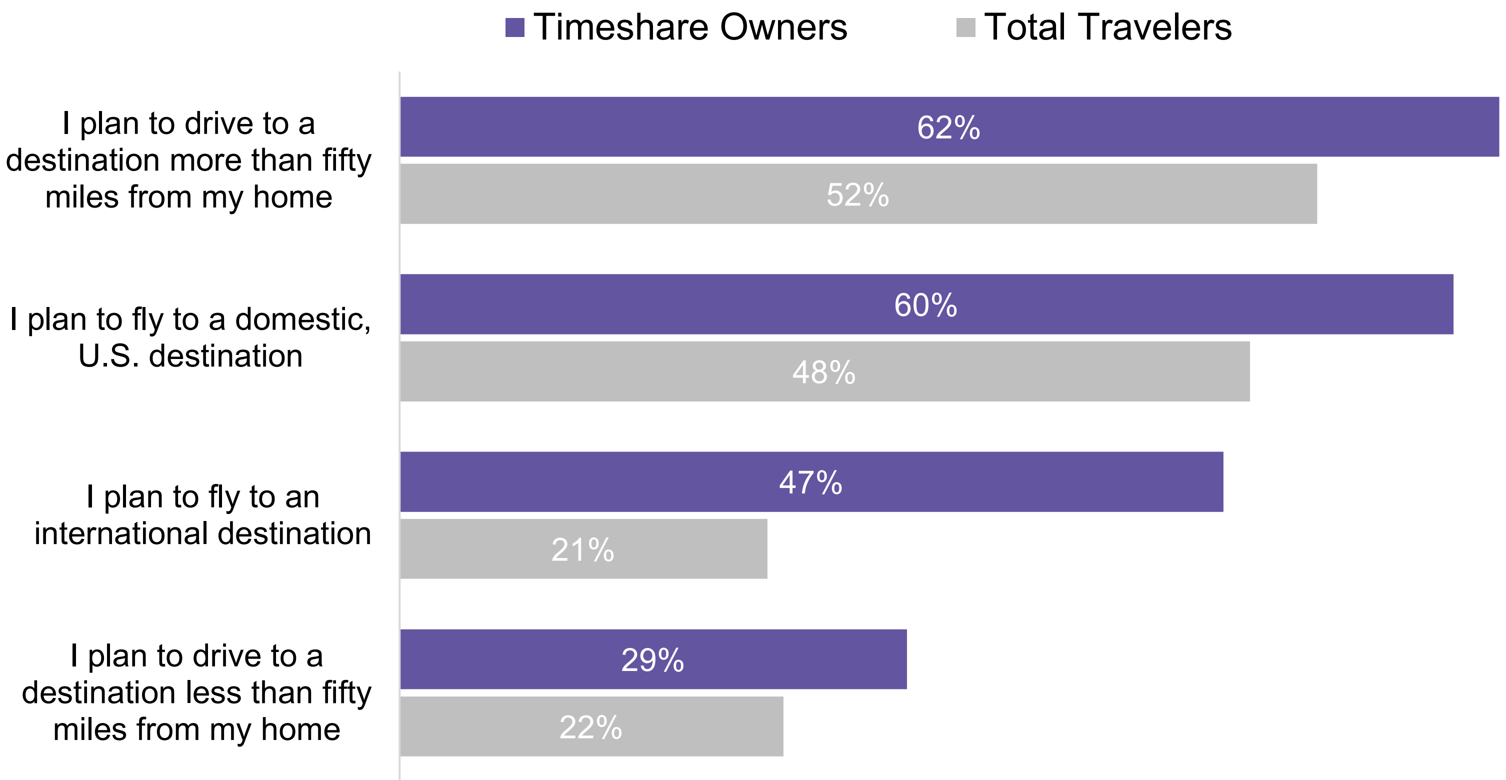
Timeshare Owners Plan Both Business and Vacation Travel in Early 2026

Q. Are you planning to travel during the first three months of 2026?



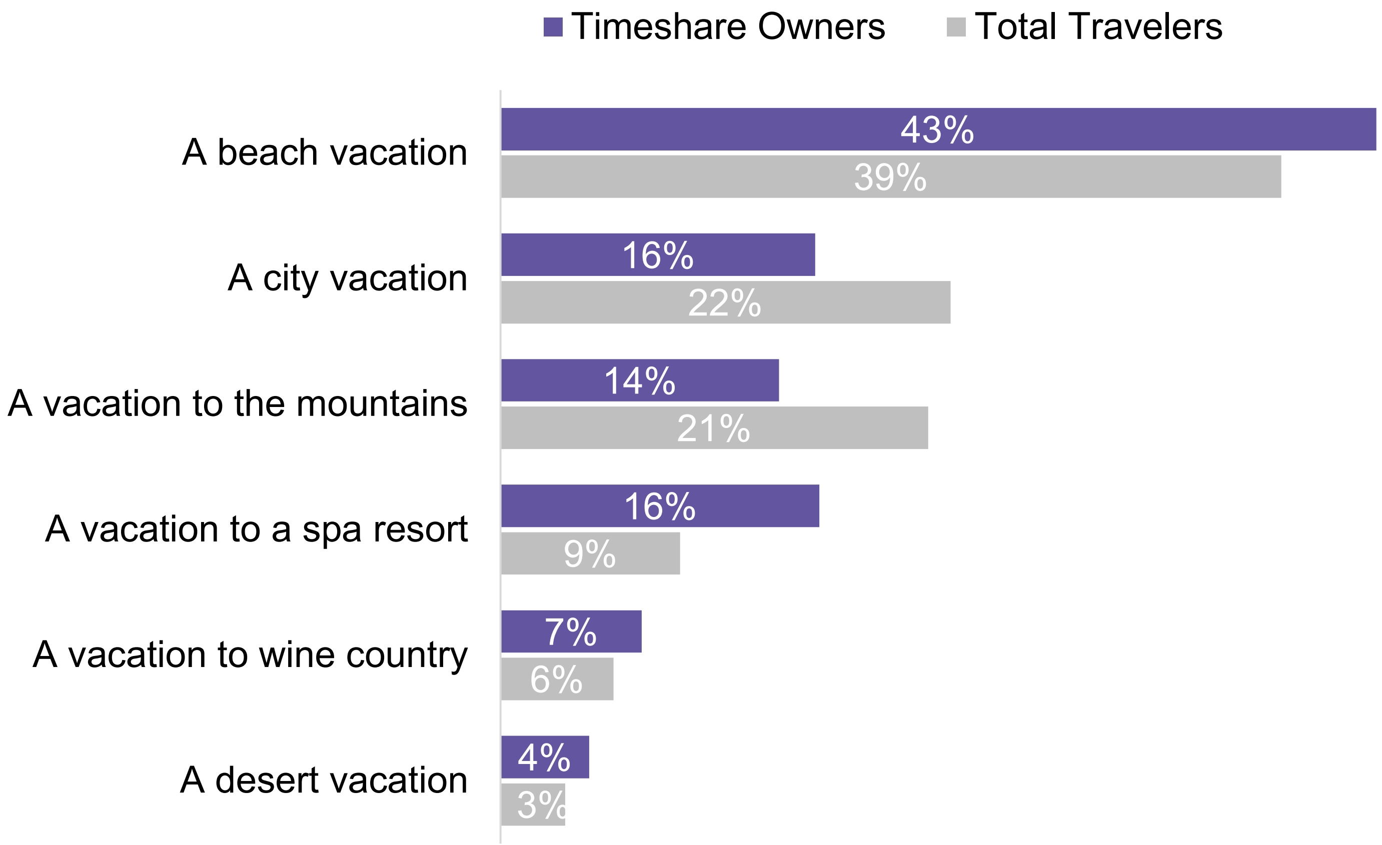
Timeshare Owners Will Drive and Fly for Vacation in 1Q’26

Q. Which of the following describes your planned vacation travel for the first three months of 2026?



Early 2026 Will be Beach Time

Q. Which of the following would be the most appealing post holiday vacation retreat for you?



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.