

TODAY'S TIMESHARE OWNERS

What do they look like?



46
Average age
of timeshare
owners



\$115,100
Median
household
income

Millennials and
Gen Z now account
for **58%** of all
owners and **76%**
of recent purchasers.

13
YEARS

Average tenure of ownership

The majority (**54%**)
of Gen Z owners are
recent purchasers
(acquiring contracts
since 2023), and **34%**
are new to timeshare.

What did owners do with their timeshare in 2025?



94% Took a vacation
at a timeshare resort



80% Used personally by household
members, exchanged or
converted their timeshare



25% Banked/deposited for future use
15% Rented to others

3.9 Average number
of vacations



6.4 NIGHTS

Average length of stay
at a timeshare resort

Top 3 reasons people are buying



- 1 46%** Quality of accommodations/amenities
- 2 44%** Resort location
- 3 39%** Overall flexibility

How satisfied are owners with their timeshare?

92%
Satisfied with their
overall ownership
experience

80%
Would recommend
their home resort
or vacation
ownership club

95%
Satisfied with their
home resort overall

