

The Vacation Ownership Sentiment Index: FEBRUARY 2026

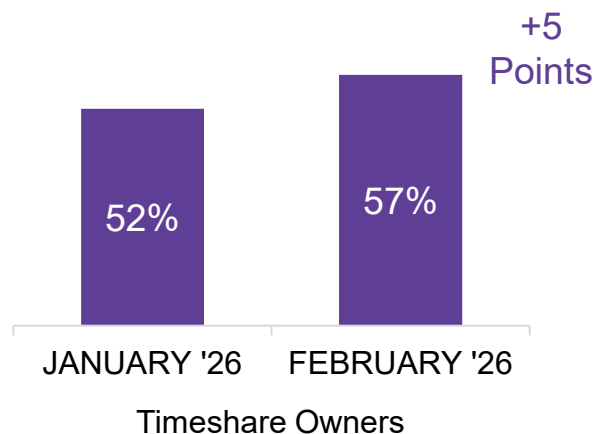


ARDA
Research & Insights

Key Take-Aways

Overall Vacation Ownership Index at **121.1**

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

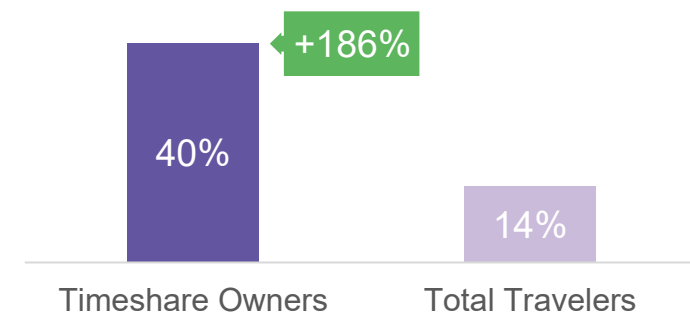


I would highly recommend timeshare ownership to my friends who enjoy vacation travel.

Up 7 pts from last month
and up 10 pts from
February '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

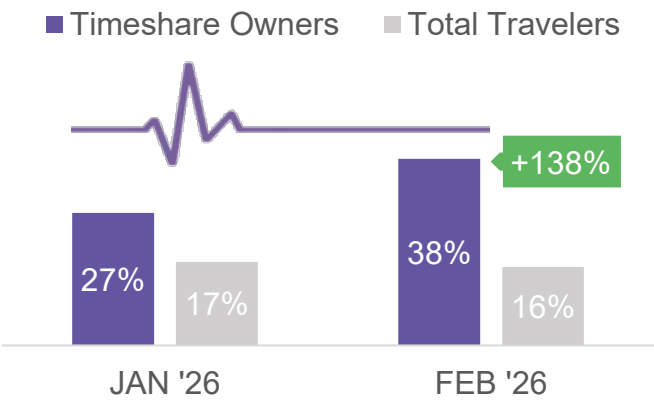


← =Timeshare Advantage

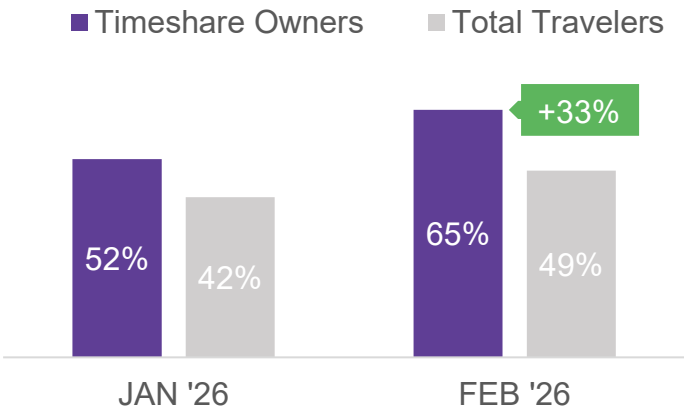
Key Take-Aways

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

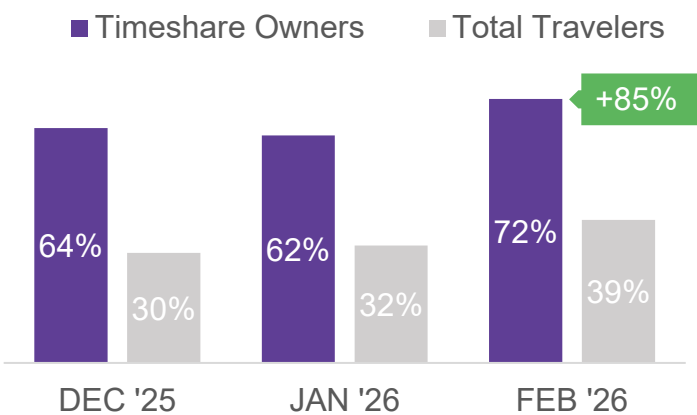
Economic conditions in the U.S. are better than they were a month ago.



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



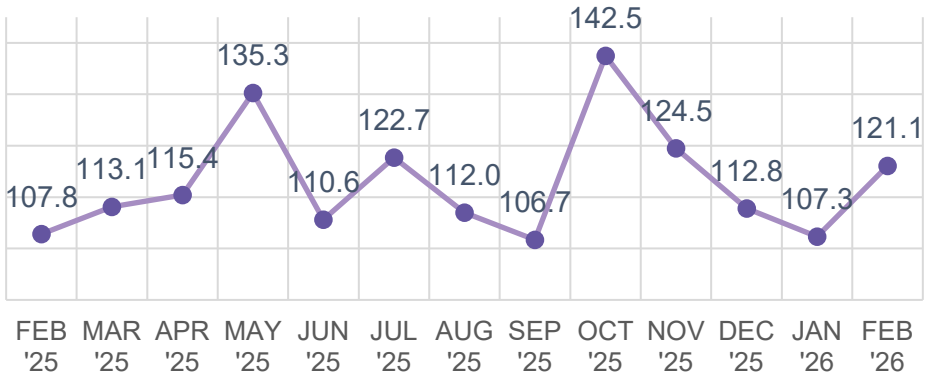
Made a reservation for their next planned vacation.



← =Timeshare Advantage

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index registered 121.1 in February, up more than 13 points from last month and last year. 82% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation, up +8 points from last month's number (74%).
- Those who would highly recommend timeshare ownership to friends has risen +10 points since last February (55% vs. 45%).
- 76% of timeshare owners strongly considered their most recent vacation to be an exceptional experience, up +8 points from last month. 56% strongly expect the level of service on their next timeshare vacation to exceed expectations.
- 72% of timeshare owners have made a reservation for their next vacation; 85% higher than the incidence of overall travelers.
- 52% of timeshare owners are planning to spend significantly more time on vacation over the next six months, a +58% higher incidence than travelers in general who plan to do the same.
- Timeshare owners were nearly three times as likely as travelers in general to have taken a vacation last month.
- 65% strongly agree that *"Nothing is going to stop me from taking a vacation,"* up +13 points from last month.

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

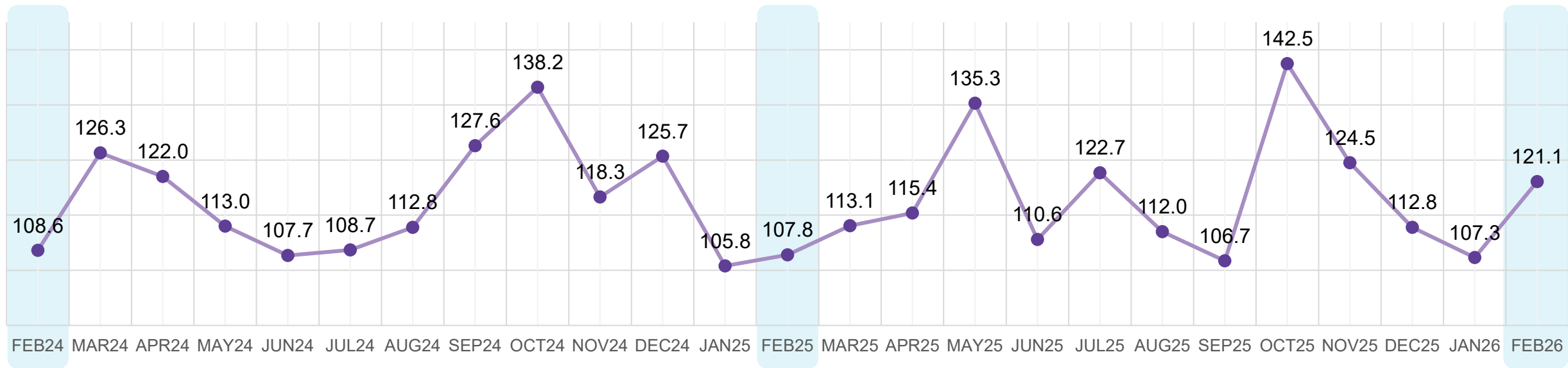
for February of 2026 (arrows reflect meaningful month over month movement)

	 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%	↓ 14%	+186%
ARE MORE PASSIONATE ABOUT TRAVEL			
 Have made a reservation for their next planned vacation	↑ 72%	↑ 39%	+85%
 Took a commercial flight in the past month	↑ 35%	18%	+94%
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
 Strongly agree that <i>"There are some excellent travel deals that I'd love to take advantage of."</i>	↑ 52%	↑ 28%	+86%
 Plan to spend significantly more time on vacation over the next six months	↑ 52%	↑ 33%	+58%
 Plan to spend significantly more money on vacation over the next six months	↑ 46%	↑ 29%	+66%
 Strongly agree that <i>"Economic conditions in the U.S. are better than they were a month ago."</i>	↑ 38%	16%	+138%



VACATION OWNERSHIP INDEX FOR FEBRUARY 2026

OVERALL VACATION OWNERSHIP SENTIMENT INDEX

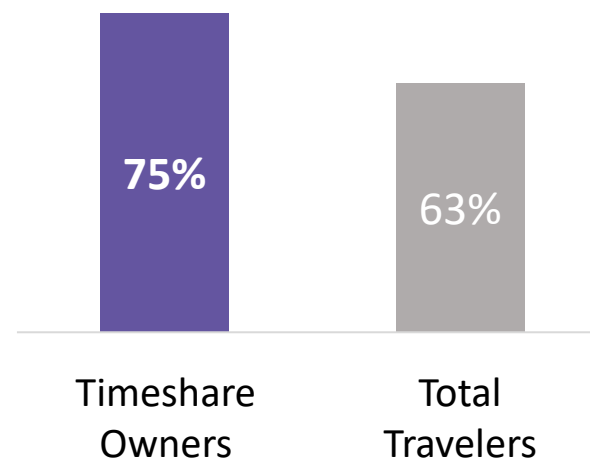


Summer Road Trips and Timeshare are a Perfect Match

Q. Please indicate your agreement with the following statements...



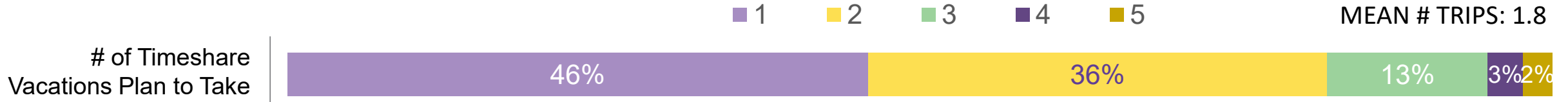
I am planning to take a road trip this Summer



74% of timeshare owners agree that *"My vacations are more affordable because I can travel to a timeshare resort by car."*

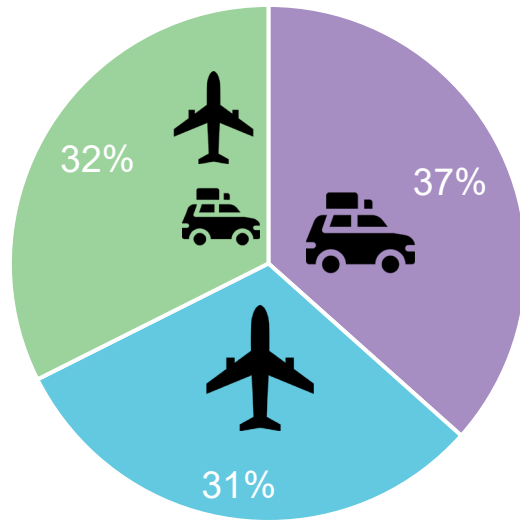


77% of Timeshare Owners are Planning to Take a Timeshare Vacation This Summer



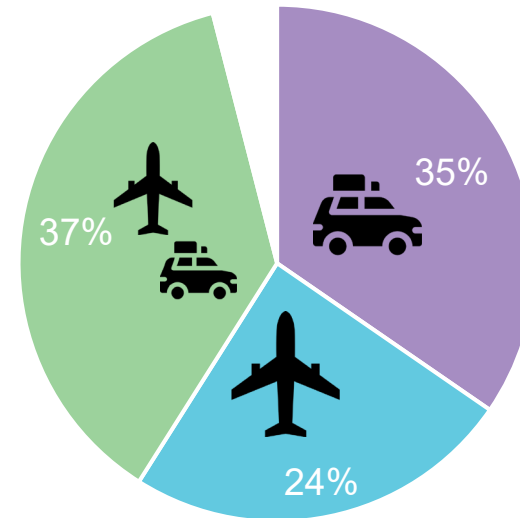
Q. How are you planning to travel to your Summer timeshare vacation or vacations?

- Drive to a vacation destination
- Fly to a vacation destination
- Both fly and drive for vacations



Q. Thinking about ALL of your planned Summer travel, if any, which of the following, if any, are you planning to do this summer?

- Drive to a vacation destination
- Fly to a vacation destination
- Both fly and drive for vacations



➤ Timeshare owners plan to stay at an average of 2.4 hotels and/or resorts during their Summer road trip

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.