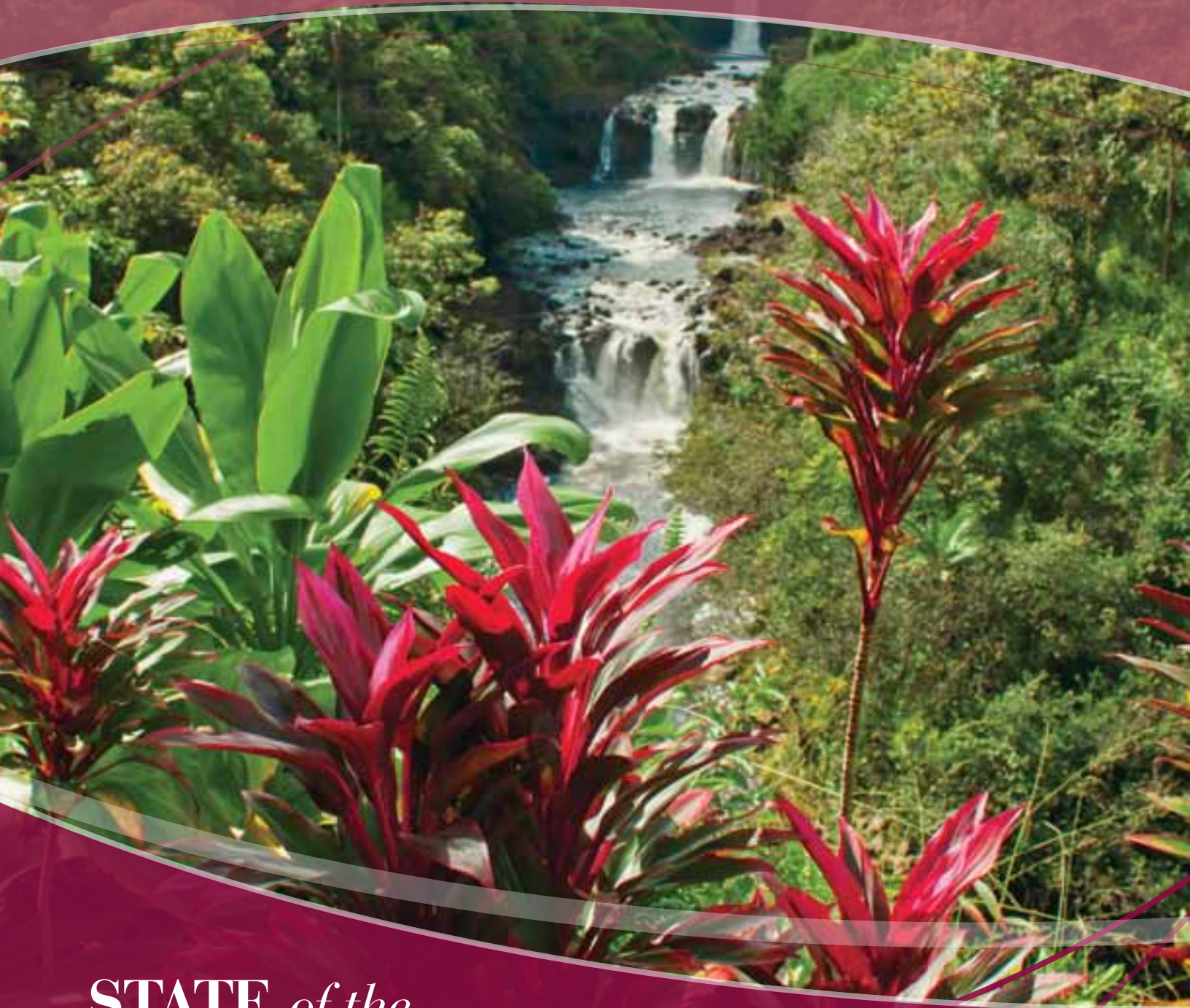


2013



STATE *of the*
VACATION TIMESHARE INDUSTRY:
United States Study

Prepared by:  **ERNST & YOUNG**
Quality In Everything We Do

2013 EDITION

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STATE *of the* VACATION TIMESHARE INDUSTRY: *United States Study*

The *State of the Vacation Timeshare Industry: United States Study 2013* edition provides an overview of important summary information on the U.S. timeshare industry for the year 2012.

The primary data source for results contained in this report is a survey of timeshare resorts, developers and management companies. This survey was commissioned by the ARDA International Foundation (AIF) and conducted by Ernst & Young LLP (EY). EY also reviewed current and previous AIF research and other industry sources to conduct this analysis. The study focuses on timeshare resorts, which sell and maintain interval and points-based vacation lodging products. The study excludes fractional resorts and private residence or destination clubs. All sales discussed in this report are first generation or developer sales, unless otherwise noted.

This study contains estimates of key metrics that provide an overview of the vacation timeshare industry in the United States. It is not a comment on any individual company, whose performance may vary from the information included in this study.

Methodology

EY designed, built and distributed a password-secured, web-based survey questionnaire for data collection at the resort level. Data providers with multiple resorts received a corresponding version in Microsoft Excel. Individual responses to all questions were kept completely confidential. Only EY professionals responsible for the survey had access to individual survey responses. EY used the survey responses to produce most of the estimates detailed in this study — other sources are cited as appropriate.

All identified timeshare resorts¹ in the US were sent a survey questionnaire. Of the 1,551 identified timeshare resorts, 709 responded — a 46% response rate. Of these 709 responding resorts, 621 belong to a family of ten or more resorts, while 88 belong to a family of less than ten resorts. Of these 88, 42 were single site developers. Of these 709 responding resorts, 621 belong to a family of ten or more resorts, while 88 belong to a family of less than ten resorts. Of these 88, 42 were single site developers.

How good are the estimates in this report? There are two primary sources of survey error: sampling and non-sampling error. Since the entire universe of identified resorts received a survey there is no sampling error and terms such as precision and confidence are not appropriate. Non-sampling error includes survey question bias, coverage and measurement error, and non-response. Non-sampling errors are present in every survey, but can be reduced with proper planning, good execution, and appropriate analysis. For this survey, EY took the following steps to help reduce non-sampling errors at various stages of the survey process:

- The AIF annually updates its database of timeshare resorts to help reach all known timeshare resorts.
- EY conducted a questionnaire review session with experienced survey professionals and data providers to help clarify the meaning of key terms and new data points.
- The electronic survey questionnaires contain data edit checks designed to catch questionable responses at the point of data entry. For example, reported maintenance fees that appear too high based on previous response, or intervals owned per unit that seem implausible.
- Survey participants receive complimentary copies of the report as an incentive to respond.
- The AIF and EY conducted calling campaigns and sent electronic reminders to encourage response.
- EY followed up with respondents on confusing or inconsistent responses.
- Further cross examination of the data was conducted to identify and question discrepancies within the data gathered, historical data, and expected trends.

¹ List of timeshare resorts maintained and provided by AIF. Please see Appendix C for more information about the methodology for identifying timeshare resorts.

6 EXECUTIVE SUMMARY

The overall response rate is the most widely used measure of non-sampling error. The response rate has increased from 28% in 2005 (the year before EY began conducting the study) to 46% in 2012 and is well above the current typical response rate for surveys of this type. Our 93% response rate among large developers (those with ten or more resorts) is very good, and suggests that industry health estimates, such as sales, are very reliable, since these respondents generate a majority of the industry's sales. The higher response rates of multi-site respondents could affect some of the results of this study if not addressed. Where appropriate, statistical weighting was used to help offset this potential bias in the study respondents. A comparison of the distribution of responding resorts to the distribution of the universe by state did not reveal any systematic differences.

In general, a higher response rate helps improve the accuracy of estimates, but at the same time the higher rate can make comparisons to the results of previous years problematic. For example, if new respondents report relatively low unit counts for their resorts, this will drive the reported average resort size lower even though the industry may not have lost any units.

To help isolate the differences which are attributable to actual industry-wide changes, the report includes a comparison of the data from large developers who responded to the survey in both the 2011 and 2012 studies. In general, there were some differences between year over year changes in industry-wide estimates as compared to this group. This suggests that, the change in the respondent pool did have some affect on how results have changed since last year. While it does improve the accuracy of some of our results, it does make comparisons to previous years more challenging. The report highlights instances where this is of particular concern.

Acknowledgements

Special thanks are due to the timeshare industry professionals who dedicated their time and expertise to the development of the survey instrument employed to collect data for this report. Also the efforts of resort staffs who committed their time and energy to complete the survey questionnaires are truly appreciated.

Industry Overview

The AIF's timeshare database lists 1,551 timeshare resorts in the United States as of December 31, 2012, representing about 189,200 units for an average resort size of 122 units. There were 8.3 million intervals owned. Among these intervals, 86% were owned by resort owners (consumer owners or other purchasers), while 12% were under the ownership of developers. Among resort owners other than the HOA or developer, 94% of owners own less than seven weeks.

Industry Health

Year 2012 sales volume totaled \$6.9 billion, increasing by 6% from 2011. There were about 366,200 timeshare intervals sold at an average price of \$18,700, increases of 3% and 2%, respectively, from 2011.

The weighted average maintenance fee charged per interval was \$822, up by about 5% from 2011. The average was \$542 for studios, \$656 for one bedroom units, and \$921 for units with two or more bedrooms.

Average occupancy was 77% in 2012. By comparison, hotel occupancy was 61%² in 2012, according to Smith Travel Research. Timeshare occupancy includes about 59% of occupants who were either owners or exchange guests and 18% who were renters and/or marketing guests. Rental revenues totaled approximately \$1.6 billion.

Having a general picture of the overall industry's size and health, the next step is to segment the resorts by important characteristics. These include resort size, sales volume, resort type, geographic region, and sales price. For each of these segments, the report presents five important industry measures: average resort size, sales volume, interval price, occupancy, and maintenance fees. The following observations emerged:

² STR Monthly Hotel Review: December 2012, Smith Travel Research.

- Sales volume, occupancy and maintenance fees tended to be highest at resorts with 100 or more units in 2012.
- The most common resort type in the U.S. timeshare industry is the beach resort. Theme park and golf resorts tend to be the largest; island resorts have the highest occupancy and maintenance fees.
- Florida continues to have the most resorts, and resorts there tend to be much larger than in most other regions. Hawaiian resorts have the highest average sales price and occupancy rates.
- Occupancy is much higher for resorts priced at \$20,000 and above compared to those priced lower than \$20,000. Almost half of total sales occurred among intervals priced between \$20,000 and \$29,999. Maintenance fees tend to increase with sales price.

Sold Out Resorts

Among resorts that indicated that they were not in-sales, 254 resorts provided data on the management of sold out resorts. This information focused on two main topics – special assessments and reserve funds.

About 15% of sold out resorts reported having a special assessment in 2012. Nearly all respondents reported that the assessment was related to a planned refurbishment. Only a handful noted that the assessment was related to unanticipated concerns such as a natural disaster or some failure of capital assets.

The median reserve balance held by resorts is \$14,300 per unit. Almost a quarter of respondents conduct a reserve study every year – 71% conduct a reserve study at least every three years. About 63% of resorts conducted a reserve study in 2012 – 92% of resorts had conducted one in the past three years. On average, resorts reported that 18% of billed maintenance fees are contributed to reserve funding. About 85% of respondents indicated that their contributions to reserves from maintenance fees meet or exceed the levels recommended in the most recent reserve study. Among those resorts whose contributions are below recommended amounts, maintenance fee delinquencies are the most common cause.

Figure ES.1

Key performance metrics 2012

Metric	2012
Sales volume	\$6.9 billion
Number of timeshare intervals sold	366,155
Sales price per interval	\$18,723
Points equivalent	\$24,710
Weeks	\$13,267
Occupancy	76.9%
Average maintenance fee per interval	\$822
Rental revenue	\$1.6 billion

Industry Outlook

In 2012, the timeshare industry began to show substantial sales growth for the first time since the most recent economic downturn. Among respondents providing data in both years, this growth was 9% – the highest level since 2006. Average sales price among those providing data in both years increased by more than 5% and occupancy held steady.

Respondents reported an increased interest in new construction, particularly starting in 2014. Respondents expect to build around 1,400 units in 2013 – about the same as the 1,400 units expected at this time last year for 2012. However, they estimate another 7,900 new units in 2014 and beyond – this compares to only 1,900 expected at this time last year for 2013 and beyond. Also, while only 5 new resorts are planned for construction in 2013, another 63 are expected in 2014 and beyond. Resort and unit construction slowed significantly in the past several years as the industry worked through excess inventory created by the economic downturn. This expected increase in construction activity will be worth watching in the next several years to help gauge a potential increase in demand for timeshare product.

8 I. INDUSTRY OVERVIEW

This chapter presents an overview of the industry, examining its size, history and structure.

How large and far reaching is the timeshare industry, as measured by the number of resorts, units and intervals?

How has this picture changed since the industry's inception?

Finally, how are timeshare intervals sold, owned and managed?

The AIF's timeshare database lists 1,551³ timeshare resorts in the United States⁴.

These resorts represented approximately 189,200 physical timeshare units — 122 units per resort on average. If lock-offs⁵ are counted as separate units, there are an additional 53,200 units, for a total of approximately 242,400.

Size

Resorts sell each of these units to consumers in parts, called intervals. Traditionally, these intervals were one week long. As the industry has evolved, more sophisticated use plans have become more common. These include points-based intervals and biennials⁶, for example. All of these can be translated into an equivalent number of traditional weeks for comparison purposes. As of December 31, 2012, the total number of weekly equivalent intervals owned was approximately 8.3 million.

Many large resort developers have other offerings beside timeshare units which they sometimes make available to their timeshare owners for exchange purposes. Among multi-site respondents to our survey, 38% make such accommodations available to their timeshare owners, representing 7,500 additional resorts/hotels. The most common of these are cruises (64% of respondents who offer alternative accommodations), hotels (45%) and condos (36%). Some other alternative accommodations noted include airline vouchers, vacation adventures and “heli-skiing”.

The two major exchange companies (Interval International and RCI) also make non-timeshare accommodations available to their members. They typically do this without specifically calling it out — members generally don't know if the unit they exchange into is a timeshare. The alternatives are usually vacation homes, fractional units or hotel rooms. They also provide the opportunity to trade their resort accommodations or home unit for cruise, golf and spa vacations. When this happens, the timeshare owner will know that they are trading for a non-timeshare vacation experience.

Figure 1.2 shows the mix of units by the number of bedrooms. The two-bedroom unit is the most common type at 63% of units, followed by the one-bedroom at 22%. Nine percent of units have three or more bedrooms; another 6% are studios. This mix of unit types has remained relatively consistent for the past several years.

Figure 1.1 Industry size

Measure	2012
Resorts	1,551
Units	189,222
Average resort size	122 units
Intervals owned	8.3 million
Total units including lock-offs	242,430

Figure 1.2 Mix of units by number of bedrooms

Unit type	2011	Percent
Studio	10,651	6%
1 bedroom	42,519	22%
2 bedrooms	119,412	63%
3 bedrooms or more	16,640	9%
Total	189,222	100%

Note: Percentages may not add due to rounding

³ ARDA International Foundation. Please see Appendix C for more information about the methodology for identifying timeshare resorts.

⁴ The United States is defined as the continental US plus Alaska and Hawaii in this study.

⁵ The term “lock-off” refers to a type of vacation ownership unit consisting of multiple living and sleeping quarters, designed so they can function as two discrete units for purposes of occupancy and exchange.

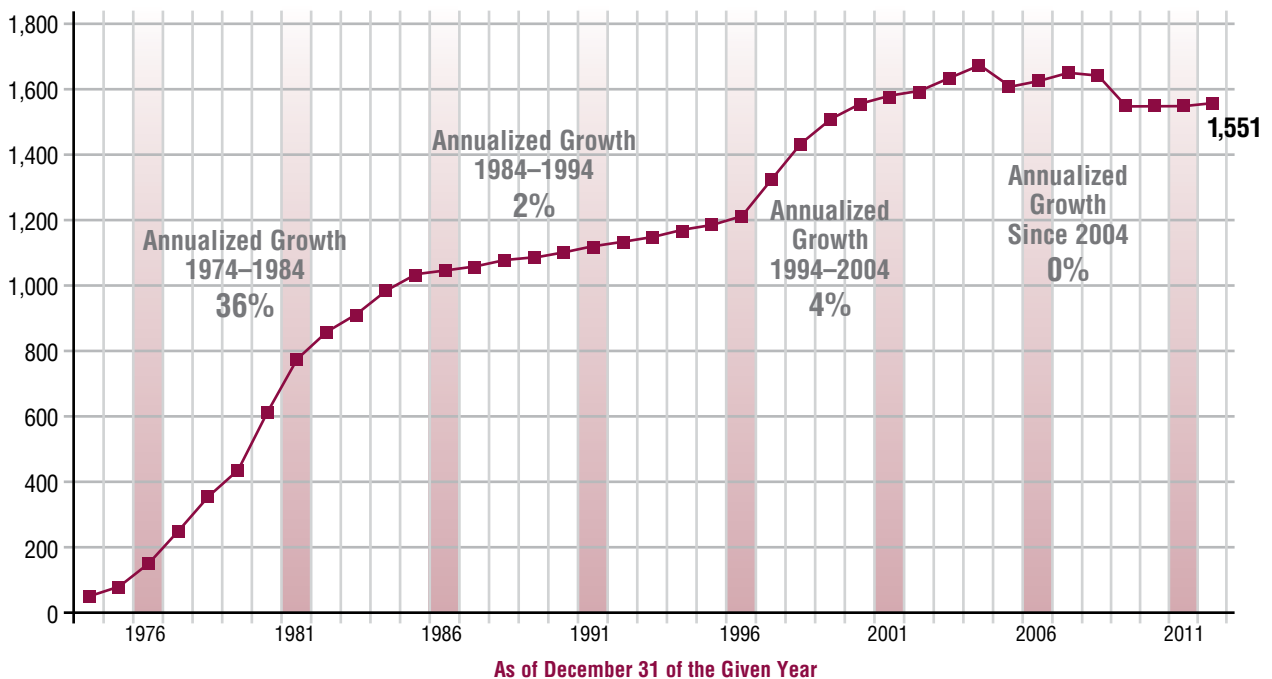
⁶ Biennials are vacation ownership products that provide a week's worth (or points equivalent) of timeshare interest every other year.

History

The graph in Figure 1.3 traces the growth of U.S. timeshare resorts since 1974. It paints a picture of an industry with generally steady growth, punctuated by two major growth spurts. The first occurred at the industry’s outset in the United States — the number of resorts grew by an average of 105 resorts per year from 1974 to 1981. The next was from 1996 to 2000, when the number of resorts grew by an average of 87 per year. In between, growth averaged 25 to 30 resorts per year. In recent years, growth in the number of resorts has moderated and the number of resorts has been relatively flat since 2005.

A change in the definition of the study population accounts for the drop in the number of resorts from 2004 to 2005. This change focused the analysis on traditional timeshares, including weekly intervals and points while removing such non-comparable entities as fractionals, non-equity clubs, private residence clubs, and vacation clubs. The AIF stepped up its confirmation efforts again in late 2010 and early 2011 to verify the status of all identified timeshare resorts in its database removing condo hotels and resorts with only contractual agreements to be used as timeshare. Improved rigor and scrutiny of resort count by the AIF led to a drop in the total timeshare resort count for the year 2009.

Figure 1.3 **Timeshare resorts since 1974**



Source: Ragatz Associates, American Economics Group, and AIF

The response rate for this report has increased from 28% in 2005 to 46% this year. A higher response rate helps improve the accuracy of estimates, but at the same time it can make comparisons to the results of previous years problematic. For example, if new respondents report relatively low unit counts for their resorts, this will drive the reported average resort size lower, even though the industry may not have lost any units.

10 I. INDUSTRY OVERVIEW

The changes in the study population and the AIF database explain the relatively flat trend in the number of resorts over the past five years. However, Figure 1.4 shows that about 14% of responding resorts opened in 2006 or later, demonstrating that there actually was growth in the number of resorts over that time period. The majority of responding resorts (59%) opened between 1986 and 2005.

For the most part, resorts can be classified as sold out or in active sales. Figure 1.5 shows a distribution of responding resorts by this distinction. The survey questionnaire defined “sold out” resorts as having sold less than 100 intervals in 2012. A few responding resorts reported that they are still under construction.

Among the 328 resorts responding, 86% reported that they are controlled by the HOA. Though controlled by the HOA, a separate company typically manages the resort’s day-to-day operations. Figure 1.6 shows the most common management structures in place. Most often, a company affiliated with the resort developer manages the resort’s day to day operations.

Figure 1.6

Resort management structure

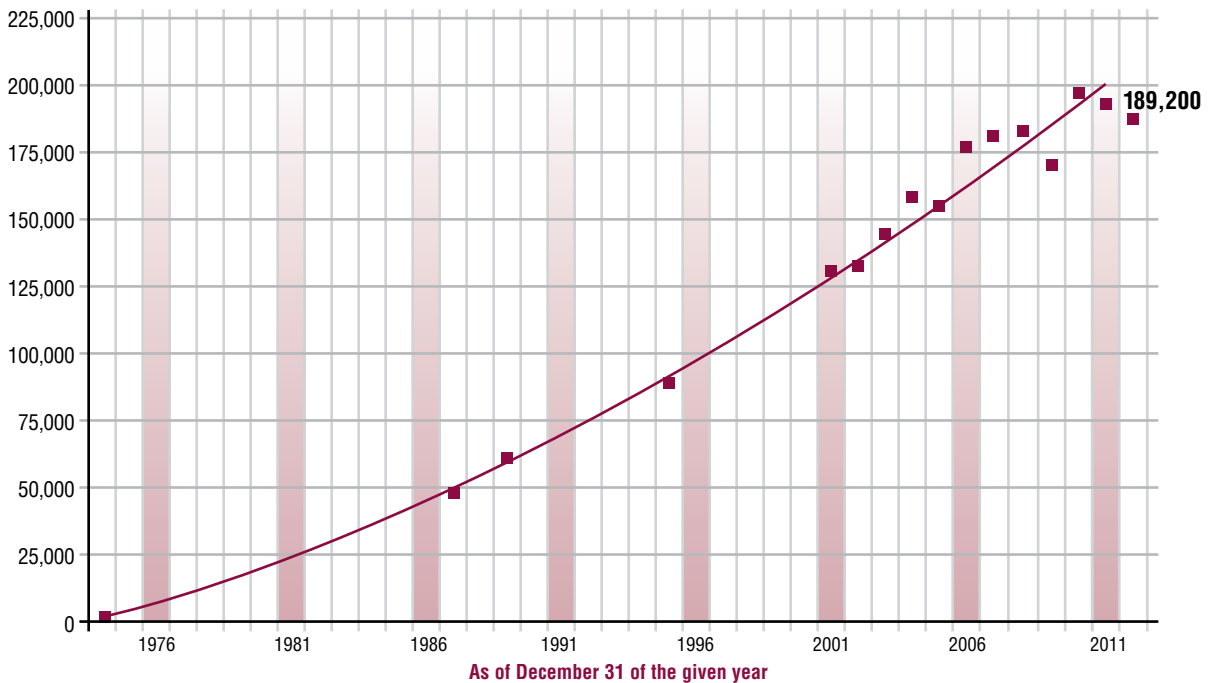
Resorts managed by	Percent
Company affiliated with the resort developer	59%
3rd party management company	21%
Self-managed by HOA(s)	19%
Other	1%

Percent of 315 respondents — percentages may not add due to rounding

Figure 1.7 shows the historical trend of unit growth through the available data points. Unlike timeshare resorts, the number of timeshare units has not been tracked from year to year.

Figure 1.7

Timeshare units since 1974



Source: Ragatz Associates, American Economics Group and AIF

Figure 1.4

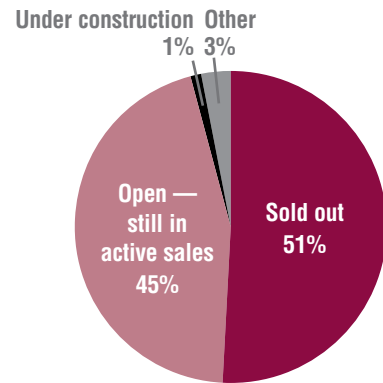
Year resorts opened

Year	Percent of resorts responding
1985 or before	27%
1986–1995	19%
1996–2005	40%
2006+	14%

Percent of 254 respondents — percentages may not add due to rounding

Figure 1.5

Resorts by development stage

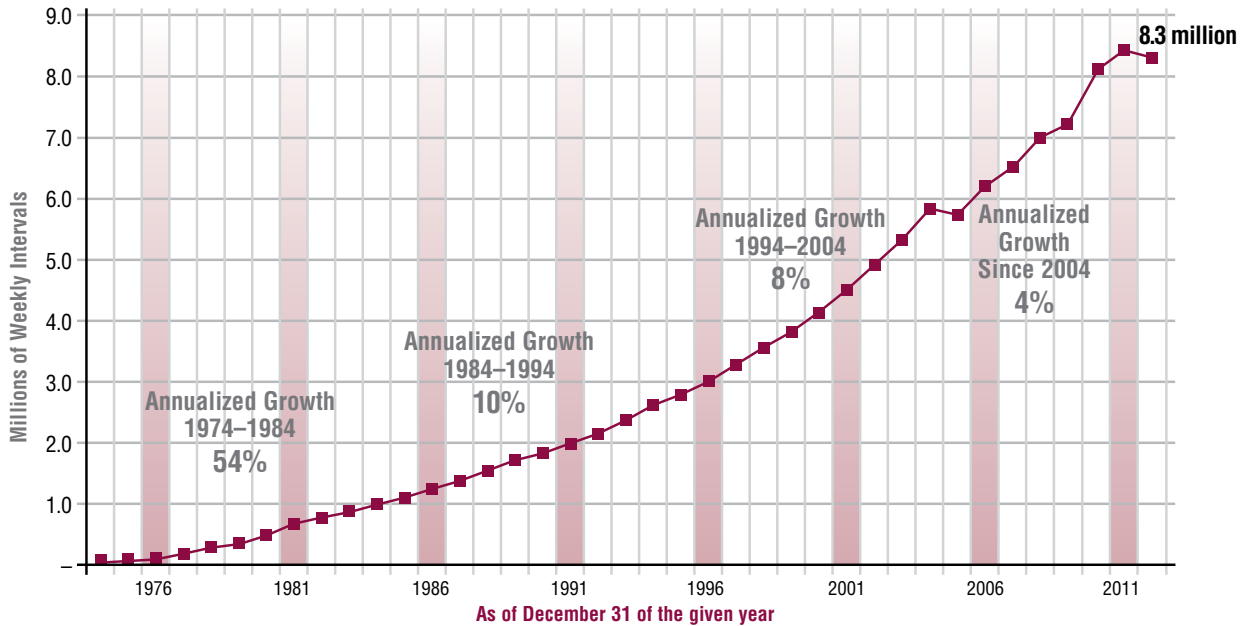


Percent of 470 respondents — percentages may not add due to rounding

Developers have built larger resorts as the industry has matured and larger, branded timeshare companies have entered the market. In 1974, the average resort had about 27 units. By 1989 that number had more than doubled to 56; in 2012 that number has again more than doubled to 122 units per resort.

Figure 1.8 shows the number of timeshare intervals owned since 1974. The previously noted change in study population that excluded fractional and PRC resorts accounts for the apparent decrease in 2005. The higher average resort size accounts for the increase in the estimate for 2010. In the industry’s first ten years, growth in intervals owned was significant, averaging 54% annually. From 1984 to 2004 interval growth averaged between 8% and 10% annually. Since 2004 that rate of increase has slowed to about 5% annually.

Figure 1.8 Intervals owned since 1974



Source: Ragatz Associates, American Economics Group and AIF

Resorts also reported the number of intervals owned by different types of owners — Figure 1.9 displays the results. Not surprisingly, most intervals are owned by individual consumers, referred to as resort owners in the industry. About 2% of intervals are owned by the homeowner’s associations, and another 12% are still owned by the resort developers.

Figure 1.10 breaks out the 86% of intervals owned by consumers. Individuals owning less than 7 weeks own about 94% of intervals — timeshare clubs⁷ own another 3% of intervals. Individuals owning seven or more weeks, travel clubs and rescue, relief, postcard type companies⁸ each account for 1% of intervals or less.

Figure 1.9 Intervals owned by type of owner

	Percent
Intervals owned by owners	86%
Intervals owned by HOA	2%
Intervals owned by developers	12%
Total	100%

Percent of 528 respondents — percentages may not add due to rounding

Figure 1.10 Owners other than HOA or developer

	Percent
Individuals who own < 7 wks	94%
Individuals who own 7+ wks	1%
Timeshare clubs	3%
Travel clubs	<1%
Rescue, relief, postcard type companies	<1%
Other	2%
Total	100%

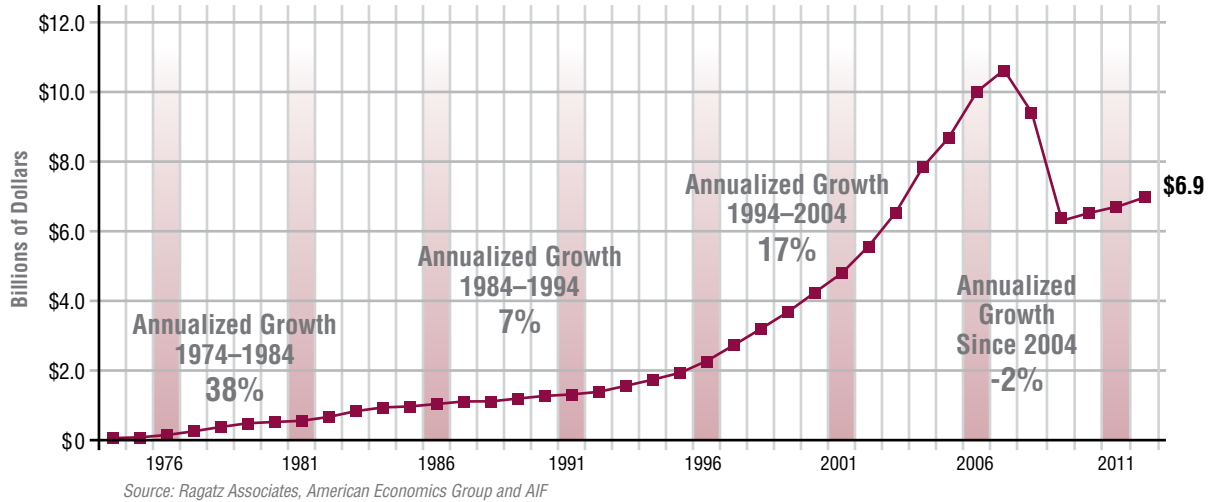
Percent of 310 respondents — percentages may not add due to rounding

⁷ Travel clubs provide members with services, discounts or other benefits on services related to travel.

⁸ Rescue, relief, postcard type companies offer to transfer ownership of timeshare interests to the company or another person.

Figure 1.11 shows the historical sales⁹ trend from 1974 through 2012. In keeping with the pattern of resort and unit growth, sales volume grew tremendously over the first 10 years (38% annualized growth), moderated in the middle 10 years (7%) and picked up again from 1994 to 2004 (17%). In 2004 a four year sales boom began, with sales volume peaking in 2007 at \$10.6 billion. However, sales fell significantly in the next two years due to the recession. 2012 marks the first significant increase in sales volume since the low mark in 2010, and the largest increase since 2007.

Figure 1.11 **Timeshare sales since 1974**



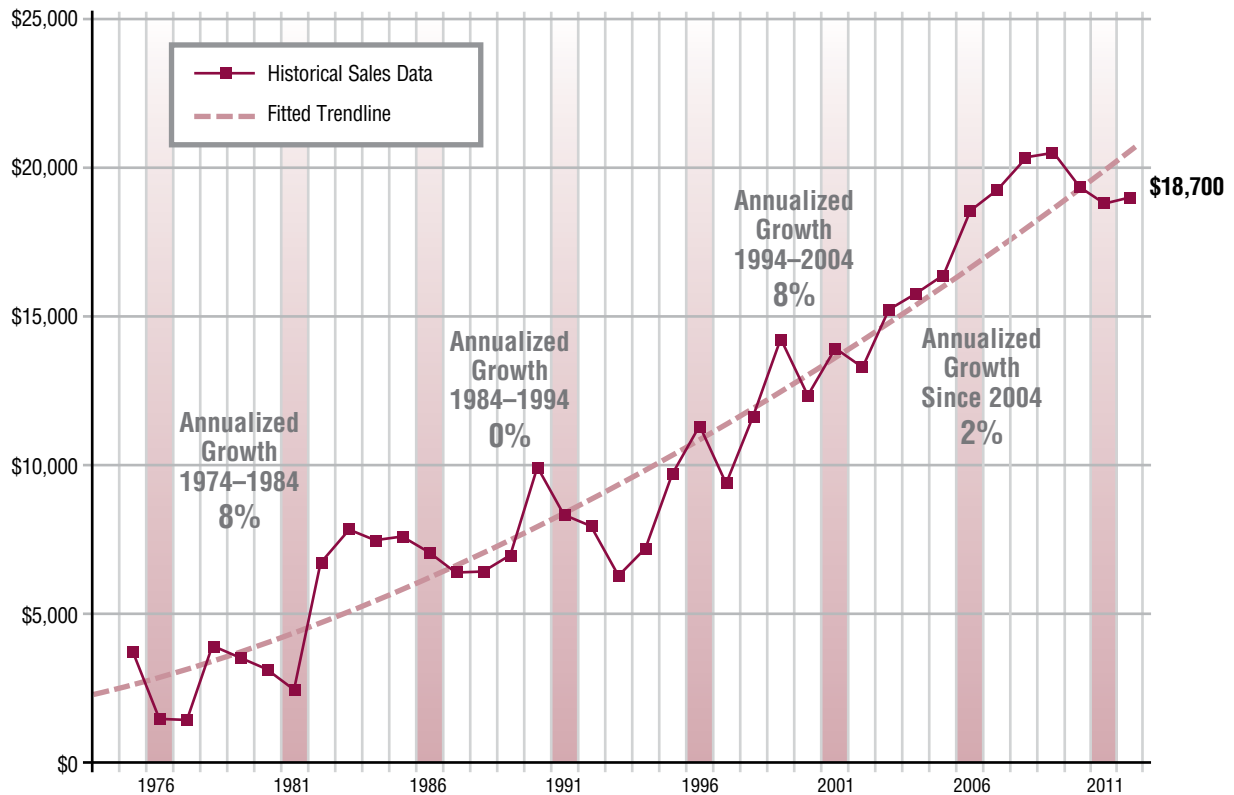
These sales numbers do not include sales for resorts that primarily sell fractional and private residence clubs (PRC) products. North American sales for these fractional and PRC resorts were \$497 million for 2012 as reported in *The Shared-Ownership Resort Real Estate Industry in North America - 2013 Edition*, produced by Ragatz Associates. These sales have fallen to less than a third of where they stood in 2010, when fractional sales were around \$1.5 billion. Fractional sales have been affected by declining real estate values and reduced consumer demand.

One practice that has increased in popularity of late is the use of so-called “fee for service” arrangements. In general, large developers provide sales and marketing support, including branding, to timeshare resorts they have not developed. The large developer receives a fee for this arrangement, enjoying improved cash flow without the capital risks of developing their own property. The resort leverages the developer’s existing sales infrastructure and brand. Sales related to fee for service arrangements in 2012 are estimated at \$328 million in the AIF’s upcoming *Financial Performance 2013* study, conducted by Deloitte and Touche. These sales are not differentiated in our sales estimates for the full timeshare industry.

⁹ The sales volume collected is commonly referred to as contract or originated sales and does not further separate all of the accounting metrics under the Financial Accounting Standards ASC 978 Real Estate – Timesharing Activities. This sales volume represents first generation or developer sales and does not include interests that were once owned and later resold on the secondary market.

Figure 1.12 sketches the trend in prices from 1974 to 2012. The average sales price equals total industry sales volume, less sales upgrades¹⁰ where no incremental time is purchased, divided by the total number of intervals sold. The growth in price has been more uneven than the growth in other measures. This may be due to the type, unit configuration, or location of properties making up the majority of sales in a given year.

Figure 1.12 **Timeshare average sales prices since 1974**



Source: Ragatz Associates, American Economics Group and AIF

As noted previously, the industry has added sophistication to the way owners can buy timeshare intervals. Instead of just selling one week per year, many now offer increased flexibility by offering “points” that owners can use to customize their vacation needs. They can break up or extend vacation weeks, travel during various times of the year and/or stay in various unit types at a range of locations. Some also offer biennial products that allow owners to use intervals every other year, instead of each year.

¹⁰ An upgrade sale is a transaction whereby a customer relinquishes the right to a currently held timeshare interval and obtains a higher-priced timeshare interval from the same seller.

Figure 1.13

Types of intervals

Interval type	Percent of resorts responding	Percent of resorts that are in active sales	Percent of resorts that are not in active sales
Weeks	75%	66%	82%
Points	67%	70%	65%
Biennials	49%	57%	29%

Percent of 619 respondents — multiple responses allowed

Figure 1.13 shows the percentage of resorts that have each of these types of intervals at their resorts. About 75% of respondents have intervals of the traditional weekly variety, about 67% have some form of points based products and 49% of respondents have biennials. The percentage with biennials is even higher among resorts that are in active sales — the majority of these resorts have this product.

Respondents also reported the ownership structures in place at their resorts. Resorts can be classified one of two primary ways — those where resort owners own real estate interests and those where they do not. Figure 1.14 lists the ownership structures present when owners own real estate interests, and Figure 1.15 shows those present when they do not. In the first case, deeded weeks are the dominant structure present. In the second case, points is the most common structure, followed by right to use. Note that in both cases multiple structures may be used at a given resort.

Finally, respondents reported their average unit size, in square feet. Figure 1.16 shows a summary of the results. Average sizes ranged from about 372 square feet for a studio unit to almost 1,500 square feet for units with three or more bedrooms. Larger, condo-style units are a major selling point for the timeshare industry. These allow larger parties to participate in the vacation, and provide a “home away from home” feel to the vacation. Often, they enhance timeshare owners’ flexibility to “lock-off” a portion of their units and rent or exchange them to other vacationers while still enjoying their vacation.

Figure 1.14

Ownership structures — owned real estate interest

	Percent
Deeded weeks	76%
Points	51%
Deeds held in trust	34%
Condominium	30%
Undivided interest (UDI)	26%
Both deeded and right-to-use	5%
Interest in a cooperative corporation	<1%
Other	1%

Percent of 469 respondents — multiple responses allowed

Figure 1.15

Ownership structures — no owned real estate interest

	Percent
Points	86%
Right to use	71%
Both deeded and right-to-use	9%
Membership	5%
Lease	2%
License	1%
Other	1%

Percent of 190 respondents — multiple responses allowed

Figure 1.16

Average unit sizes in square feet

Unit type	2012
Studio	372
1 bedroom	641
2 bedrooms	1,098
3 bedrooms or more	1,479
Weighted average	986

Number of respondents varies by unit type — 261 for studio, 438 for one BR, 500 for two BR and 281 for three+ BR

II. INDUSTRY HEALTH

Chapter 1 gives a clear picture of the size of the industry. However understanding the health of the industry involves reviewing additional key indicators such as interval sales prices, occupancy and maintenance fees. This chapter addresses these metrics, presenting a current picture of important measures of industry performance.

Overall

Figure 2.1 summarizes some of the timeshare industry's key performance metrics. Resorts sold approximately 366,200 intervals at an average price of \$18,700 per interval, yielding a total sales volume of around \$6.9 billion.

Figure 2.2 shows the changes in key metrics from 2011 to 2012. Occupancy decreased from the previous year due to differences in the pool of respondents. As you'll see in Chapter 5, respondents who provided data in both years saw occupancy remain relatively flat. Total sales volume increased by about \$400 million from the previous year. The number of intervals sold increased at about the same pace as total sales volume, with about 12,300 more intervals sold in 2012 than 2011. The combined effect of these two changes left the overall average price slightly higher than in 2012.

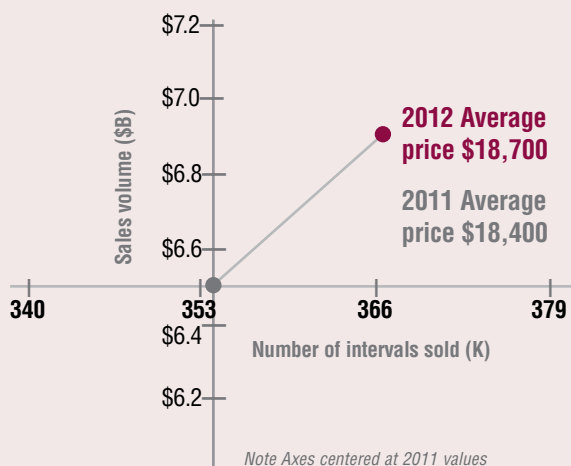
Figure 2.1

Key performance metrics 2012

Metric	2012
Sales volume	\$6.9 billion
Number of timeshare intervals sold	366,155
Sales price per interval	\$18,723
Points equivalent	\$24,710
Weeks	13,267
Occupancy	76.9%
Average maintenance fee per interval	\$822
Rental revenue	\$1.6 billion

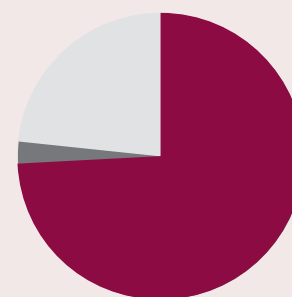
Figure 2.2

Changes in key metrics — 2011 to 2012



Resort occupancy

2012 – 76.9%
2011 – 78.9%



Average maintenance fee billed per interval

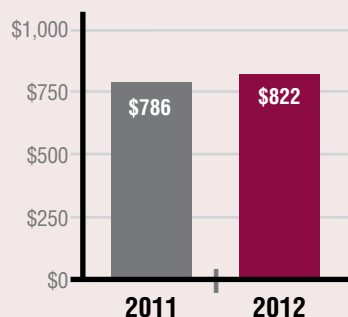


Figure 2.3

Distribution of sales price

Sales price level	Percent of resorts responding
Less than \$5,000	11%
\$5,000 - \$9,999	15%
\$10,000 - \$14,999	15%
\$15,000 - \$19,999	9%
\$20,000 - \$24,999	19%
\$25,000+	30%

Percent of 271 respondents — percentages may not add due to rounding

Figure 2.4

Sales from new owners

Sales from new owners	Percent of resorts responding
<50%	33%
51–70%	56%
71–90%	7%
91% or more	4%

Percent of 258 respondents — percentages may not add due to rounding

Figure 2.5

Occupancy breakouts

Type	Percent of time available
Owner/owner’s guest	40%
Exchange guest	19%
Renter	14%
Marketing guest	4%
Vacant	23%
Total	100%

Occupancy level (%)	Percent of resorts responding
Less than 60	19%
60–69	14%
70–79	14%
80–89	29%
90+	24%
Total	100%

Percent of 585 respondents — percentages may not add due to rounding

Figure 2.3 shows the distribution of sales prices across resorts. The most common sales price category is “\$25,000 or more,” at 30% of resorts. However, there are a number of resorts with intervals priced anywhere from \$5,000 to \$25,000. These prices vary depending on factors such as region and resort type, as shown in Figure 2.3.

On average, 47% of timeshare sales are from those who already own a timeshare with the developer. This can take place via upgrades or purchasing additional weeks or points. This demonstrates high satisfaction with the product through repeat buyers. In addition, the marketing costs associated with repeat sales are lower than for first time buyers.

Fifty-three percent of timeshare sales are from new owners. Figure 2.4 shows a distribution of the percentage of sales to new owners — 67% of resorts have at least half of their sales from new owners¹¹.

Average resort occupancy (including sold out resorts) was approximately 77% — this left about 23% of units vacant for the year. By comparison, occupancy at U.S. hotels was 61% in 2012¹². Figure 2.5 shows a more detailed view of occupancy. Resorts reported their average occupancy in each of these categories based on physical occupancy, meaning that actual guest check-in occurred. The percentages in Figure 2.5 represent industry averages, weighted by the number of units. It shows that owners, their guests, and exchange participants accounted for about 59% of available intervals. Renters accounted for another 14%, while marketing guests contributed another 4%.

Approximately 53% of resorts were at least eighty percent occupied, and 24% have occupancy of at least ninety percent. About 19% of resorts are less than sixty percent occupied.

The average annual maintenance fee¹³ charged was \$822 per interval. Figure 2.6 shows the average maintenance fees charged by unit type, and the distribution of maintenance fees by level. Studio units average \$542 annually in maintenance fees, one-bedroom units average \$656, and two-bedroom plus units average \$921 annually. About 7% of resorts have maintenance fees averaging less than \$400, while another 51% have maintenance fees of \$700 or more.

Figure 2.6

Maintenance fee breakouts

Unit type	Maintenance fee
Studio	\$542
1BR	\$656
*2BR+	\$921
Overall	\$822

Average maintenance fee	Percent of resorts responding
Less than \$400	7%
\$400 to \$499	8%
\$500 to \$599	15%
\$600 to \$699	19%
\$700 or more	51%
Total	100%

Percent of 493 respondents — percentages may not add due to rounding

* Resorts with the highest reported maintenance fees do not have three-bedroom units. This skewed the average maintenance fee for three-bedroom plus units. For those resorts that reported maintenance fees for both two-bedroom and three-bedroom units, fees for the latter averaged 29% higher.

11 “New owners” are owners that are new to the responding resorts/development companies, but not necessarily new to the timeshare industry.

12 STR Monthly Hotel Review: December 2012, Smith Travel Research.

13 This is the average maintenance fee billed to owners annually including contributions to reserves but excluding taxes and special assessments.

Figure 2.7

Maintenance fee delinquencies

Status	Percent of maintenance fee accounts
Current (fewer than 31 days delinquent)	87%
31-60 days delinquent	0%
61-90 days delinquent	0%
91-120 days delinquent	1%
More than 120 days delinquent	12%
Total	100%

Percent of 229 respondents — percentages may not add due to rounding

Figure 2.7 shows the number of maintenance fee related delinquencies in the industry in 2012 — about 87% of maintenance fee accounts were current. Among the 13% that were delinquent, about 8% are owned by individuals that own more than seven intervals, and 1% are owned by rescue, relief and postcard companies.

Resorts receive intervals back each year from owners via a number of means. Owners may sell intervals back to the resort, or return them to the resort if they are unwilling or unable to continue paying maintenance fees. Figure 2.8 shows the different types of programs available to owners to return intervals they have purchased. There are two common types of programs offered to buy back intervals. In some cases, the developer or HOA maintains a right of first refusal to buy back intervals if an owner is interested in selling — that is, the owner must first allow the resort an opportunity to buy back the interval before placing it on the secondary market. In other cases, the resort will buy-back available intervals, but does not maintain the right of first refusal — this is the most common arrangement at 37% of resorts. Still other resorts (35%) offer the opportunity to return the interval in exchange for the release of maintenance fee obligations only — in these cases there are no other financial considerations given. Finally, some resorts (15% of resorts) offer the opportunity to reduce points/time owned, as opposed to an outright sale.

Figure 2.8

Methods for returning intervals to resorts

Method	Percent of resorts responding
A buy-back program of timeshare intervals at a mutually agreeable price	37%
Ability to return timeshare inventory in exchange for release of maintenance fee requirements – no other financial considerations	35%
Right of first refusal when owners attempt to sell their timeshare interval	33%
Ability to convert to a reduced allotment of timeshare points and or/time	15%
Other	4%

Percent of 395 respondents — multiple responses allowed

Figure 2.9 shows the frequency with which intervals are re-claimed by resorts. About 38% of intervals reclaimed were because of foreclosure. The next two most common methods were voluntary surrenders (30% of re-claimed intervals) and buy-back programs (28%). Some resorts also purchase intervals on the secondary market, if they find them advertised. About 4% of intervals that resorts receive back come from this source. Interestingly, about 16% of respondents accept trade-ins of intervals developed by other developers.

Figure 2.9

Re-claimed intervals

Method	Percent of intervals
Due to foreclosure	38%
Voluntary surrender	30%
Under buy-back or time/point reduction programs	28%
Purchased on the secondary market	4%
For other reasons	0%

Percentage of 167 respondents, weighted by number of units

18 II. INDUSTRY HEALTH

What do resorts do with the intervals that they get back from owners? In general, they sell them to other owners as part of their developer sales — all of the respondents to our survey indicated that they handle re-claimed inventory in this way. About 31% of resorts have programs that provide assistance to HOA's and/or owners who want to sell their timeshare intervals on the secondary market. Figure 2.10 lists some of the methods commonly employed by respondents. The most common avenues are the resort's own website and licensed real estate brokers — either onsite or offsite.

Figure 2.10

Resale channels

Channel	Percent of resorts responding
The resort's own website	29%
An onsite licensed real estate broker who is affiliated with your resort (HOA)	19%
A licensed real estate broker that specializes in timeshare but is independent from your resort	16%
An offsite licensed real estate broker who specializes in timeshare and is affiliated with your resort (HOA)	16%
Social media (e.g., Facebook, Twitter)	14%
An offline timeshare resale listing company	13%
A website that specializes in advertising timeshares for sale or rent (not a licensed broker)	8%
A general advertising or auction website that does not specialize in timeshare, such as Craig's list or eBay	8%
A full service online licensed real estate brokerage that specializes in timeshare	7%
A classified ad in a traditional printed periodical, such as a newspaper or magazine (which may also appear online, such as USA Today)	7%
A classified ad in a printed timeshare periodical, such as a catalogue or magazine (which may also appear online, such as Timesharing Today).	7%
A licensed real estate broker who does not specialize in timeshare	1%
Other	14%

Percent of 273 resorts responding — multiple responses allowed

As noted in Figure 2.5, renters occupied 14% of timeshare intervals in 2012. Seventy-four percent of resorts reported offering some form of rental program. Figure 2.11 shows the types of rental programs they offer. Nearly all (95%) resorts with a rental program offer daily rentals and most offer weekly rentals (91%). These rental programs generally have rates that vary by season (94%). About 55% offer rental programs for their marketing guests. Resorts offer “other” types of rental programs including half-price rentals for timeshare owners, weekend programs, or two to three night minimum programs.

Figure 2.11 Types of rental program offered

Rental type	Percent of resorts responding
Daily rentals	95%
Weekly rentals	91%
Monthly rentals	41%
Rental rates that vary based on season	94%
Rental programs for marketing guests	55%
Other	29%

Percent of 442 respondents — multiple responses allowed

Figure 2.12 shows the rental revenue associated with these rentals. There were about 9.6 million nights rented in 2012, at an average price of \$163 per night. This translates to approximately \$1.6 billion in rental revenue for the timeshare industry last year.

Figure 2.12 **Rental revenue**

Metric	2012
Total rental revenue	\$1.6 billion
Total nights rented	9.6 million
Average rental price per night	\$163

Based on 418 respondents

There were about 9.6 million nights rented in 2012, at an average price of \$163 per night.

Rental revenue is one type of operating revenue collected by timeshare resorts. Figure 2.13 shows the percentage of operating revenues collected by resorts across a number of categories. The predominant source of operating revenues for resorts is maintenance fees, followed by rentals.

Figure 2.13 **Operating revenue**

Category	Percent of operating revenue
Maintenance fees	76%
Rentals	17%
Housekeeping	2%
Developer subsidy	1%
Special assessments and other revenue sources	1%
Food & beverage	1%
Other	2%

Percent based on 587 respondents

20 III. INDUSTRY SEGMENTS

This chapter uses the performance metrics listed in the previous chapter to compare specific industry segments. Doing so involves the separation of resorts into relevant subgroups, and the calculation of performance measures for each of these segments.

The five segments are

- Average resort size – in number of units
- Sales volume
- Resort type
- Region
- Sales price

The following are the key performance metrics calculated for each of the segments noted above.

- Percent of resorts
- Resort size, as measured by average number of units
- Total sales volume
- Sales price per interval
- Occupancy
- Average maintenance fee

Resort Size

The first segmented analysis explores performance by size of resort, using three categories: small (less than 50 units), mid-size (51–100 units) and large (>100 units). Even though the average resort size is 122 units, 38% of resorts have less than 50 units, and 38% have 100 units or more.

Not surprisingly, resorts with more than 100 units have the largest share of total sales volume — their share of sales volume is more than twice their share of resorts. Occupancy and maintenance fees were also highest at the largest resorts.

Figure 3.1 Performance by resort size

Number of units	Percent of resorts	Average size (# units)	Total sales volume (\$B)	Sales price per interval	Average occupancy	Average maintenance fees per interval
0–50	38%	28	\$0.3	\$21,736	76.4%	\$746
51–100	24%	73	\$0.8	\$18,070	75.6%	\$718
More than 100	38%	265	\$5.7	\$17,800	77.2%	\$888
Overall	100%	122	\$6.9	\$18,723	76.9%	\$822

Percent of 636 respondents — percentages may not add due to rounding

Sales Volume

Another way to measure a resort's size is to consider its level of total sales volume. Figure 3.2 compares the performance measures of the resorts for groups based on sales volume. Ninety-four percent of resorts had less than \$25 million in total sales for 2012. Resorts with \$25 million or more in sales are increasingly larger resorts and have a higher average sales price.

Figure 3.2 Performance by sales volume

Sales volume in millions (M)	Percent of resorts	Average size (# units)	Total sales volume (\$B)	Sales price per interval	Average occupancy	Average maintenance fees per interval
None	53%	61	\$0.0	—	73.4%	\$702
Less than \$25M	41%	131	\$3.0	\$15,427	75.3%	\$815
\$25M to \$49.9M	4%	328	\$1.3	\$18,769	84.9%	\$960
\$50M to \$99.9M	2%	664	\$1.3	\$17,655	78.8%	\$1,023
\$100M+	1%	1,079	\$1.2	\$23,119	70.1%	\$932
Overall	100%	122	\$6.9	\$18,723	76.9%	\$822

Percent of 708 respondents — percentages may not add due to rounding

Resort Type

Respondents reported the vacation experience offered at their resort and/or nearby. They also shared which characteristic best describes their resort. Figure 3.3 shows the results.

Beach resorts are the most common primary designation; golf is most often available nearby and/or onsite. Resorts reported about three and a half of these vacation experiences available per resort on average. Other vacation experiences noted include national and state parks, historic sites, and vineyards/wineries.

Figure 3.3 Distribution by resort type

Type	What vacation experience does this resort offer?			Which one characteristic best describes this resort?
	Onsite	Nearby	Nearby and/or onsite	
Beach	43%	29%	50%	28%
Country/lakes	20%	26%	34%	16%
Golf	21%	76%	80%	11%
Ski	4%	28%	27%	9%
Theme park	4%	26%	26%	6%
Island	24%	7%	20%	6%
Urban	15%	13%	21%	6%
Desert	5%	15%	16%	5%
Rural/coastal	25%	17%	29%	4%
Gaming	6%	24%	25%	2%
Other	—	—	—	8%

Percent of 504 respondents — percentages may not add due to rounding
For onsite and nearby, multiple responses were allowed.

Figure 3.4 compares the performance for the most common resort types¹⁴. Theme Park resorts tend to be the largest. Island resorts have the highest occupancy and maintenance fees; urban resorts have the highest average price.

Figure 3.4 Performance by resort type

Type	Percent of resorts	Average size (# units)	Total sales volume (\$B)	Sales price per interval	Average occupancy	Average maintenance fees per interval
Beach	28%	103	\$2.0	\$17,651	83.1%	\$719
Country/lakes	16%	109	\$0.9	\$9,694	67.9%	\$651
Golf	11%	160	\$1.0	\$14,602	80.0%	\$696
Ski	9%	90	\$0.4	\$19,067	67.2%	\$792
Theme park	6%	362	\$1.0	\$12,118	77.6%	\$806
Island	6%	97	\$0.4	\$28,923	86.0%	\$935
Urban	6%	94	\$0.4	\$29,226	81.4%	\$752
Other*	19%	130	\$0.8	\$14,017	77.2%	\$714
Overall	100%	122	\$6.9	\$18,723	76.9%	\$822

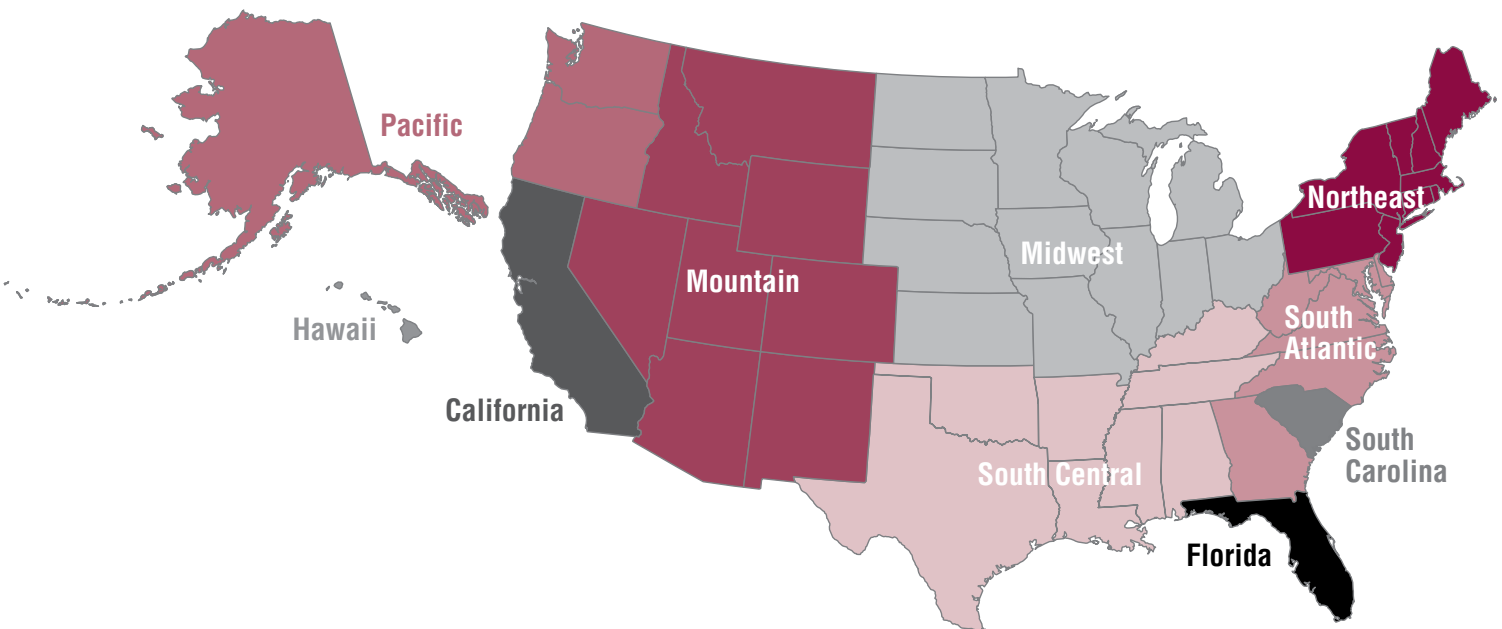
Note: *Other* Includes Rural/Coastal, Gaming, Desert, and Other from above.

Geographic Region

The next segment is geographical region of the country. The analysis includes calling out the four states with the most resorts, and grouping the remaining states in regions, based on the U.S. Census Bureau's list of geographic regions. Figure 3.5 shows a list of states represented by each region, and Figure 3.6 compares the performance by region.

Figure 3.5 Geographic regions

Region	States
Florida	FL
California	CA
South Carolina	SC
Hawaii	HI
Mountain/Pacific	CO, UT, NV, MT, AZ, WY, ID, NM, AK, OR, WA
Northeast	CT, ME, MA, NH, RI, VT, NJ, NY, PA
South Central	AL, KY, MS, TN, TX, LA, AR, OK
Midwest	IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD
South Atlantic	DE, DC, GA, VA, WV, NC, MD



¹⁴ There was insufficient data to report on the other resort types.

Figure 3.6 Performance by geographic region

Region	Percent of resorts	Average size (# units)	Total sales volume (\$B)	Sales price per interval	Average occupancy	Average maintenance fees per interval
Florida	24%	212	\$2.7	\$18,170	75.4%	\$759
California	9%	117	\$0.4	\$17,269	83.7%	\$781
S. Carolina	7%	119	\$0.5	\$15,759	79.7%	\$708
Hawaii	6%	116	\$0.6	\$29,290	87.9%	\$1,019
Mountain/Pacific	20%	99	\$0.6	\$16,835	77.1%	\$795
Northeast	11%	88	\$0.4	\$17,244	64.7%	\$606
South Central	9%	138	\$0.8	\$11,273	69.6%	\$675
South Atlantic	8%	102	\$0.4	\$15,867	65.2%	\$640
Midwest	7%	114	\$0.5	\$8,434	65.8%	\$662
Overall	100%	122	\$6.9	\$18,723	76.9%	\$822

Percent of 1,551 resorts — percentages may not add due to rounding

Florida has the most resorts, the largest resorts, and the greatest sales volume. Occupancy, sales price and maintenance fees are highest in Hawaii. The Northeast has the lowest occupancy and maintenance fees and the smallest resorts. The Midwest has the lowest average interval price.

Sales Price

The final segment is average sales price. Maintenance fees tend to increase with sales price. Occupancy is much higher for resorts with intervals priced at \$20,000 and above than for those priced lower than \$20,000. Almost half of total sales occurred among intervals priced between \$20,000 and \$29,999.

Figure 3.7 Performance by average sales price

Average sales price	Percent of resorts	Average size (# units)	Total sales volume (\$B)	Sales price per interval	Average occupancy	Average maintenance fees per interval
Less than \$10,000	31%	152	\$1.0	\$5,716	73.5%	\$635
\$10,000 to \$19,999	23%	230	\$1.5	\$15,688	65.8%	\$722
\$20,000 to \$29,999	37%	162	\$3.2	\$25,572	84.4%	\$1,000
\$30,000 or more	9%	269	\$1.2	\$42,914	81.2%	\$1,088
Overall	100%	122	\$6.9	\$18,723	76.9%	\$822

Percent of 290 respondents — percentages may not add due to rounding

24 IV. SOLD OUT RESORTS

In the timeshare industry, there is often a great deal of difference between the management of resorts that are still selling intervals versus those that have sold all, or most, of their intervals. For the first time, respondents answered a set of questions that specifically address some of the concerns of sold out resorts. This chapter outlines the answers to those questions.

Even resorts which sold their intervals years ago may receive some intervals back from owners and sell them to new owners, as described in chapter two. This means that relatively old resorts may still have some level of sales activity, even though they are not marketing intervals. For this reason, a resort is considered to be “in sales” if it sold more than 100 intervals in 2012. Among resorts that indicated that they were not in-sales, 254 resorts provided data on the management of sold out resorts. This information focused on two main topics — special assessments and reserve funds.

Special Assessments

As seen in Figure 4.1, about 85% of sold out resorts did not have a special assessment in 2012 — note that only 2% were planning one for 2013. Among those who did have special assessments, most had two special assessments in 2012.

Figure 4.2 shows the chief causes of special assessment(s) in 2012. Nearly all respondents reported that the assessment was related to a planned refurbishment. Only a handful noted that the assessment was related to unanticipated concerns such as a natural disaster or some failure of capital assets.

Figure 4.1

Frequency of special assessments in 2012

Frequency	Percent of resorts responding
None	85%
One	1%
Two	14%
3 or more times	<1%

Percent of 254 resorts — percentages may not add due to rounding

Figure 4.2

Reasons for special assessment

Reasons	Percent of resorts responding
Planned refurbishment (NOT related to natural disaster)	97%
Unanticipated or premature failure of capital assets (NOT related to natural disaster)	5%
Natural disaster (such as a hurricane, a flood, etc.)	3%
Unanticipated refurbishment (NOT related to natural disaster)	3%
Unanticipated expansion of resort product or amenities	0%
Planned expansion of resort product or amenities	0%
Higher delinquency rate than expected	0%
Other	0%

Percent of 39 resorts — multiple responses allowed

IV. SOLD OUT RESORTS

Figure 4.3

Reserve funds per unit

Reserve funds per unit	Percent of resorts responding
Less than \$5,000	22%
\$5,000 – \$9,999	19%
\$10,000 – \$14,999	10%
\$15,000 – \$19,999	25%
\$20,000 – \$24,999	3%
\$25,000 +	21%

Percent of 212 resorts — percentages may not add due to rounding

Reserve Funds

The average reserve balance held by sold-out resorts is \$28,600 per unit. However, there was a significant variability in the amount held at each resort, so that the median reserve amount was \$14,300. Figure 4.3 contains a distribution of reserve funds held by resorts, on a per unit basis.

As shown in Figure 4.4, reserve fund balances vary significantly by state and region. Among the four states with the most timeshare resorts, Hawaiian resorts tend to have the highest reserve fund balances per unit — half of these resorts have reserve balances of \$25,000 or more per unit. Resorts in South Carolina have relatively low reserve balances, with 86% having balances of less than \$10,000 per unit. Resorts in the Northeast also have relatively low reserve balances — 89% of respondents there reported reserve balances below \$10,000 per unit. Note that for some states the number of respondents is relatively low, so caution in using these results is advisable.

Figure 4.4 **Reserve funds per unit by region**

Reserve balance	CA	FL	HI	SC	Mid West	Mountain/Pacific	North East	South Atlantic	South Central
Less than \$5,000	27%	23%	0%	43%	14%	29%	67%	44%	17%
\$5,000 – \$9,999	33%	17%	20%	43%	29%	24%	22%	22%	17%
\$10,000 – \$14,999	0%	15%	10%	0%	14%	10%	0%	33%	50%
\$15,000 – \$19,999	13%	6%	20%	0%	21%	10%	0%	0%	0%
\$20,000 – \$24,999	0%	4%	0%	0%	0%	10%	0%	0%	0%
\$25,000 +	27%	34%	50%	14%	21%	19%	11%	0%	17%
Respondents	15	47	10	14	42	9	7	9	6

A reserve fund study is defined as a comprehensive plan that predicts when various capital items are expected to wear out and estimates the funds set aside for replacement. Figure 4.5 notes that 63% of resorts conducted a reserve study in 2012 — 92% of resorts had conducted one in the past three years. Note that almost all (94%) resorts reported using an independent third-party to conduct their reserve study.

Figure 4.5

Year of most recent reserve study

Year	Percent of resorts responding
2012	63%
2011	8%
2010	21%
2009 or before	8%

Percent of 248 resorts — percentages may not add due to rounding

Figure 4.6

Frequency of reserve studies

Frequency	Percent of resorts responding
Have not conducted a reserve study	9%
Every year	25%
Every 2 years	3%
Every 3 years	43%
Every 4 years	1%
Every 5 years	12%
Other	7%

Percent of 274 resorts — percentages may not add due to rounding

Figure 4.6 shows the frequency with which resorts conduct reserve studies. The most frequent response (43% of respondents) was every three years — a total of 71% conduct a reserve study at least every three years.

On average, resorts reported that 18% of billed maintenance fees are contributed to reserve funding. Respondents also reported how well this level of reserve contributions aligned with the amount recommended in the most recent reserve study. Figure 4.7 shows the results. More than 85% of respondents indicated that their contributions to reserves from maintenance fees meet or exceed the levels recommended in the most recent reserve study, and another 9% indicated that they are at least within ten percent of the recommended amount. About 5% of resorts reported they are more than ten percent below the recommended amount.

Figure 4.7
Sufficiency of reserve funding from maintenance fees

Reserve fund contributions	Percent of resorts responding
At or above the level recommended in the study	85%
10% or less below	9%
More than 10% below	5%

Percent of 190 resorts — percentages may not add due to rounding

Among those resorts whose contributions are below recommended amounts, maintenance fee delinquencies are the most common cause, as seen in Figure 4.8. All but one of these respondents reported that they did not take any action, such as a special assessment, to make up for the shortfall in reserves.

Figure 4.8
Causes for insufficient contributions to reserves

Reason	Percent of resorts responding
Higher level of maintenance fee delinquencies than expected	64%
The percentage of maintenance fees dedicated to reserves was not sufficient	20%
Reserve fund expenditures were higher than expected	12%
Other	4%

Percent of 25 resorts — percentages may not add due to rounding

Figure 4.9
Percent of total reserve funding on hand

Reserve funding on hand	Percent of resorts responding
Less than 20% of total estimated reserve funding	27%
20 to 29%	15%
30 to 39%	9%
40 to 49%	28%
50 to 59%	4%
60 to 79%	9%
80%+	8%

Percent of 159 resorts — percentages may not add due to rounding

Estimated total reserve funding is defined as the amount that would be necessary to completely replace all items contained in the reserve study to the extent an amount or portion thereof should have been set aside for the item as of a certain date. For example — if the reserve study stated the roof would cost \$50,000 to replace and it was at half its estimated useful life, your reserve should contain 50% of the costs of roof replacement, or \$25,000 on average. The average reserve balance held by resorts was 37% of estimated total reserve funding. Figure 4.9 shows a distribution of the total reserve funding kept on hand by resorts.

Finally, armed with an understanding of the timeshare industry’s size and strength, the next area of focus is its near term outlook. This chapter explores recent performance trends and expected construction.

Figure 5.1 Recent performance trends

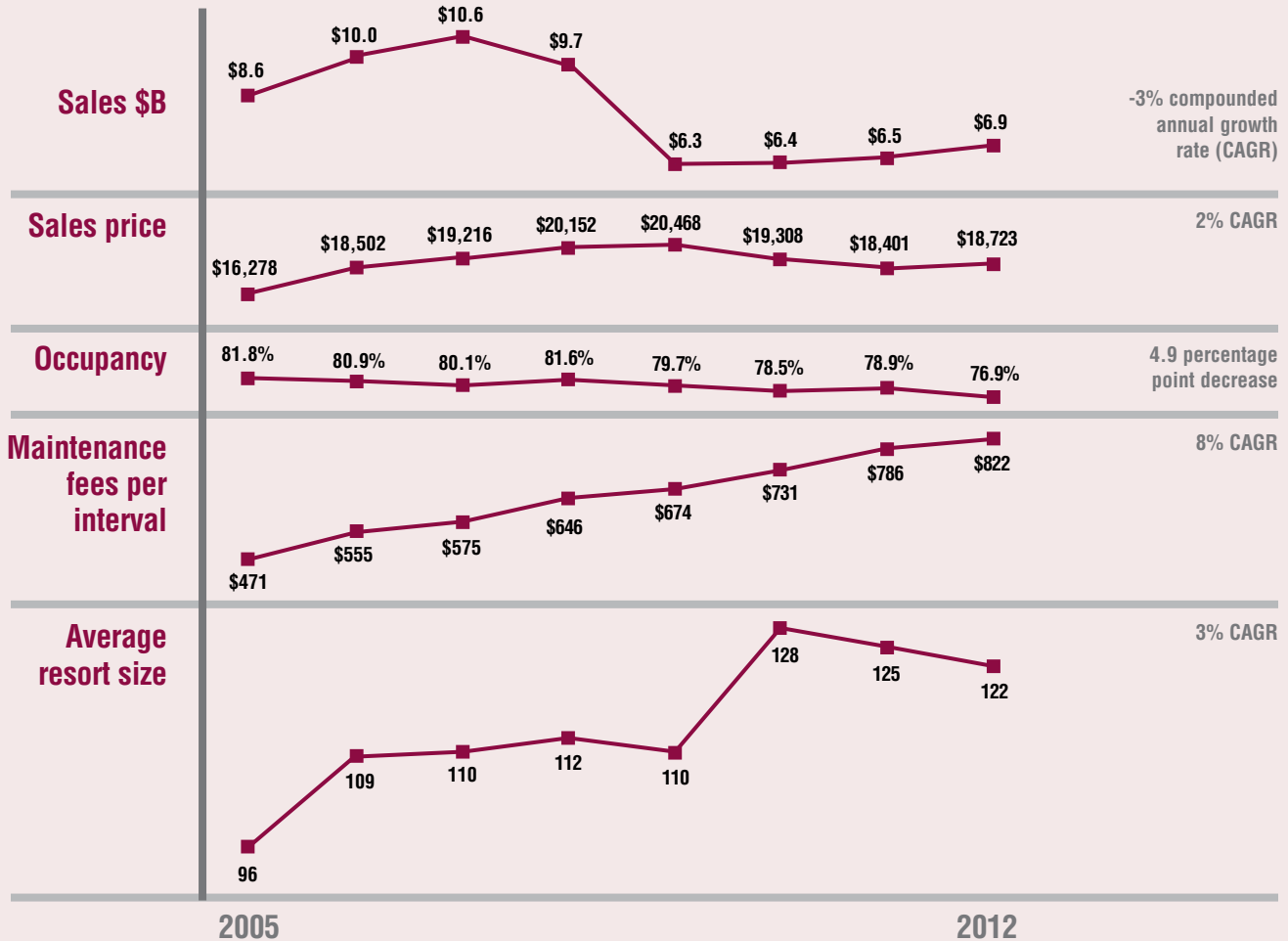


Figure 5.1 displays trends for the industry’s five key performance measures since 2005. Sales volume has decreased by 20% since 2005. This is primarily driven by the 34% drop in sales for 2009. At the same time, price increased by 15% — an average of 2% compounded annually. Occupancy decreased slightly over the timeframe, with most of the decrease coming in 2009 and 2012. As shown below, the decrease in occupancy in 2012 is primarily driven by changes in the responding population. Maintenance fees have increased by an average of 8% annually since 2005. Average resort size has seen two significant increases — in 2006 and 2010. The increase in 2010 is attributable to a change in the respondent pool.

Figure 5.2 shows the change from 2011 to 2012 in some key metrics for respondents having multiple resorts and reporting data in both years. The purpose of this table is to assess changes without respect to differences in the respondent pool.

Figure 5.2 **Changes for respondents providing data in 2011 and 2012**

	2011	2012	Change	Percent change 2011 to 2012
Number of resorts	594	616	22	3.7%
Number of units	75,346	77,157	1,811	2.4%
Total sales (\$M)	\$3,817	\$4,166	\$349	9.1%
Sales price	\$19,900	\$20,962	\$1,062	5.3%
Occupancy	75.4%	75.6%	0.2%	NA
Average units	127	125	-2	-1.3%
Maintenance fees	\$870	\$898	\$28	3.3%

Note: Numbers may not add due to rounding

In 2011, these respondents had 594 resorts and 75,300 units, for an average resort size of around 127 units. In 2012, the number of resorts increased to 616 and the number of units increased to about 77,200, for an average resort size of 125 units. The increase in the number of resorts and units does not indicate resort construction on the part of these respondents — rather it reflects acquisition and consolidation in the industry. Likewise, the decrease in average resort size does not mean that resorts subtracted units, but that the majority of these acquisitions were of somewhat smaller resorts.

The rest of the table illustrates the impact that this year's new respondents have on the overall results. Total sales among this group increased by 9% in 2012, compared to an estimate of about a 6% for the entire industry. Again, while receiving additional information results in a more accurate overall sales estimate, it makes year over year comparisons more difficult.

Similarly, the actual changes in industry average sales price and occupancy are more accurately understood using this table than by looking at the change noted in Figure 5.1. Average sales price grew at a healthy 5% clip, while occupancy was little changed.

Figure 5.3 **Unit construction**

	Number of units
Units expected to be built – 2013	1,406
Units expected to be built – 2014+	7,916

Figure 5.4 **Resort construction**

	Total
New resorts planned for completion in 2013	5
Associated number of units in 2013	166
New resorts planned for completion in 2014 and beyond	63
Associated number of units in 2014	306

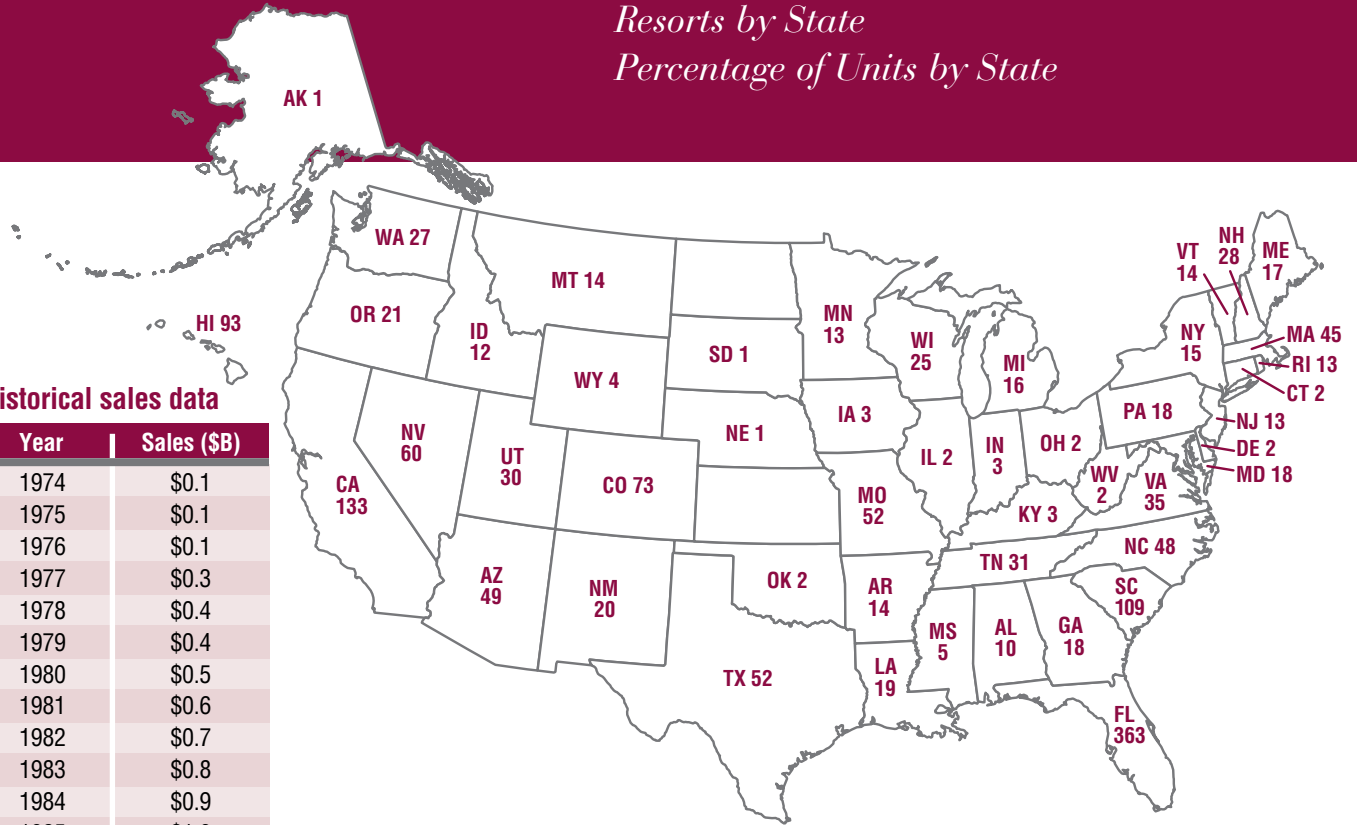
Returning to our consideration of all survey respondents, Figure 5.3 shows estimates of construction of new timeshare units. Respondents expect to build around 1,400 units in 2013 — about the same as the 1,400 units expected for 2012 at this time last year. However, they estimate another 7,900 new units in 2014 and beyond — this compares to only 1,900 expected at this time last year for 2013 and beyond.

Figure 5.4 shows the expected new resort construction. Respondents expect to build five resorts in 2013, with 166 total units. These numbers are similar to the expectations last year at this time, which were three new resorts and 138 associated units. However, construction planned for a year or more out is up sharply, from 5 resorts and 11 units at this time last year to 63 resorts and 306 units now.

Trends in the industry point to a gradual rebound from the lows experienced in 2008 and 2009. The growth in sales was the highest since 2006. Occupancy has remained relatively steady. Finally, planned construction is much higher than it has been over the past few years. It will be interesting in the next few years to see whether the industry can build on its 2012 successes and return to a sustained and healthy rate of growth.

VI. APPENDIX A

Historical Sales Data Resorts by State Percentage of Units by State



Historical sales data

Year	Sales (\$B)
1974	\$0.1
1975	\$0.1
1976	\$0.1
1977	\$0.3
1978	\$0.4
1979	\$0.4
1980	\$0.5
1981	\$0.6
1982	\$0.7
1983	\$0.8
1984	\$0.9
1985	\$1.0
1986	\$1.0
1987	\$1.0
1988	\$1.1
1989	\$1.2
1990	\$1.2
1991	\$1.3
1992	\$1.4
1993	\$1.5
1994	\$1.7
1995	\$1.9
1996	\$2.2
1997	\$2.7
1998	\$3.1
1999	\$3.6
2000	\$4.1
2001	\$4.8
2002	\$5.5
2003	\$6.5
2004	\$7.9
2005	\$8.6
2006	\$10.0
2007	\$10.6
2008	\$9.7
2009	\$6.3
2010	\$6.4
2011	\$6.5
2012	\$6.9

Resorts by state

State	Resorts	State	Resorts
FL	363	MI	16
CA	133	NY	15
SC	109	AR	14
HI	93	MT	14
CO	73	VT	14
NV	60	MN	13
MO	52	NJ	13
TX	52	RI	13
AZ	49	ID	12
NC	48	AL	10
MA	45	MS	5
VA	35	WY	4
TN	31	IA	3
UT	30	IN	3
NH	28	KY	3
WA	27	CT	2
WI	25	DE	2
OR	21	IL	2
NM	20	OH	2
LA	19	OK	2
GA	18	WV	2
MD	18	AK	1
PA	18	NE	1
ME	17	SD	1

Percentage of units by state

State	% of Units
FL	35%
CA	9%
SC	8%
HI	7%
NV	4%
TN	4%
TX	3%
CO	3%
MO	3%
AZ	3%
All others	21%

Note: There was not sufficient response to report the number of units at the state level for each state.

Source: Ragatz Associates, American Economics Group and AIF

30 IV. APPENDIX B

TIMESHARE RESORT TRACKING

The study universe in the State of the Vacation Timeshare Industry consists of the latest list of timeshare resorts in the United States. While there is not a single, mandated registration database of timeshare properties developed in the U.S., the ARDA International Foundation established an extensive process to identify existing and planned unique timeshare resorts.

Timeshare resorts are identified through a variety of primary and secondary research, including:

- Company press releases, earnings reports, and websites
- Exchange company directories
- Crittenden Resort Report
- Industry media searches
- General media searches
- Primary survey research which includes a Confirmation Survey and the State of the Vacation Timeshare Industry survey

Extensive verification is conducted to identify unique timeshare resort properties. The resort count does not include:

- Emerging vacation ownership product segments – fractional, private residence clubs, destination clubs, non-equity clubs, whole-ownership, or condo-hotel resorts
- Club entities that own partial inventory or partial intervals at a physical timeshare resort
- Vacation exchange rental property at non-timeshare resorts



2013 STATE OF THE VACATION TIMESHARE INDUSTRY SURVEY

Thank you for participating in the 2013 ARDA International Foundation (AIF) Survey!
 The following survey is about timeshare resorts. If you have any questions,
 please contact Joe Callender at 202-327-5692 or via email at Joe.Callender@ey.com

PLEASE COMPLETE AND SUBMIT NO LATER THAN FEBRUARY 15, 2013. Return via email to Joe.Callender@ey.com

If you submitted a response to us last year, we have used that data to pre-populate fields that are unlikely to change. We hope this makes this questionnaire easier to complete. Please review the answers in case anything has changed since last year.

I. Resort Identification

1. Is this resort part of a multiple resort family?

- Yes – Please contact Joe Callender at 202-327-5692 or Joe.Callender@ey.com if interested in providing the information below via an Excel spreadsheet for all your resorts.
- No

2. Resort identifying information

Resort Name _____
 Address _____
 City _____ State _____ Zip Code _____
 Website _____

3. Contact person (General information for individual completing survey)

First Name _____
 Last Name _____
 Title _____
 Company Name _____
 Telephone Number _____

4. Resort management information (Complete only if applicable)

Name of Development Company _____
 Name of Management Company _____
 Home Owners Association(s) *If multiple HOAs please use a comma to separate*

 Name of Marketing Company _____

II. Resort Characteristics

1. At which development stage is this resort currently? (Select one)

Note: Active sales resorts are defined as resorts that sold 100 or more new weekly intervals or points equivalent sales during 2012, excluding re-sales. All other resorts are considered not in active sales. If the resort is being built in phases, and a construction phase is complete, the resort should be considered open, even if a new phase is still under construction.

- Planned
- Under Construction - not in Active Sales
- Under Construction - in Active Sales
- Open - Still in Active Sales
- Sold Out *Note: Resort may have some resale activity*
- Closed
- Other, specify _____

Please select the year this resort opened for sales.
 (Only answer if stage above equals Open or Sold Out)

Please select the year this resort closed.
 (Only answer if stage above equals Closed)

Please specify a reason why this resort closed
 (Open-ended; only answer if stage above equals Closed)



2013 STATE OF THE VACATION TIMESHARE INDUSTRY SURVEY

II. Resort Characteristics — continued

2. Who is the resort controlled by:

- HOA (s)
- Developer

3. Who manages the timeshare resort's day to day operation?

- Self-managed by HOA(s)
- Managed by a management company that is affiliated with the resort developer
- Managed by a third party management company
- Other, specify _____

4. How many timeshare units does this resort have by size as of December 31, 2012?

If you don't have a given type of unit, please fill in '0'. NOTE: Please do not include commas when reporting numeric values. (i.e., the amount 1,000 should be reported as 1000.)

- | | |
|---|---|
| _____ Studio - count lockoffs as one unit | _____ Studio - count lockoffs as separate units |
| _____ 1BR - count lockoffs as one unit | _____ 1BR - count lockoffs as separate units |
| _____ 2BR - count lockoffs as one unit | _____ 2BR - count lockoffs as separate units |
| _____ 3BR+ - count lockoffs as one unit | _____ 3BR+ - count lockoffs as separate units |
| _____ Total count lockoffs as one unit | _____ Total count lockoffs as separate units |

5. What is the average size of a unit at this resort in square feet?

If you don't have a given type of unit, please fill in "0." NOTE: Please do not include commas when reporting numeric values. (i.e., the amount 1,000 should be reported as 1000.)

- | | |
|--------------|------------|
| Studio _____ | 2BR _____ |
| 1BR _____ | 3BR+ _____ |

6. Which of the following types of intervals does this resort currently have? (Check all that apply)

- Timeshare points
- One or both of the following types of weekly intervals:
 - Traditional interval weeks
 - Interval weeks with the ability to use through a timeshare points system

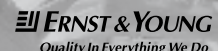
7. Which of the following special types of intervals does this resort currently have?

- (Check all that apply)*
- Biennials
 - Triennials
 - Other, specify _____

8. Please provide the following information on weekly intervals* at your resorts:

	As of December 31, 2012
What is the total number of weekly equivalent intervals owned at your resort as of December 31, 2012 by owners other than the developer or HOA? Please include any intervals sold since the resort's inception, unless they have been reacquired by the developer or are owned by the HOA.	_____
What is the total number of weekly equivalent intervals at your resort that are owned by the HOA as of December 31, 2012?	_____
What is the total number of weekly equivalent intervals at your resort that are owned by the developer as of December 31, 2012? Please include any intervals that have never been sold and intervals that have been reacquired by the developer.	_____
Total	_____

* Points-based developers may calculate weeks owned on an implied interval week conversion factor based on internal measures. For example, one approach may be to divide the number of points redeemed during the year by the number of unit weeks occupied; or, developers that assign values to unit inventory may calculate the implied interval week conversion factor for the system overall.





2013 STATE OF THE VACATION TIMESHARE INDUSTRY SURVEY

II. Resort Characteristics — continued

9. Excluding intervals owned by the HOA or developer, how many intervals are owned by each of the following entities? *Note: The total in this table should equal the amount provided in the first line of the table from the previous question.*

	Number of Intervals Owned
Individuals who own less than seven weekly intervals	_____
Individuals who own seven or more weekly intervals	_____
Timeshare clubs	_____
Travel clubs (provide members with services, discounts or other benefits on services related to travel).	_____
Rescue, relief, postcard type companies (offer to transfer ownership of timeshare interests to the company or another person)	_____
Other, please specify _____	_____
Total	_____

10. Please list the number of different companies of each of the following types that own intervals at this resort.

	Number of Different Companies
Travel clubs	_____
Rescue, relief, postcard type companies	_____

11. Do your resort's owners own interests in real estate at your resort?

- Yes (Answer Q11a)
- No (Answer Q11b)

11a. Please select any applicable legal structures of your owners' timeshare interests

- Undivided interest (UDI)
- Deeded weeks
- Points
- Deeds held in trust
- Condominium
- Interest in a cooperative corporation (an association or corporation owned by individual consumers whose interest (often shares of stock) in the cooperative entitles them to use the timeshare accommodations that the coop owns)
- Both deeded and right-to-use
- Other, please specify _____

11b. Please select any applicable legal structures of your owners' timeshare interests:

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Points | <input type="checkbox"/> Lease |
| <input type="checkbox"/> Right to use | <input type="checkbox"/> Both deeded and right-to-use |
| <input type="checkbox"/> Membership | <input type="checkbox"/> Other, please specify _____ |
| <input type="checkbox"/> License | |

12. What vacation experience does this resort offer? *(Choose all that apply)*

	On-site		Nearby			On-site		Nearby	
Beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rural/Coastal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Country/Lakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ski	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Theme Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gaming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Urban	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other, specify: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					



2013 STATE OF THE VACATION TIMESHARE INDUSTRY SURVEY

II. Resort Characteristics — continued

13. Which ONE characteristic best describes this resort? (Please select only one)

- Beach
- Country/Lakes
- Desert
- Gaming
- Golf
- Island
- Rural/Coastal
- Ski
- Theme Park
- Urban
- Other, specify: _____

14. What other types of accommodations are offered through your internal exchange programs only?

- None
- Hotel
- Condo
- Fractional
- Cruise
- Other, specify: _____

15. What is the total number of associated resorts? _____

III. Occupancy and Fees

Please answer the following questions for your timeshare units only.

1. What was your timeshare occupancy mix by type? Report based on physical occupancy, meaning actual guest check-in occurred. Calculate percentages using weekly equivalent timeshare intervals available as the denominator. This corresponds to all units with certificates of occupancy, whether intervals are sold or unsold.

2012

- Owner or owner's guest _____
- Exchange guest _____
- Renter _____
- Marketing guest _____
- Vacant _____
- Total** (should be 100%) _____

2. What were your maintenance fees billed per unit per interval in 2012, including contributions to reserves but excluding special assessments and property taxes? NOTE: Please do not include commas when reporting numeric values. (i.e., the amount 1,000 should be reported as 1000.)

Maintenance fees billed per unit per interval

- Studio _____
- 1BR _____
- 2BR _____
- 3+BR _____

* Points-based developers may calculate weeks on an implied interval week conversion factor based on internal measures. For example, one approach may be to divide the number of points redeemed during the year by the number of unit weeks occupied; or, developers that assign values to unit inventory may calculate the implied interval week conversion factor for the system overall.

3. What is the total amount of revenue you collected in 2012 over all intervals at this resort for each of the following categories? Please include amounts paid by the developer, for example, on unsold intervals held in inventory, and/or subsidies and guarantees.

In 2012

- Maintenance fees _____
- Special assessments and other revenue sources _____
- Rentals _____
- Re-sales _____
- Recreational use fees (bike rentals, videos, etc.) _____
- Food & beverage _____
- Housekeeping _____
- Telecommunication (telephone, Internet etc.) _____
- Developer subsidy _____
- Laundry _____
- Other, please specify _____
- Total Revenue** _____





2013 STATE OF THE VACATION TIMESHARE INDUSTRY SURVEY

III. Occupancy and Fees — continued

4. As of Dec 31, 2012, what percent of your total billed maintenance fees were in each of the following categories? Please do not include maintenance fees billed for 2013.

In 2012

Current (Fewer than 30 days delinquent)	_____
31–60 days delinquent	_____
61–90 days delinquent	_____
91–120 days delinquent	_____
121+ days delinquent	_____
Total (should be 100%)	_____

5. Of those accounts which are 31+ days delinquent, what percent are owned by the following:

In 2012

Travel clubs	_____
Relief, rescue and postcard type companies	_____
Individuals with more than seven intervals	_____
All other types of owners	_____
Total (should be 100%)	_____

VI. Resort Timeshare Sales

Please answer the following questions in the context of new sales for your timeshare units only.

1. Did this resort offer new timeshare inventory for sale in 2012? New inventory is considered “first generation” or “developer sales”.

- Yes No (Skip to Section VII)

2. What were your total new timeshare sales net of rescissions in 2012? NOTE: Please do not include commas when reporting numeric values. (i.e., the amount 1,000 should be reported as 1000.)

How many timeshare intervals were available for sale at this resort? Include all intervals available as of Dec 31, 2011 **and** any that were made available during calendar year 2012.

Of these how many were sold in 2012? Points-based developers may calculate weeks owned on an implied interval week conversion factor based on internal measures. For example, one approach may be to divide the number of points redeemed during the year by the number of unit weeks occupied. Or, developers that assign values to unit inventory may calculate the implied interval week conversion factor for the system overall. Count biennial sales as 1/2 of a week and triennial sales as 1/3 of a week.

What was the total sales volume associated with these sales net of rescissions, in dollars? Include interval weeks and/or points sales and upgrade/reload sales. Exclude sales for trial memberships and sampler programs.

3. For your new timeshare sales listed above, how much is allocated in the following categories. Exclude sales for trial memberships and sampler programs and sales of biennials and triennials

	In 2012			
	Intervals available for sale	Number of intervals sold	Net sales volume (\$)	Average price (\$)
Points based intervals (Excluding biennials and triennials)	_____	_____	_____	_____
Weeks based intervals* (Excluding biennials and triennials)	_____	_____	_____	_____
Total	_____	_____	_____	_____

*Includes traditional interval weeks and interval weeks with the ability to use through a timeshare points system



2013 STATE OF THE VACATION TIMESHARE INDUSTRY SURVEY

VI. Resort Timeshare Sales — continued

4. For your new timeshare sales listed above, how much is allocated in the following categories. Exclude sales for trial memberships and sampler programs

	Number sold (do not convert to weekly equivalent)	In 2012 Net sales volume (\$)	Average price (\$)
Biennials	_____	_____	_____
Other	_____	_____	_____

5. What was your net 2012 sales volume associated with sales upgrades programs net of rescission, in dollars? Include upgrade sales that do not result in incremental ownership of time, such as a change in unit type, resort, or season \$ _____

6. Of your total 2012 net sales volume as listed in question 2, indicate the approximate percentage sold to

	Percent
New owners (including owners who purchased as a result of participation in a trial membership program)	_____
Existing owners	_____

7. What was your 2012 net sales volume associated with trial membership/sampler programs net of rescissions, in dollars? This value should not have been included in your response to question two of this section. \$ _____

8. Does this resort offer any of the following for sale?

Fractional sales Private Residence Clubs

Whole ownership Membership programs Other, specify _____

9. What was your total 2012 sales volume related to “fee for service” arrangements? Fee for service refers to an arrangement by which your company receives a fee in exchange for providing sales and marketing support in the sale of timeshare inventory belonging to another company. These sales should be exclusive of sales of your own inventory noted in the previous questions of this section. \$ _____

VII. Sold Out Resort Management

1. How many times in 2012 were special assessments levied by the HOA(s)?

None

Once

Twice

3 or more times please specify _____

2. Why was the special assessment necessary? (select all that apply)

Natural disaster (such as a hurricane, a flood, etc...)

Unanticipated expansion of resort product or amenities

Planned expansion of resort product or amenities

Unanticipated or premature failure of capital assets (NOT related to natural disaster)

Higher delinquency rate than expected

Unanticipated refurbishment (NOT related to natural disaster)

Planned refurbishment (NOT related to natural disaster)

Other, please specify _____



2013 STATE OF THE VACATION TIMESHARE INDUSTRY SURVEY

VII. Sold Out Resort Management — continued

3. Are there any special assessments planned in 2013?

- Yes
- No

4. Why will the special assessment be necessary? (select all that apply)

- Natural disaster (such as a hurricane, a flood, etc...)
- Unanticipated expansion of resort product or amenities
- Planned expansion of resort product or amenities
- Unanticipated or premature failure of capital assets (NOT related to natural disaster)
- Higher delinquency rate than expected
- Unanticipated refurbishment (NOT related to natural disaster)
- Planned refurbishment (NOT related to natural disaster)
- Other, please specify _____

5. What was the date of the most recent reserve study?

- 2012
- 2011
- 2010
- 2009 or before

6. Was the study performed by an independent third party or in house?

- Independent third party
- In-house

7. What was your reserve balance at the end of 2012? \$ _____

8. At the end of 2012, what was this balance as a percentage of total estimated reserve funding as noted in the reserve study or from your own internal estimates?

_____ %

9. How often does your timeshare resort conduct a reserve study?

- Have not conducted a reserve study
- Every year
- Every 2 years
- Every 3 years
- Every 4 years
- Every 5 years
- Other, please specify _____

10. What percentage of the billed maintenance fees were contributed to the reserve fund in 2012? _____ %

11. In 2012, how did the contributions to the resort's reserve fund from maintenance fees compare to that recommended in the most recent reserve study.

- At or above the level recommended in the study (GO TO NEXT SECTION)
- 10% or less below
- More than 10% below

12. What caused contributions to the reserve fund to be lower than the reserve study target.

Please select all that apply

- Resorts experienced a higher level of maintenance fee delinquencies than expected
- The percentage of maintenance fees dedicated to reserves was not sufficient
- Reserve fund expenditures were higher than expected
- Other, specify _____



2013 STATE OF THE VACATION TIMESHARE INDUSTRY SURVEY

VII. Sold Out Resort Management — continued

13. How did you make up the difference between what you collected and the recommendation of the reserve study?

- We did not make up the difference
- Special assessment
- Other, specify _____

VIII. Inventory Management

1. Do you accept trade-ins of intervals developed by other development companies?

- Yes No

2. Which of the following types of programs do you offer for intervals at properties which you have developed and/or manage? Check all that apply

- A buy-back program of timeshare intervals at a mutually agreeable price
- Right of first refusal when owners attempt to sell their timeshare interval
- Ability to return timeshare inventory in exchange for release of maintenance fee requirements – only select this option if there are no other financial considerations
- Ability to convert to a reduced allotment of timeshare points and or/time (such as a fewer number of days or conversion to a biennial arrangement)
- Other, please specify _____
- None

3. In 2012, how many intervals at your properties did you re-claim from timeshare owners?

- Under buy-back or time/point reduction programs _____
- Purchased on the secondary market _____
- Due to foreclosure _____
- Voluntary surrender _____
- For other reasons _____
- Total** _____

4. Do you include sales volume associated with sales of re-claimed timeshare inventory in your reported total sales volume of new sales?

- Yes No

5. What was the revenue associated with your sales of re-claimed timeshare inventory in 2012? _____

6. Is there a resale program to help sell weeks that are owned by either of the following?

Note: Not including sales of timeshare intervals that are included in your developer sales (select all that apply)

- Owners
- HOA(s)
- None of the above



2013 STATE OF THE VACATION TIMESHARE INDUSTRY SURVEY

VIII. Inventory Management — continued

7. What channels do you use to promote resale? (select all that apply)

- The resort's own website
- An onsite licensed real estate broker who is affiliated with your resort (HOA)
- An offsite licensed real estate broker who specializes in timeshare and is affiliated with your resort (HOA)
- A full service online licensed real estate brokerage that specializes in timeshare
- A licensed real estate broker that specializes in timeshare but is independent from your resort
- A licensed real estate broker who does not specialize in timeshare
- A website that specializes in advertising timeshares for sale or rent (not a licensed broker)
- An offline timeshare resale listing company
- A general advertising or auction website that does not specialize in timeshare, such as Craig's list or eBay
- A classified ad in a traditional printed periodical, such as a newspaper or magazine (which may also appear online, such as *USA Today*)
- A classified ad in a printed timeshare periodical, such as a catalogue or magazine (which may also appear online, such as *Timesharing Today*).
- Social media (e.g., Facebook, Twitter)
- Other, please specify _____

IX. Resort Improvement and Construction

1. How many timeshare units are recently built and planned at this resort. If you don't have a given type of units, please fill in '0'.

	Number of Units
# Timeshare Units Built in 2012	_____
# Timeshare Units Planned for 2013	_____
# Timeshare Units Planned for 2013 or beyond (w/firm commitments)	_____

2. How many new resorts does your company plan to build, and what is the associated number of units?

	Number of Resorts
New Resorts Planned for Completion in 2013	_____
Associated Number of Units in 2013	_____
New Resorts Planned for Completion in 2014 and beyond	_____
Associated Number of Units in 2014 and beyond	_____

X. Timeshare Rental Program

1. Does your resort offer a rental program?

- Yes
- No (Skip to end)

2. What types of rental programs do you offer? (check all that apply)

- Daily rentals
- Weekly rentals
- Monthly rentals
- Rental rates that vary based on season
- Rental programs for marketing guests
- Other, specify _____



2013 STATE OF THE VACATION TIMESHARE INDUSTRY SURVEY

X. Timeshare Rental Program — continued

3. What is the total number of nights rented and the associated rental income for 2012?

Total number of nights rented _____
 Associated rental revenue \$ _____

4. What is the commission rate you charge for rentals? _____%

From time to time, the American Resort Development Association wishes to inform the timeshare industry of important legislative actions at the federal, state, or local levels. If you wish to learn of legislative efforts that impact your jurisdiction, please select yes and provide your e-mail address below.

Yes, please add me to your list to receive newsletters on legislative efforts that affect my timeshare business.
 EMAIL ADDRESS: _____

No, thank you

To learn more about the sponsors of this survey, follow these links:
www.arda.org and www.ardafoundation.org

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2013–2014

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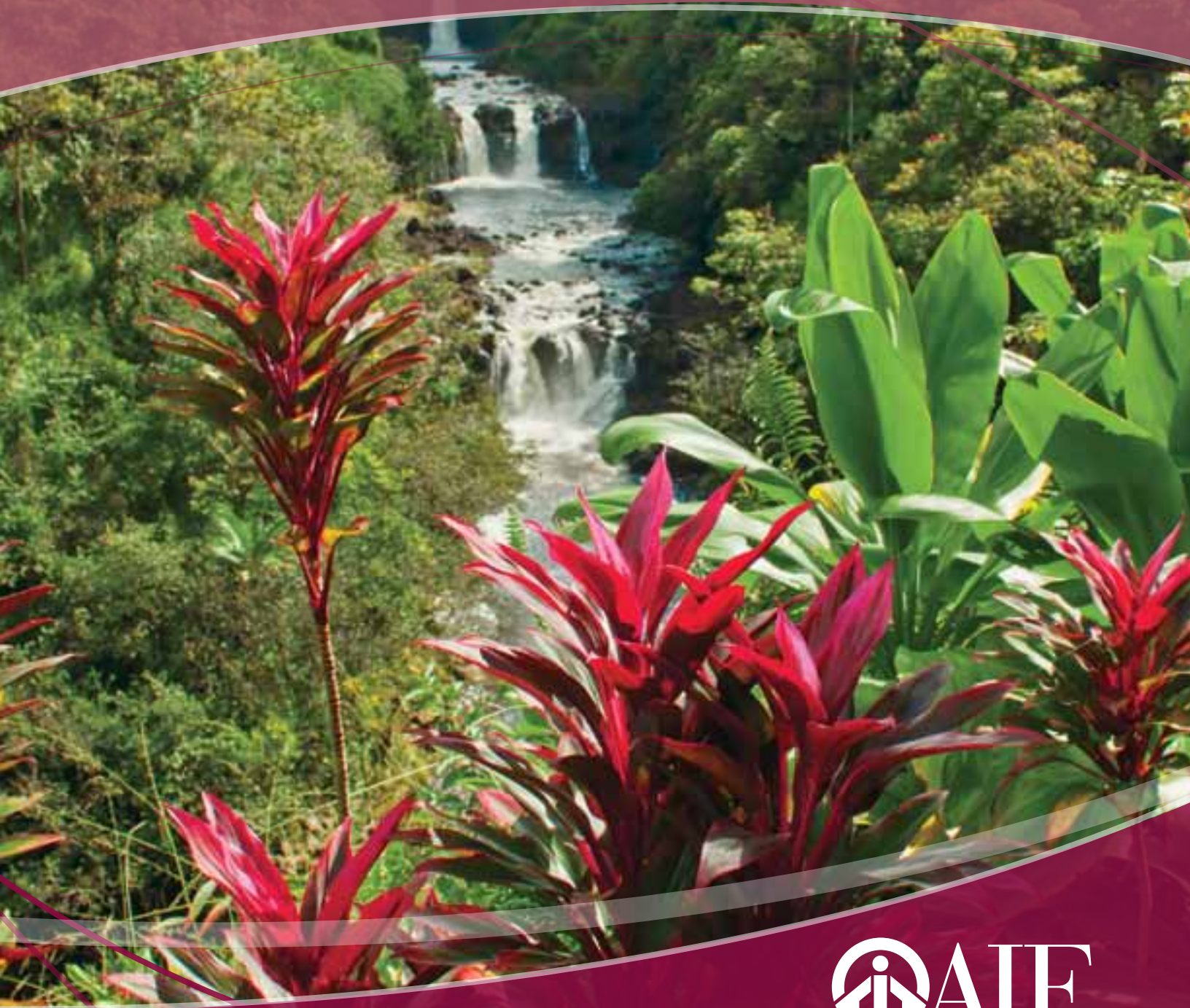
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