ECONOMIC AND FISCAL IMPACTS OF THE

Virginia Timeshare Industry

2020

2020 EDITION
PREPARED BY EY

AIF
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Executive Summary

The Virginia timeshare industry extends beyond the timeshare resorts with which customers are most familiar. The total economic contribution of the industry also includes the economic impacts of sales and marketing offices, corporate operations, construction of new resorts and the renovation of existing resorts, and the significant impact of expenditures of vacationers during timeshare stays in the state. This document presents estimates of the economic and state and local tax benefits generated by the timeshare industry in the state of Virginia.

As shown in Tables ES-1 and ES-2 below, the timeshare industry in Virginia accounted for 6,476 jobs, over $1.2 billion of output, $366 million in labor income, and $73 million in state and local tax revenue.

Table ES-1. Economic Impacts of the Timeshare Industry in Virginia, 2019
Millions of dollars; Number of part- and full-time jobs

Impact	Direct	Indirect & induced	2019 total
Employment	3,262	3,214	6,476
Labor income	$184	$182	$366
Output	$679	$524	$1,204
State & local taxes	$47	$26	$73

Note: Includes impacts related to resort operations, corporate office operations, sales office operations, consumer expenditures, and capital expenditures in 2019.
Source: 2020 US State of the Vacation Timeshare Industry and Economic Impact Survey and EY analysis using the IMPLAN input-output model.

Table ES-2. Summary of Fiscal Impacts of the Virginia Timeshare Industry, 2019
Millions of dollars

	State taxes	Local taxes	Total taxes
Resorts	$13	$27	$40
Corporate	$1	$0	$1
Sales and marketing	$10	$8	$18
Vacation expenditures	$7	$4	$12
Capital expenditures	$1	$1	$2
Total	**$32**	**$41**	**$73**

Note: Numbers may not appear to sum due to rounding.
Source: 2020 US State of the Vacation Timeshare Industry and Economic Impact Survey, IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.

Survey Results

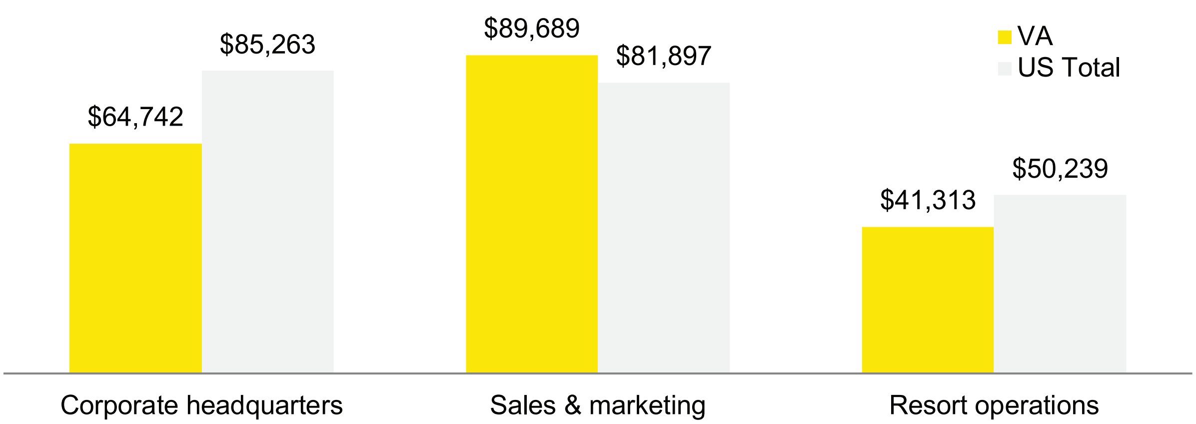
The primary data source for the economic and fiscal impacts is a survey of timeshare resorts, developers, and management companies. This survey was conducted by EY for the ARDA International Foundation (AIF) in early 2020. The survey combined both State of the Industry questions and Economic Impact questions in one master survey. The survey data was extrapolated to reflect the timeshare industry in Virginia, excluding fractional resorts, Private Residence Clubs, and Destination Clubs. The identified timeshare resorts in Virginia were sent a survey questionnaire. It is estimated that the 38 resorts have 5,200 units.[1]

Table 1. Direct Industry Operations Survey Data for Virginia, 2019
Millions of dollars; Number of part- and full-time jobs

	Employment	Employee compensation	Economic output
Resort operations	1,689	$70	$391
Corporate headquarters	62	$4	$11
Sales and marketing	608	$55	$185
Total	**2,359**	**$128**	**$587**

Note: Does not include off-site vacation expenditures and capital expenditure data.
Source: 2020 US State of the Vacation Timeshare Industry and Economic Impact Survey and EY analysis.

Figure 1. Average Annual Compensation by Industry Function in Virginia, 2019
Including payroll taxes and other benefits



Note: Does not include off-site vacation expenditures and capital expenditure data.
Source: 2020 US State of the Vacation Timeshare Industry and Economic Impact Survey.

[1] The total number of timeshare units in Virginia is estimated as the number of Virginia resorts (38) multiplied by the average number of units per resort (137).

Table 2. Capital Expenditures in the Virginia Timeshare Industry, 2019
Millions of dollars

Capital expenditures	Direct spending
Resort capital expenditures	$15
New construction	--
Renovation	$15
Sales and corporate capital expenditures	$1
New construction	$0
Renovation	$0
Total capital expenditures	**$16**

Note: Renovation costs include costs related to renovation, furniture, fixtures, equipment (FF&E), and other capital expenditures. New construction costs include expenses related to the purchase of land, construction, FF&E, and other capital expenditures.
Source: 2020 US State of the Vacation Timeshare Industry and Economic Impact Survey and EY analysis.

AIF commissioned Leger, a market research company, to collect data via a survey on vacation expenditures by timeshare owners and visitors during their Virginia timeshare vacations in the last year, which is summarized in Table 3. This data is used to estimate the impact of timeshare vacationer spending on the Virginia economy.

Table 3. Detailed Vacation Expenditure Spending Data[1]

	Average per party			
Vacation spending data	***On-site spending***	***Off-site spending***	***Total spending***	**Total off-site spending ($mil)**
Air transportation services	--	$94	$94	$14
Entertainment and recreation	$11	$4	$14	$1
Hotels and motel services[2]	$20	$27	$47	$4
Restaurants & bars	$69	$158	$227	$23
Clothing and clothing accessories	$41	$81	$123	$12
Groceries	$49	$121	$170	$17
Ground transit	--	$13	$13	$2
Gasoline stations	--	$120	$120	$17
Miscellaneous	$22	$14	$37	$2
Rental cars	--	$58	$58	$8
Theme parks & museums	$46	$76	$122	$11
Fitness & sports	$3	$4	$8	$1
Total	**$262**	**$770**	**$1,031**	**$111**
Average spending per person[3]	**$65**	**$192**	**$258**	

[1]Does not include gambling wins and losses.
[2]Hotel and motel on-site expenditures are captured by the 2020 US State of the Vacation Timeshare Industry and Economic Impact Survey as rental revenue and are not included in "on-site spending" referenced throughout the text.
[3]Average travel party size is 4 people in Virginia.
Source: 2020 Shared Vacation Ownership Owners Survey, prepared by Leger for AIF.

Economic and Fiscal Impact Results

Using a customized economic model of the Virginia economy, developed by IMPLAN Group LLC, this analysis estimated the direct and indirect economic impacts of the timeshare industry. The survey data discussed above was used to generate the direct impacts that served as inputs into the IMPLAN model. The timeshare industry's direct operations create purchases from suppliers, employee compensation, and other forms of capital income. These various payments to factors of production (labor and capital) and suppliers create additional indirect economic impacts. The industry's supplier purchases result in higher levels of additional sales, employment, and income by suppliers. This impact on suppliers is known as the "indirect" economic impact. The re-spending of employee compensation and other types of income by employees and owners of the timeshare industry creates additional spending by consumers at restaurants, retailers, and other businesses that sell to consumers. The impact from additional consumer spending is referred to as the "induced" economic impact.

Table 4. Direct Economic Output Generated by Virginia Resort Operations, 2019
Millions of dollars

	Amount
Rental revenue	$72
Maintenance fees	$284
On-site consumer spending	$35
Direct economic output	**$391**

Source: 2020 US State of the Vacation Timeshare Industry and Economic Impact Survey, IRS Income Statistics, BEA, and EY analysis.

Table 5. Direct Economic Output Generated by Virginia Corporate, Sales and Marketing Operations, 2019
Millions of dollars

	Corporate headquarters	Sales and marketing
Labor income	$4	$55
Non-labor operating expenses	$6	$115
Profits	$1	$16
Direct economic output	**$11**	**$185**

Source: 2020 US State of the Vacation Timeshare Industry and Economic Impact, IRS Income Statistics, BEA, and EY analysis.

Table 6. Detailed Economic Impacts of the Virginia Timeshare Industry, by Function, 2019
Millions of dollars; number of part- and full-time jobs

Output	Direct	Indirect & induced	Total
Industry operations	$587	$453	$1,040
Resorts	$391	$269	$659
Corporate	$11	$10	$21
Sales and marketing	$185	$174	$360
Vacation expenditures	$77	$60	$136
Capital expenditures	$16	$12	$27
Total	**$679**	**$524**	**$1,204**

Employment	Direct	Indirect & induced	Total
Industry operations	2,359	2,791	5,150
Resorts	1,689	1,681	3,370
Corporate	62	56	118
Sales and marketing	608	1,054	1,662
Vacation expenditures	819	354	1,173
Capital expenditures	84	69	153
Total	**3,262**	**3,214**	**6,476**

Income	Direct	Indirect & induced	Total
Industry operations	$150	$159	$309
Resorts	$79	$94	$173
Corporate	$4	$3	$7
Sales and marketing	$67	$62	$129
Vacation expenditures	$28	$19	$48
Capital expenditures	$5	$4	$9
Total	**$184**	**$182**	**$366**

Note: Labor income includes employee compensation shown in Table 1 and proprietor income.
Source: 2020 US State of the Vacation Timeshare Industry and Economic Impact Survey and EY analysis using the IMPLAN input-output model.

Table 7. Summary of Direct, Indirect, and Induced Fiscal Impacts of the Virginia Timeshare Industry by Function, 2019
Millions of dollars

	State taxes	Local taxes	Total taxes
Property tax	**$0**	**$28**	**$28**
Resorts	$0	$19	$19
Corporate	$0	$0	$0
Sales and marketing	$0	$6	$6
Vacation expenditures	$0	$2	$2
Capital expenditures	$0	$0	$0
General sales tax	**$9**	**$3**	**$13**
Resorts	$2	$1	$3
Corporate	$0	$0	$0
Sales and marketing	$2	$1	$2
Vacation expenditures	$4	$2	$6
Capital expenditures	$1	$0	$1
Other taxes	**$23**	**$9**	**$32**
Resorts	$11	$7	$18
Corporate	$0	$0	$1
Sales and marketing	$8	$1	$9
Vacation expenditures	$3	$1	$3
Capital expenditures	$1	$0	$1
Total	**$32**	**$41**	**$73**

Note: Numbers may not appear to sum due to rounding.
Source: 2020 US State of the Vacation Timeshare Industry and Economic Impact Survey, IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.

Table 8. Summary of Direct, Indirect, and Induced Fiscal Impacts of the Virginia Timeshare Industry by Tax Type, 2019
Millions of dollars

	State taxes	Local taxes	Total taxes
Property taxes	$0	$28	$28
General sales taxes	$9	$3	$13
Occupancy taxes	--	$5	$5
Excise taxes	$4	$2	$6
License taxes	$1	$0	$1
Corporate income tax	--	--	--
Individual income tax	$18	--	$18
Medicare and SSI tax	--	--	--
Misc. taxes	$0	$2	$2
Total taxes	**$32**	**$41**	**$73**

Note: Numbers may not appear to sum due to rounding.
Source: 2020 US State of the Vacation Timeshare Industry and Economic Impact Survey, IRS Income Statistics, BEA, and EY analysis using the IMPLAN input-output model.

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