The Vacation Ownership Sentiment Index: JANUARY 2026

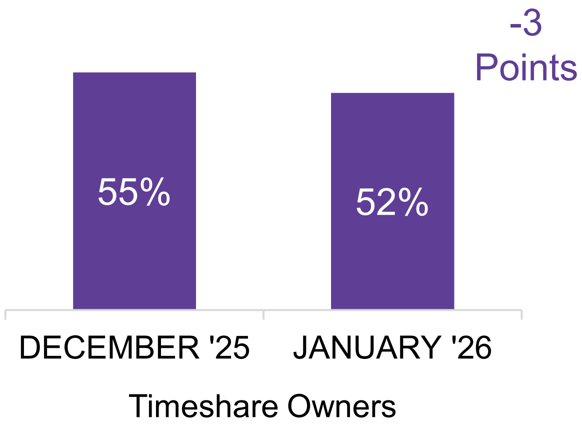
ARDA
Research & Insights

PREPARED BY: SPORTS& LEISURE RESEARCH GROUP

Key Take-Aways

Overall Vacation Ownership Index at **107.3**

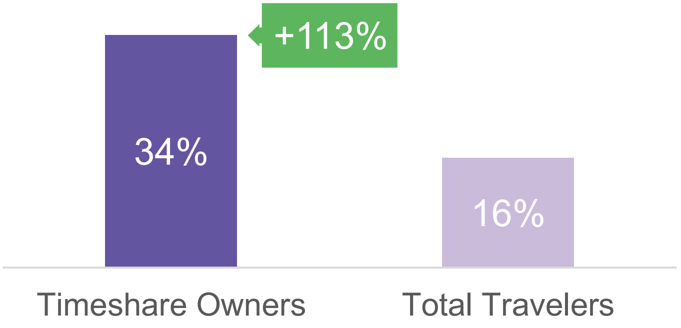
I expect my overall satisfaction on my next timeshare vacation to exceed my expectations.



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

Down -5 pts from last month but up +6 points from January ‘25

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

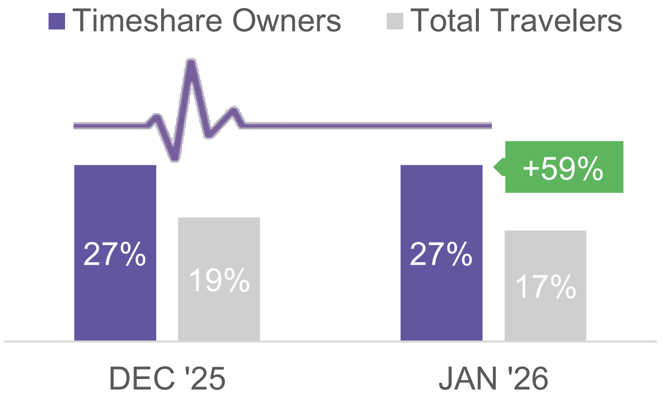


=Timeshare Advantage

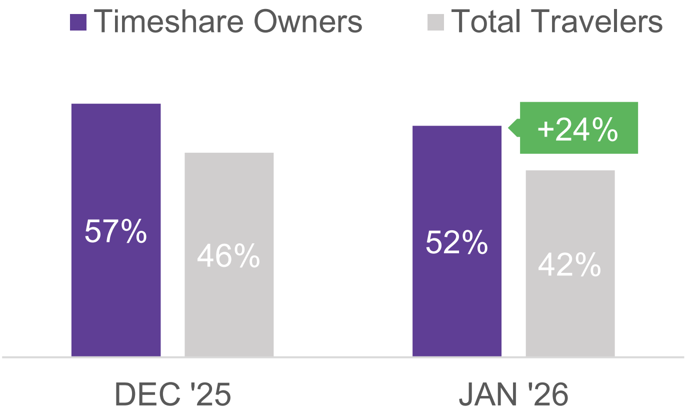
Key Take-Aways

Timeshare Owners Remain Less Negative on Their Economic Outlook and Seek to Actualize on Vacation

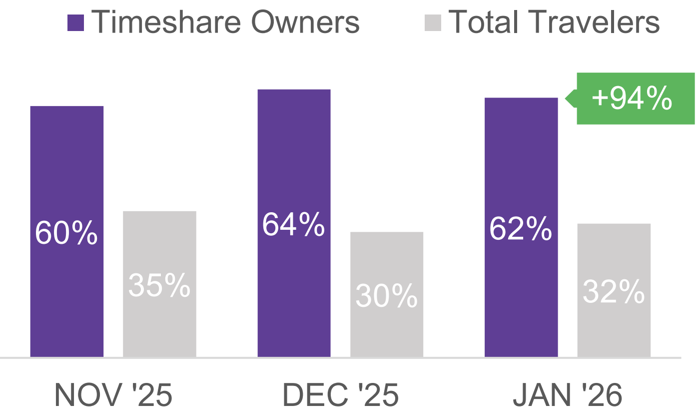
Economic conditions in the U.S. are better than they were a month ago.



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

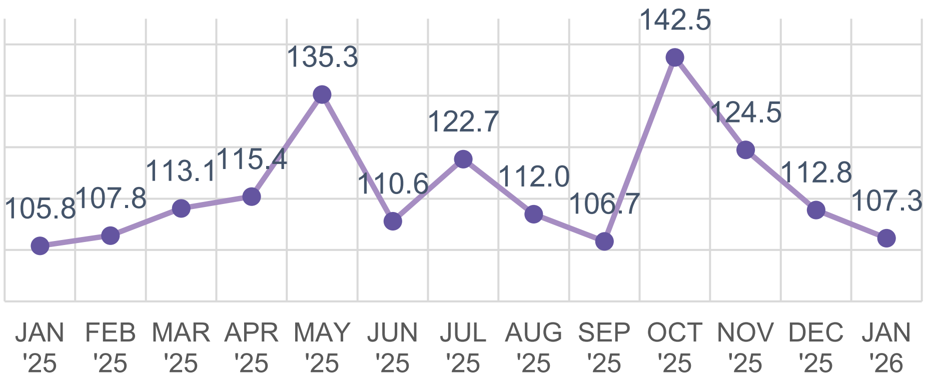


Made a reservation for their next planned vacation.



=Timeshare Advantage

OVERALL
Vacation Ownership Sentiment Index



KEY FACTORS
that moved the Sentiment Index this month

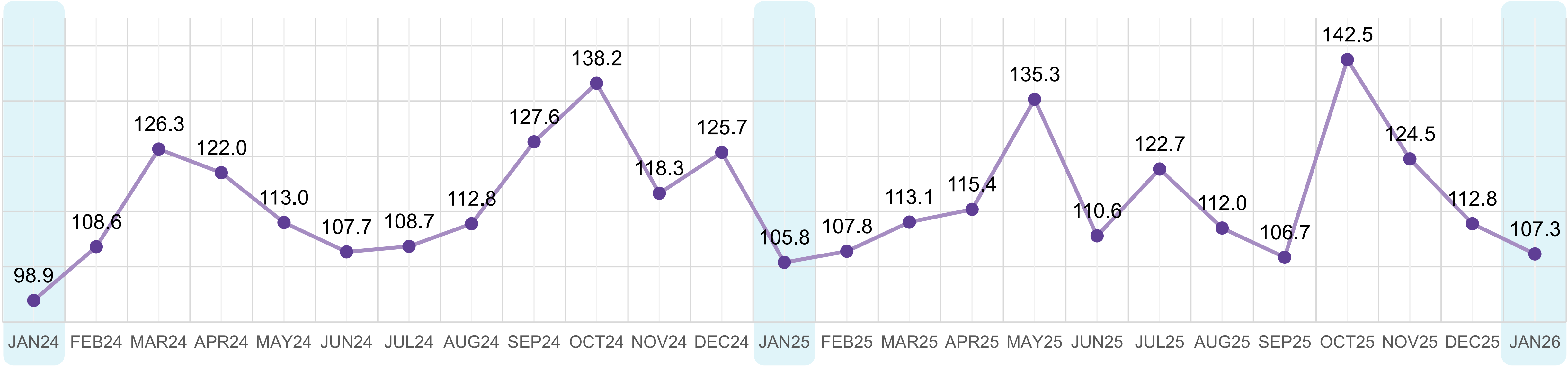
- The Vacation Ownership Sentiment Index registered 107.3 in January, up slightly vs. last January. Just under 75% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation, though this is off from last month's number (79%).
- Those who would highly recommend timeshare ownership to friends has risen +6 points since last January (48% vs. 42%).
- 68% of timeshare owners strongly considered their most recent vacation to be an exceptional experience, down -5 points from last year. 50% strongly expect the level of service on their next timeshare vacation to exceed expectations.
- 62% of timeshare owners have made a reservation for their next vacation; nearly double the incidence of overall travelers.
- 41% of timeshare owners are planning to spend significantly more time on vacation over the next six months, a +37% higher incidence than travelers in general who plan to do the same.
- Timeshare owners were more than twice as likely as travelers in general to have taken a vacation last month.
- 52% strongly agree that *"Nothing is going to stop me from taking a vacation,"* down -5 points from last month and off -7 points from a year ago.

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL
for JANUARY of 2026 (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	↓ 34%	16%	**+113%**
ARE MORE PASSIONATE ABOUT TRAVEL			
Have made a reservation for their next planned vacation	↓ 62%	↑ 32%	**+94%**
Took a commercial flight in the past month	↓ 32%	17%	**+88%**
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."*	↓ 44%	↓ 26%	**+69%**
Plan to spend significantly **more time** on vacation over the next six months	↓ 41%	30%	**+37%**
Plan to spend significantly **more money** on vacation over the next six months	↓ 36%	26%	**+38%**
Strongly agree that *"Economic conditions in the U.S. are better than they were a month ago."*	27%	↓ 17%	**+59%**

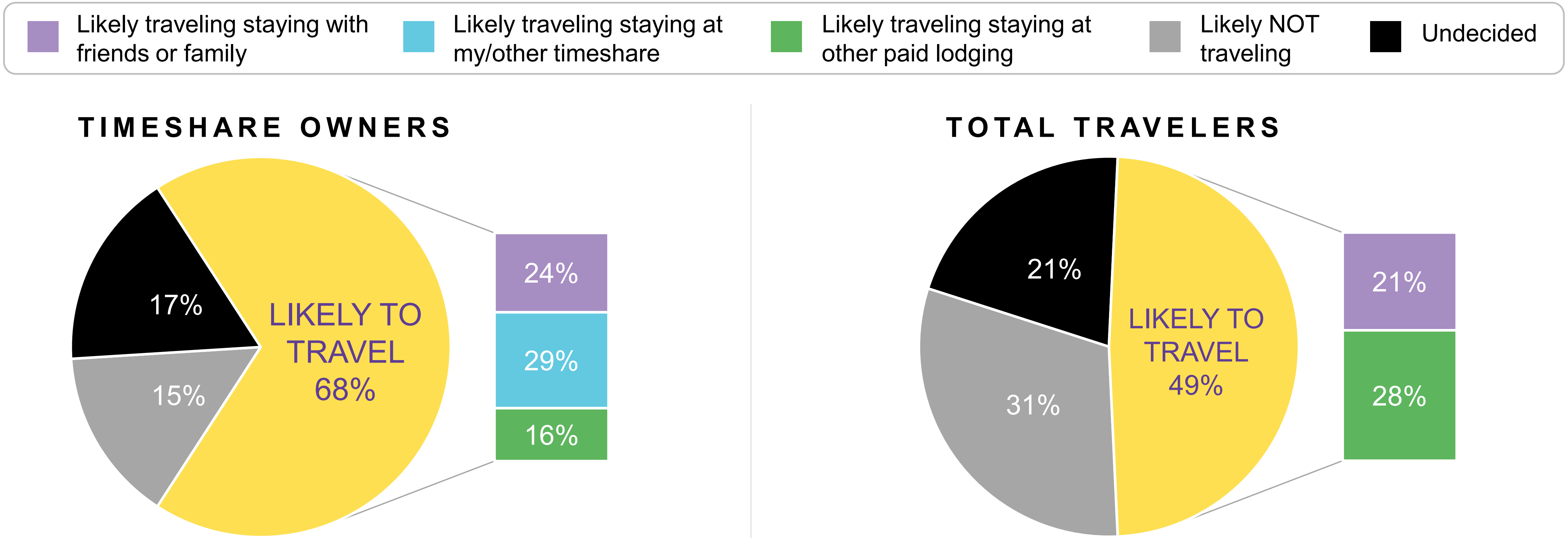
ARDA VACATION OWNERSHIP INDEX FOR DECEMBER 2025

OVERALL VACATION OWNERSHIP SENTIMENT INDEX



Timeshare Owners are **48%** More Likely to be Traveling for Spring Break This Year

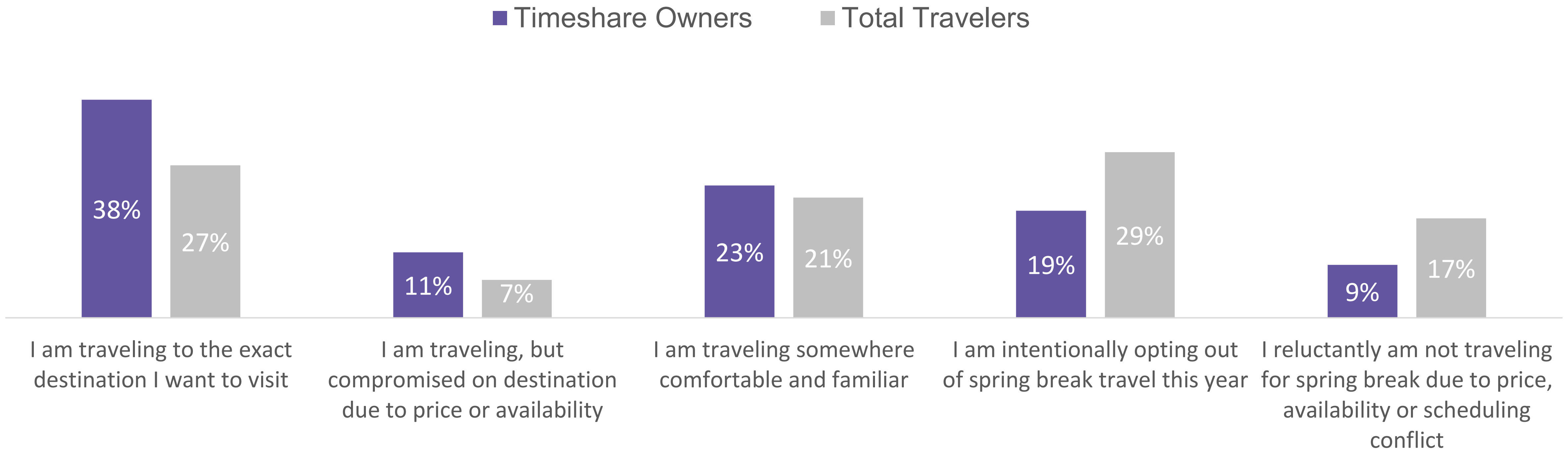
Q. Which of the following best describes your plans for Spring Break this year?



- 45% (29% + 16%) of owners plan to stay at either a timeshare resort or other paid lodging compared to 28% of travelers in general who plan to stay in other paid lodging

Timeshare Owners are Significantly More Likely Than Travelers Overall, to be Going Where they Want to go Over Spring Break

Q. Which best describes the reality of your spring break this year?



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.