

The Vacation Ownership Sentiment Index: APRIL 2026

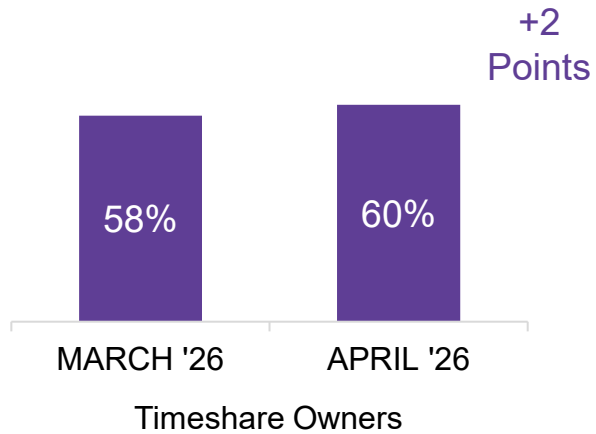


ARDA
Research & Insights

Key Take-Aways

Overall Vacation Ownership Index at **119.0**

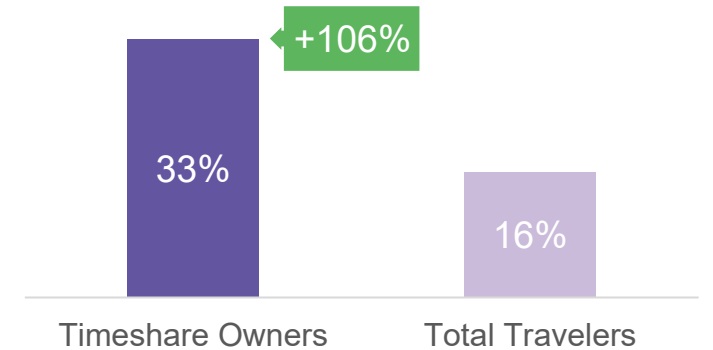
I expect my overall satisfaction on my next timeshare vacation to exceed my expectations.



68% of Timeshare Owners plan to take their next timeshare vacation over the next four months compared to 60% last April.



Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging within the past month

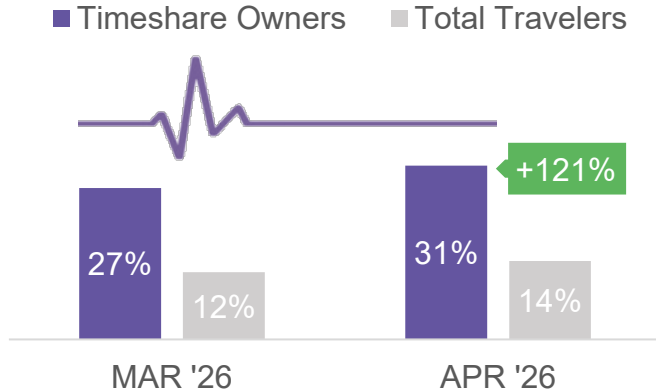


← +106% = Timeshare Advantage

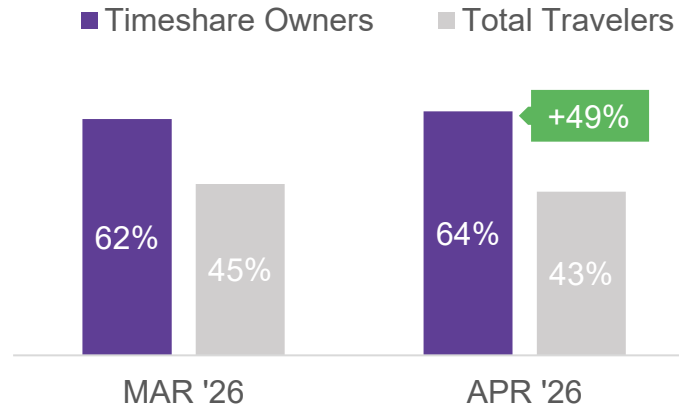
Key Take-Aways

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

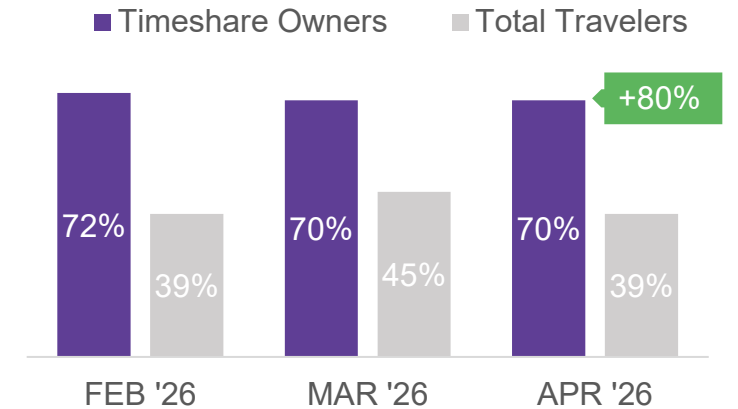
Economic conditions in the U.S. are better than they were a month ago.



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



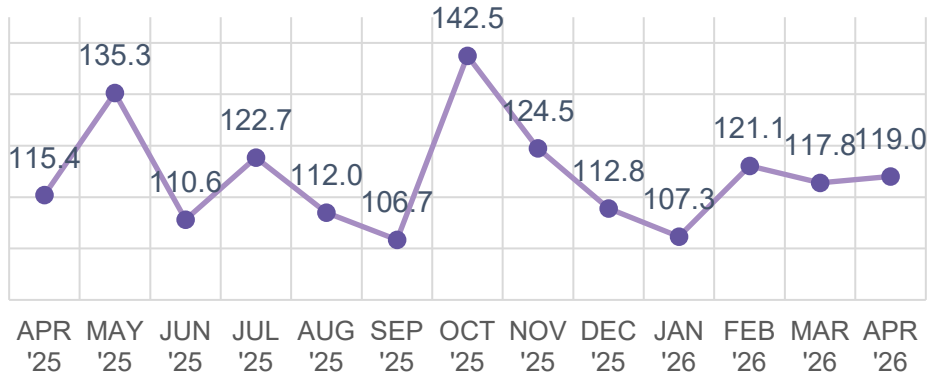
Made a reservation for their next planned vacation.



← =Timeshare Advantage

OVERALL

Vacation Ownership Sentiment Index






















KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index registered 119.0 in April, up +3.6 points from last year, and up slightly from March. 79% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation.
- Those who strongly agree that owning a timeshare is an exceptional value has risen +6 points since January (55% vs. 49%).
- 77% of timeshare owners strongly considered their most recent vacation to be an exceptional experience, up +9 points from January. 54% strongly expect the level of service on their next timeshare vacation to exceed expectations; a +4 point improvement from a year ago.
- 70% of timeshare owners have made a reservation for their next vacation; 80% higher than the incidence of overall travelers.
- 51% of timeshare owners are planning to spend significantly more time on vacation over the next six months, a +70% higher incidence than travelers in general who plan to do the same.
- Timeshare owners were more than twice as likely as travelers in general to have taken a vacation last month.
- 64% strongly agree that “Nothing is going to stop me from taking a vacation,” up +12 points from January.

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

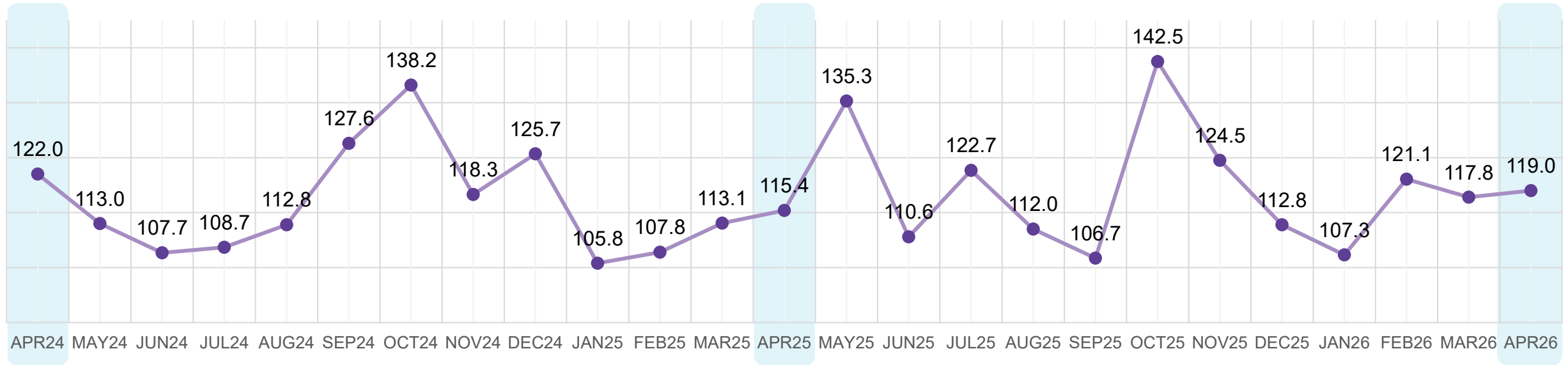
for April of 2026 (arrows reflect meaningful month over month movement)

	 Timeshare Owners	 Total Travelers	 Timeshare Advantage
SHOW GREATER REGENCY OF TRAVEL			
 Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging	33%	16%	+106%
ARE MORE PASSIONATE ABOUT TRAVEL			
 Have made a reservation for their next planned vacation	70%	 39%	+80%
 Took a commercial flight in the past month	 32%	 14%	+129%
NOT LETTING ANYTHING GET IN THE WAY OF VACATIONS			
 Strongly agree that “There are some excellent travel deals that I’d love to take advantage of.”	 51%	 27%	+89%
 Plan to spend significantly more time on vacation over the next six months	 51%	30%	+70%
 Plan to spend significantly more money on vacation over the next six months	 46%	28%	+64%
 Strongly agree that “Economic conditions in the U.S. are better than they were a month ago.”	 31%	 14%	+121%



VACATION OWNERSHIP INDEX FOR APRIL 2026

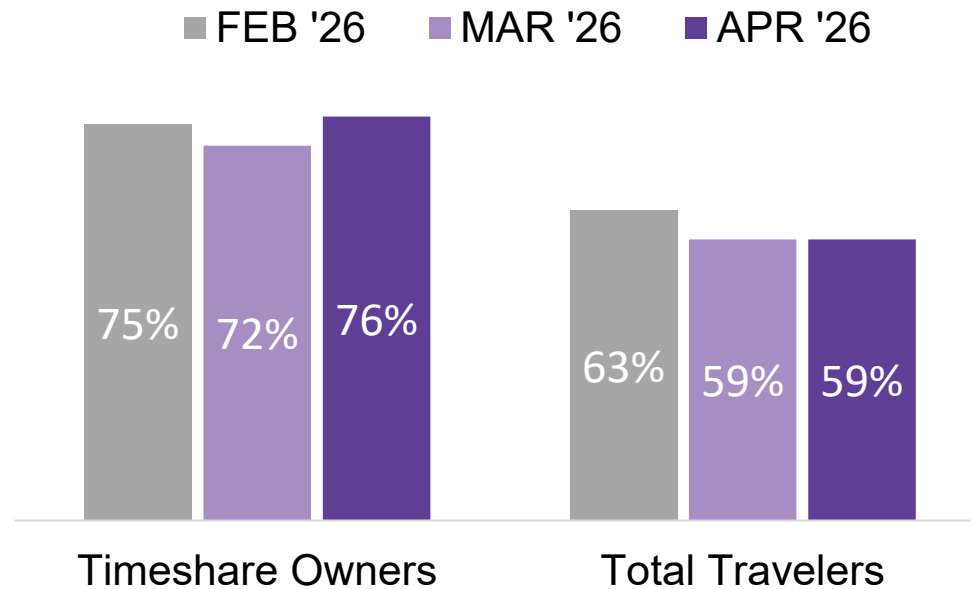
OVERALL VACATION OWNERSHIP SENTIMENT INDEX



Summer Road Trips and Timeshare are a Perfect Match

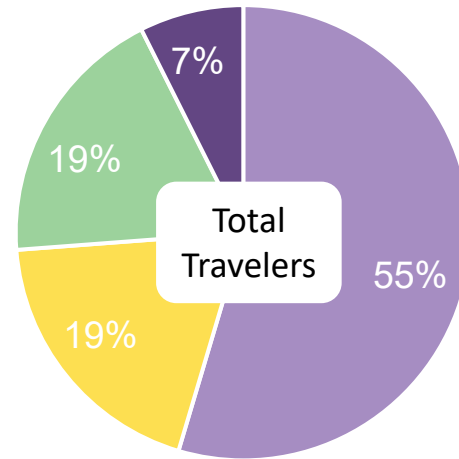
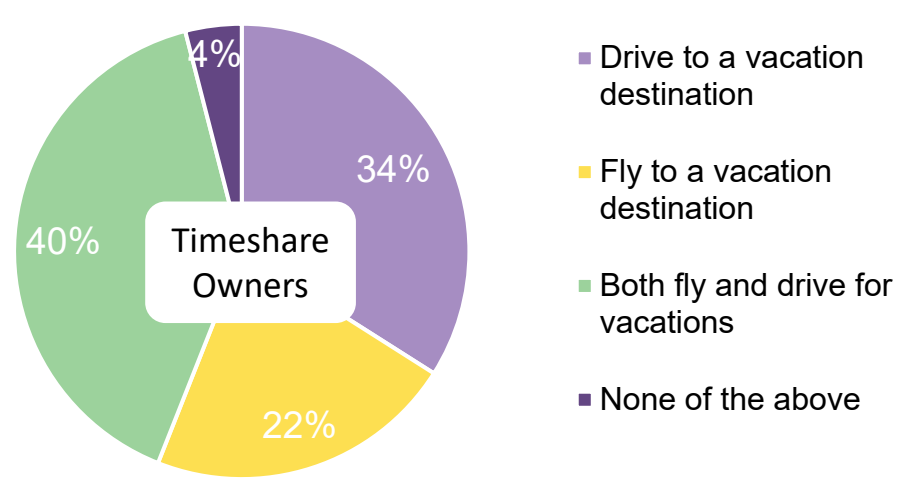
Q. Please indicate your agreement with the following statements...

I am planning to take a road trip this Summer



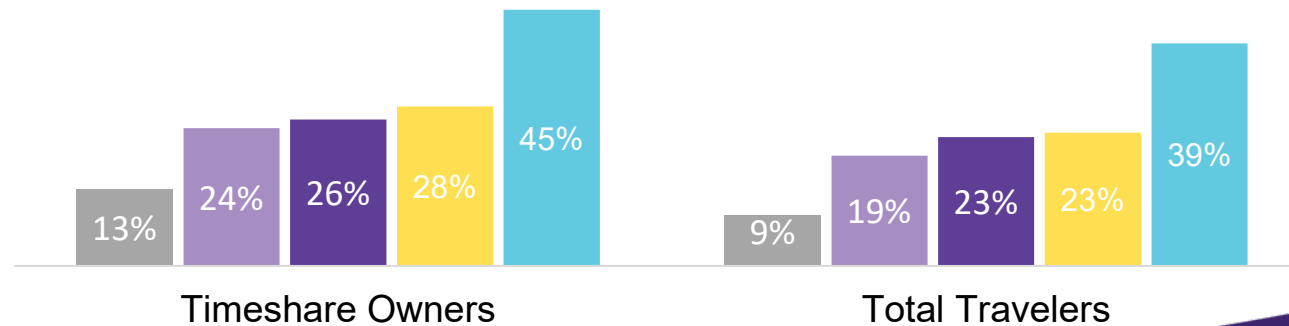
Timeshare Owners More Likely to Fly and Drive; and Drive Further Distances This Summer

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



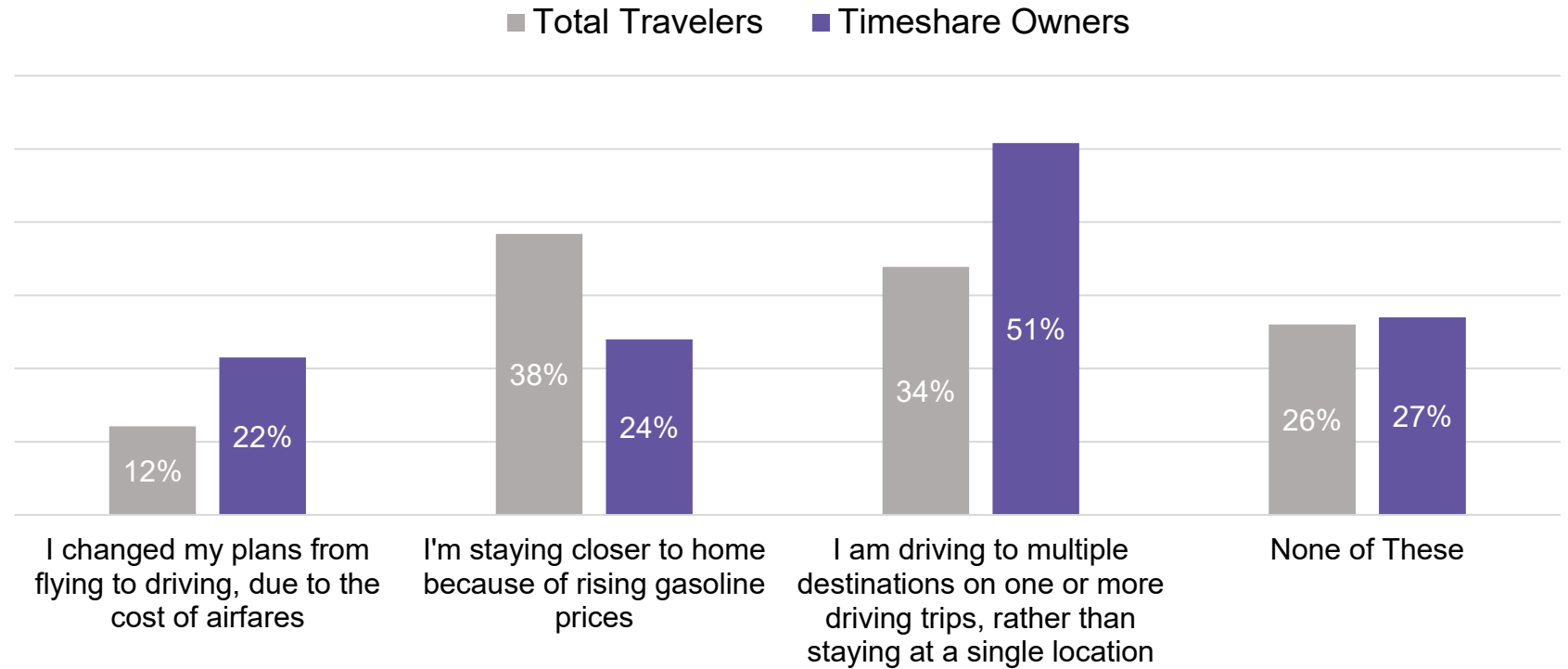
Q. How far are you planning to travel on any of your Summer road trips?

- Within 50 Miles of home
- Between 50- 100 Miles from home
- Between 100-150 Miles from home
- Between 150-200 Miles from home
- More than 200 Miles from home



Timeshare Owners are More Proactive With Their Summer Road Trip Plans

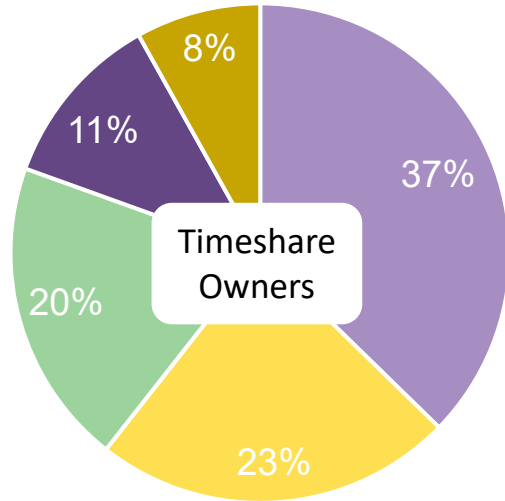
Q. Which, if any, of the following are true about your road trip plans this Summer?



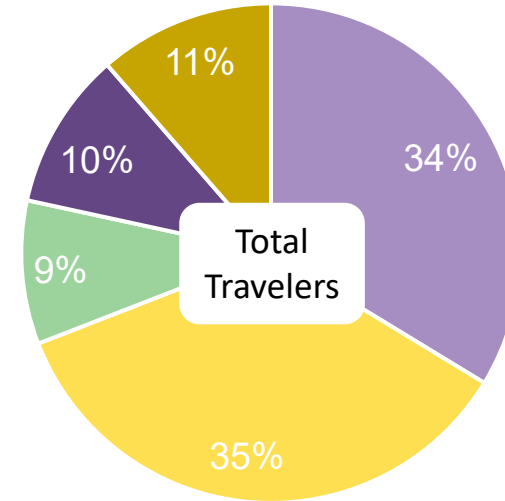
Timeshare owners are 50% more likely than total travelers to be driving to multiple destinations, this summer

Timeshare Owners More Discerning and Less Value Focused with Summer Travel

Q. Please indicate which of the following was or is the MOST IMPORTANT in making your plans for Summer travel, this year.



- Visiting a destination location or city that we really wanted to visit
- Affordability
- Staying at a specific property or resort
- Visiting a specific attraction
- Attending a specific event



APPENDIX

The Vacation Ownership Sentiment Index: Our Mission

- ▶ Inform industry stakeholders with a regular monthly pulsing of timeshare owner sentiment and forward-looking anticipated behaviors relative to the broader traveler market
- ▶ Track, trend and report out an aggregate and singular consumer driven industry sentiment index metric, alongside other related and trendable component measures including
 - Planned travel and expenditure levels
 - Willingness to travel and make reservations
 - Widening or narrowing of booking windows
 - Recent and anticipated guest experience service delivery and satisfaction
 - General sentiment and perceptions of key category engagement drivers
 - Relative variances in travel engagement levels and behaviors between timeshare owners and the broader travel market
- ▶ Provide a simple and dynamic scorecard or dashboard on consumer travel sentiment

Study Methodology:

- ▶ Online, monthly survey with nationally representative equal samples of 500 U.S. based leisure timeshare owners and augment representative sample of 500 leisure travelers to facilitate comparisons and trend analysis.
 - 10-15 question online survey
 - All respondents to have actively traveled a minimum of 50 miles from home for vacation within the past year
 - All respondents rigorously screened for timeshare ownership through multi-part validation process
 - Conduct significance testing to draw out meaningful response variances across a variety of demographic, attitudinal and behavioral attributes

- ▶ Correlation Analysis performed against each individual survey measure against a logical dependent variables tied to propensity to spend time and money on travel, to determine and isolate those measures that comprise the Index and from which to compare and trend timeshare owner sentiment over time.