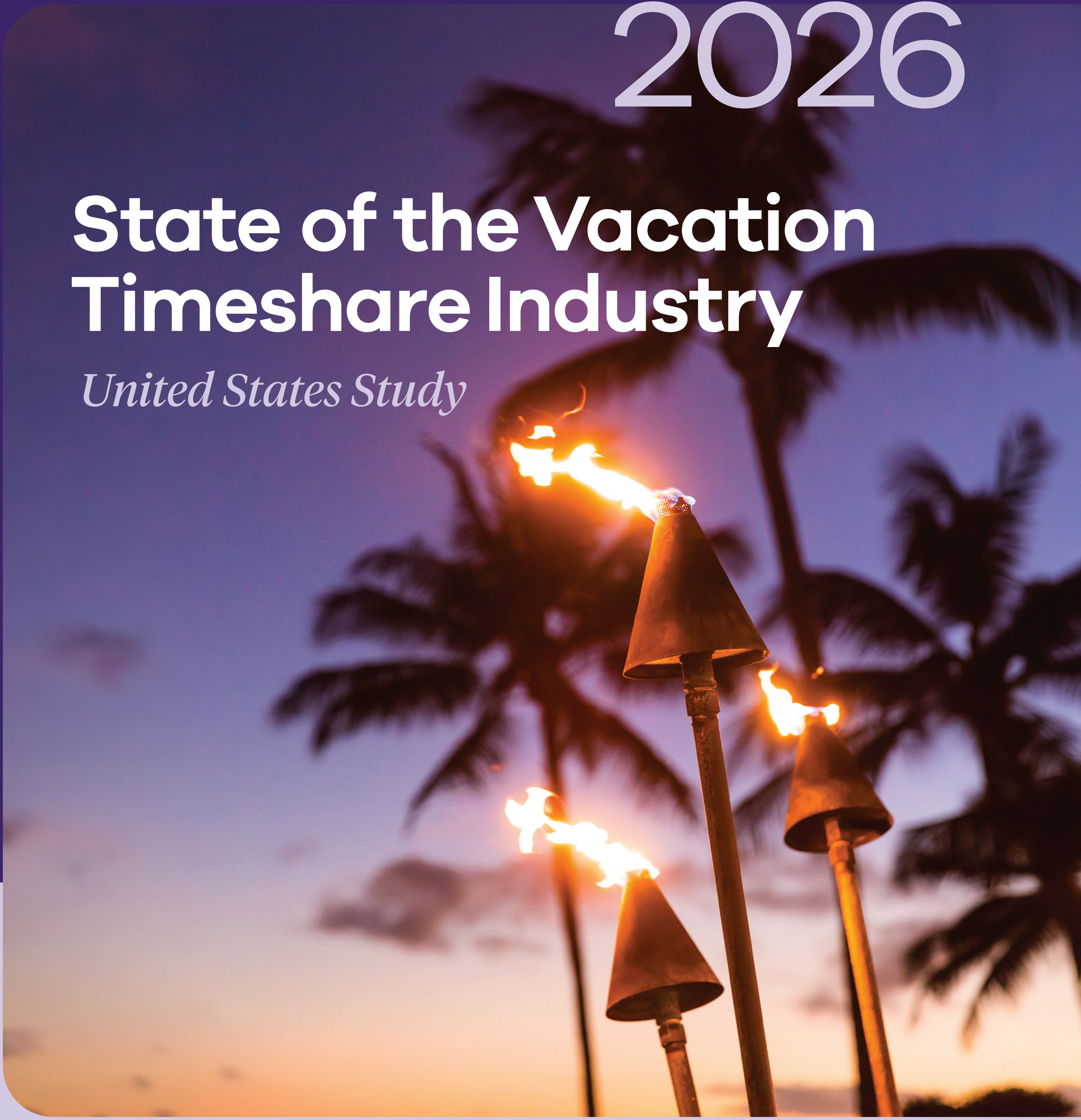
EXECUTIVE SUMMARY



2026

# State of the Vacation Timeshare Industry

*United States Study*

2026 EDITION
PREPARED BY EY

ARDA Research & Insights

# State of the Vacation Timeshare Industry

**EXECUTIVE SUMMARY**

*United States Study 2026 Edition*

## Industry Overview

The 2025 U.S. timeshare industry consisted of 1,434 timeshare resorts with approximately 188,700 timeshare units — an average of 132 units per resort. Resorts sell each of these timeshare units to consumers in parts or ownership pieces corresponding to varying amounts of time. Typically, these parts are either weekly intervals (seven nights worth of vacation time) or points-based. Points represent a reservation currency for the use of units in nightly or weekly increments.

### INDUSTRY SIZE

| Measure | 2025 |
|---|---|
| Resorts | 1,434 |
| Units | 188,700 |
| Average resort size | 132 |
| Total units including lock-offs | 221,100 |

## Key Industry Metrics

In 2025, sales volume[1] was $10.7 billion, with an average transaction price of $24,740. Timeshare occupancy averaged 79.9%; by comparison, hotel occupancy was 62.3%[2] in 2025. Rental revenues totaled $3.3 billion, and the average billed maintenance fee was $1,550 per weekly interval equivalent.

### KEY PERFORMANCE METRICS 2025

| Metric | 2025 |
|---|---|
| Sales volume | $10.7 billion |
| Number of timeshare transactions | 432,780 |
| Sales price per transaction | $24,740 |
| Rental revenue | $3.3 billion |
| Occupancy | 79.9% |
| Average maintenance fee per interval or interval equivalent | $1,550 |

1 All sales discussed in the report are first generation or developer sales, unless otherwise noted.

2 CoStar Group. (2026, January 20). U.S. hotels report first full-year occupancy, RevPAR declines since 2020. *https://www.costar.com/products/str-benchmark/resources/press-releases/us-hotels-report-first-full-year-occupancy-revpar.*

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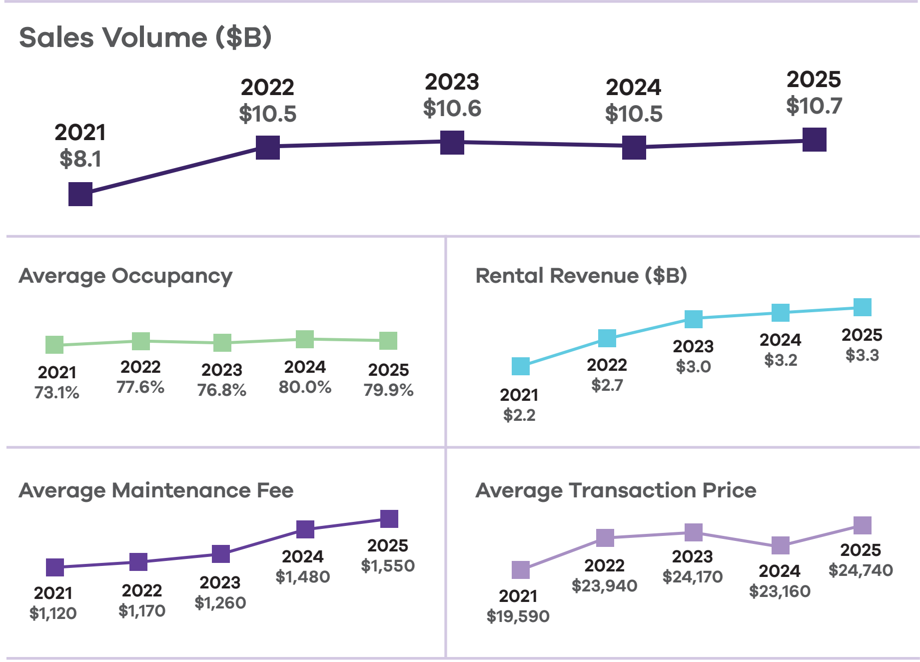
## Industry Outlook

The figure below displays trends for the industry's five key performance measures over the past five years.

Recent trends show stable sales volume since 2022, while rental revenue has increased by 20% over the same period. Occupancy has stabilized at around 80% over the past two years. The average maintenance fees increased 4.7% in 2025. Average transaction price has historically fluctuated year-over-year based on the mix of sales by unit configuration, resort type and brand.

### KEY TIMESHARE INDUSTRY TRENDS 2021 TO 2025




Respondents also reported the number of timeshare units "recently built and planned at this resort." respondents reported building 986 units in 2025, a notable increase from the 286 they reported building in 2024. Respondents plan to add 442 units in 2026 — this is comprised of 61 units at existing resorts and 381 units at newly constructed resorts. At the time of the survey, respondents reported plans to add 1,934 units in 2027 and beyond — this includes 1,279 units at existing resorts and 655 units at planned new resorts. Finally, respondents also reported plans for 9 new resorts, 7 of which are planned for 2027 and beyond.

### RESORT AND UNIT CONSTRUCTION

| | |
|---|---|
| Units built | 986 |
| Units planned — in the coming year | 442 |
| Units planned — more than one year out | 1,934 |
| Resorts planned — in the coming year | 2 |
| Resorts planned — more than one year out | 7 |

*Construction results reported for respondents only — not industry-wide estimates.*
*Based on responses from 7 timeshare developers and/or single site resorts.*

Over the past several years, the timeshare industry has seen significant consolidation, with a select number of developers and management firms now accounting for a greater share of the market. In some cases, this consolidation has begun to blur the distinction between resorts that are actively selling and those that are not, as inventory from previously sold-out resorts is placed into clubs that are in active-sales.

At the same time, the industry is experiencing an accelerated effort to sunset resorts that are older or no longer serving owners well, resulting in an approximate 9% decline in overall resort and unit counts since 2020. Over the long term, these efforts to close suboptimal resorts will likely contribute to a healthier, more sustainable timeshare ecosystem.

## Methodology

Ernst & Young conducted a survey of 1,434 identified timeshare resorts to provide an overview of the state of the timeshare industry in the United States. Responses were received from 610 resorts, representing a 43% response rate. This survey was commissioned by ARDA Research & Insights.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