

The Vacation Ownership Sentiment Index: JULY 2026

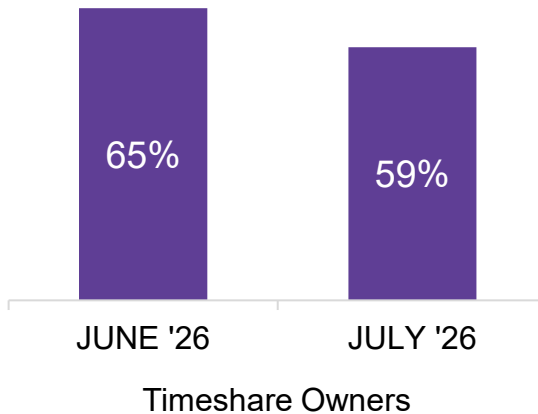


ARDA
Research & Insights

Key Take-Aways

Overall Vacation Ownership Index at **125.2**

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

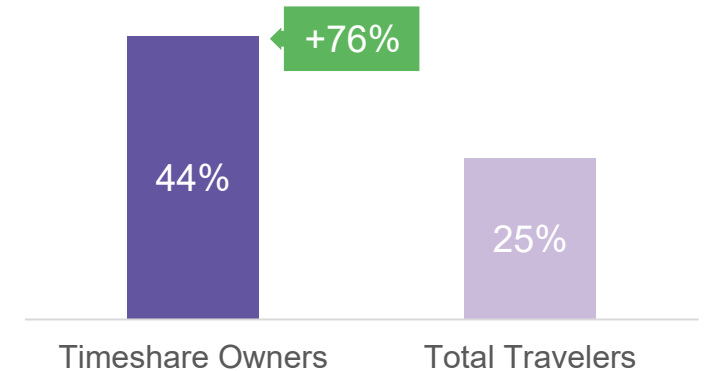


I would highly recommend timeshare ownership to my friends who enjoy vacation travel.

Consistent with last month and **up 12 pts** from January



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

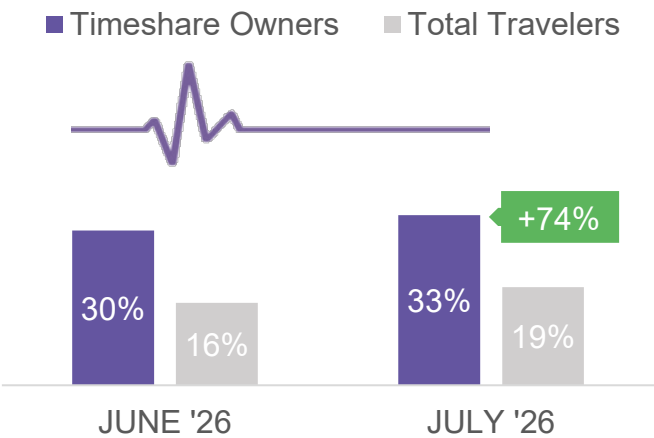


=Timeshare Advantage

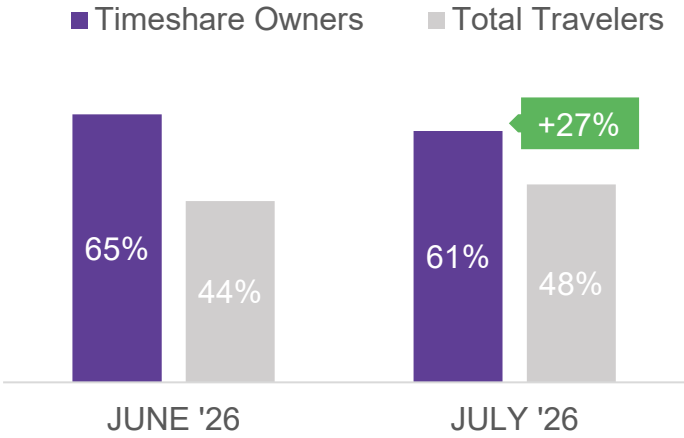
Key Take-Aways

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

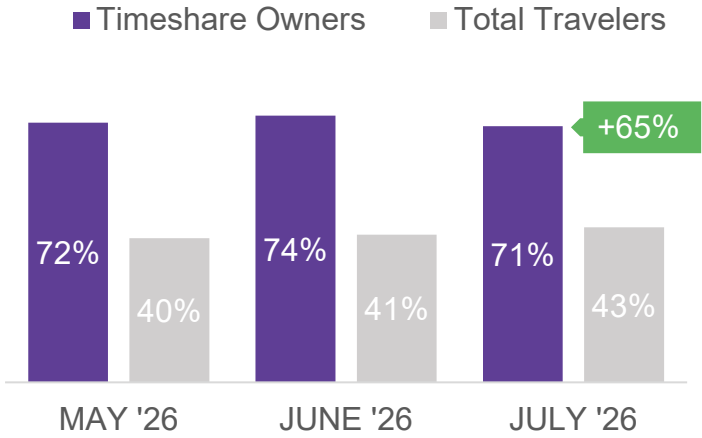
Economic conditions in the U.S. are better than they were a month ago.



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



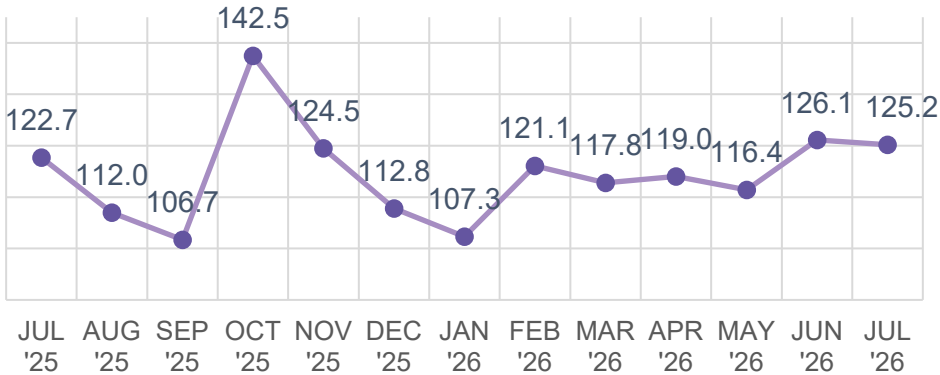
Made a reservation for their next planned vacation.



← =Timeshare Advantage

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index registered 125.2.1 in July, up +17.9 points from January, and on par with last month. 85% 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 +10 points since January (59% vs. 49%).
- 81% of timeshare owners strongly considered their most recent vacation to be an exceptional experience, up +13 points from January. 58% strongly expect the level of service on their next timeshare vacation to exceed expectations; a +8 point improvement from January.
- 71% of timeshare owners have made a reservation for their next vacation; 65% higher than the incidence of overall travelers.
- 53% of timeshare owners are planning to spend significantly more time on vacation over the next six months, a +66% higher incidence than travelers in general who plan to do the same.
- Timeshare owners were 117% more likely than travelers in general to have taken a commercial flight last month.
- 61% strongly agree that “Nothing is going to stop me from taking a vacation,” up +9 points from January.

KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

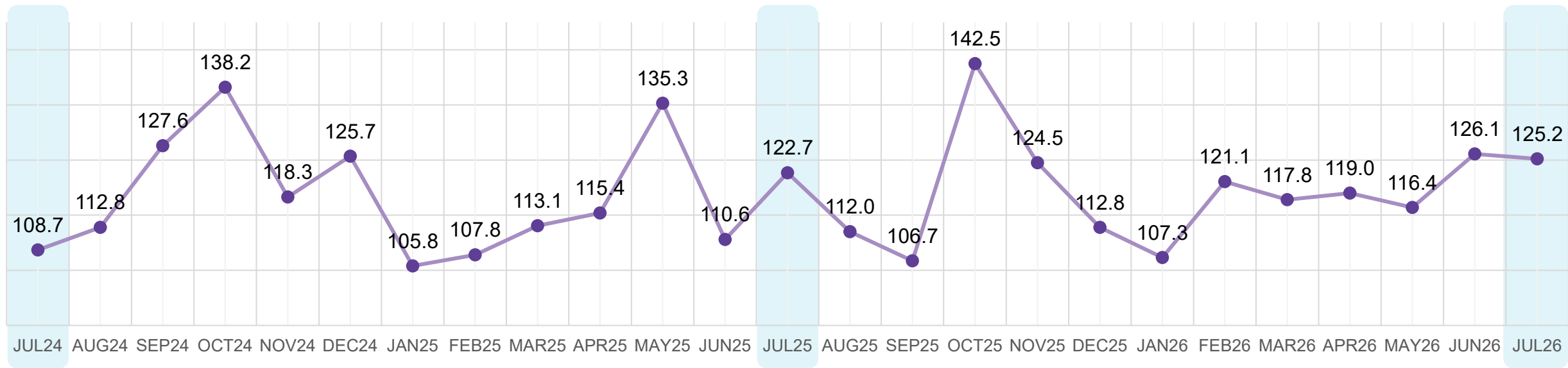
for July of 2026 (arrows reflect meaningful month over month movement)

SHOW GREATER REGENCY OF TRAVEL		 Timeshare Owners	 Total Travelers	 Timeshare Advantage
	Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging	↑44%	↑25%	+76%
ARE MORE PASSIONATE ABOUT TRAVEL				
	Have made a reservation for their next planned vacation	↓71%	↑43%	+65%
	Took a commercial flight in the past month	39%	↓18%	+117%
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.”	↓52%	↑34%	+53%
	Plan to spend significantly more time on vacation over the next six months	↑53%	↑32%	+66%
	Plan to spend significantly more money on vacation over the next six months	46%	↑31%	+48%
	Strongly agree that “Economic conditions in the U.S. are better than they were a month ago.”	↑33%	↑19%	+74%



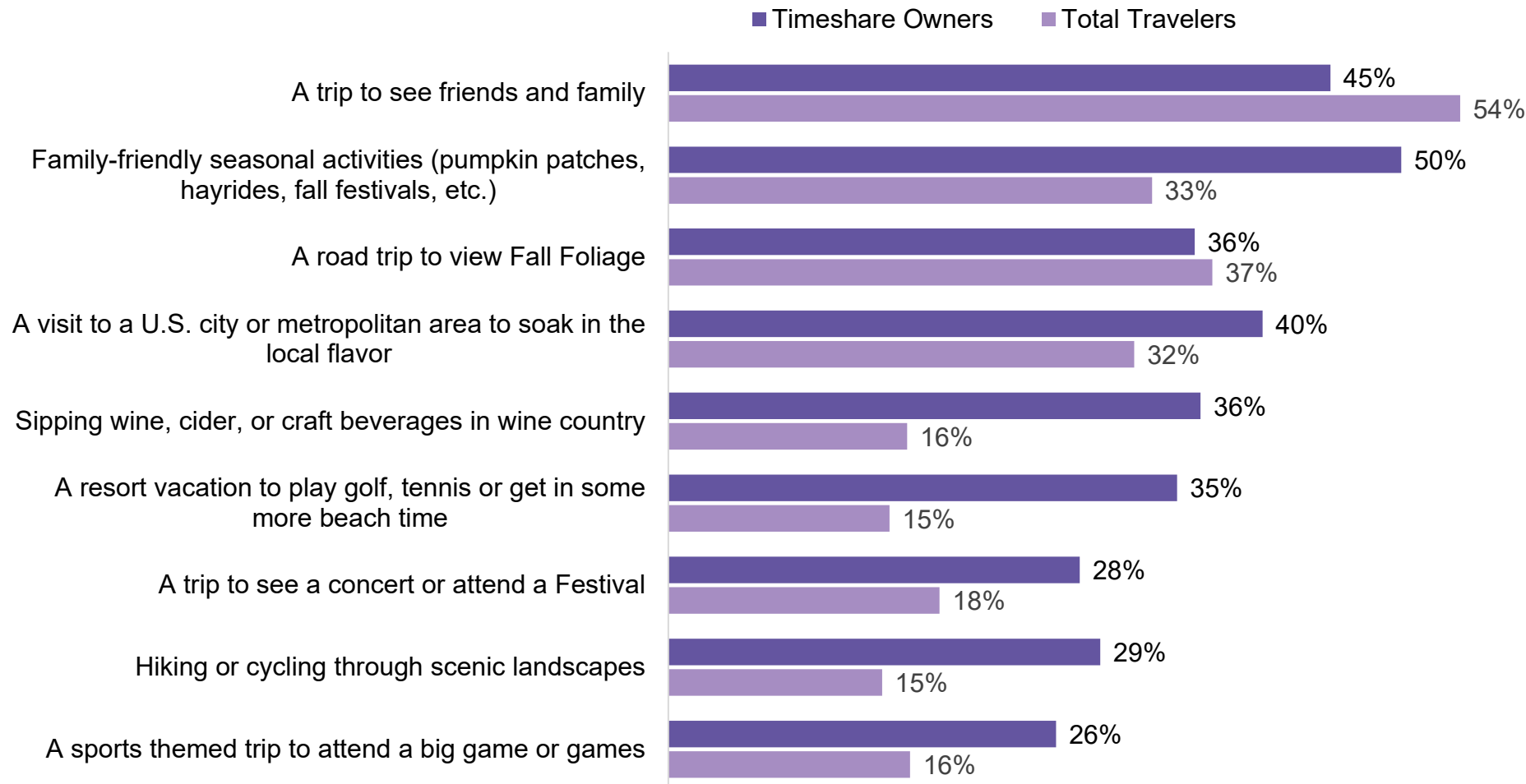
VACATION OWNERSHIP INDEX FOR JULY 2026

OVERALL VACATION OWNERSHIP SENTIMENT INDEX



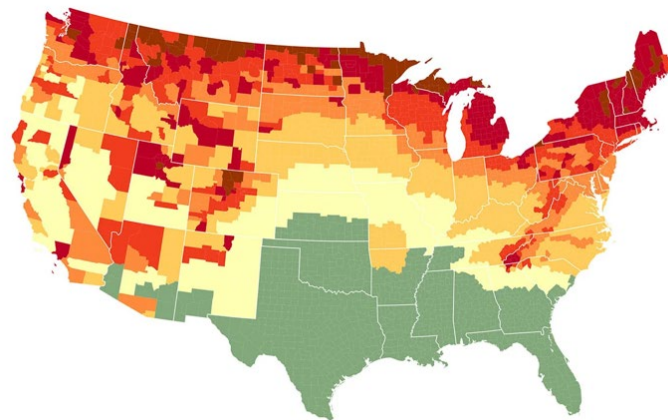
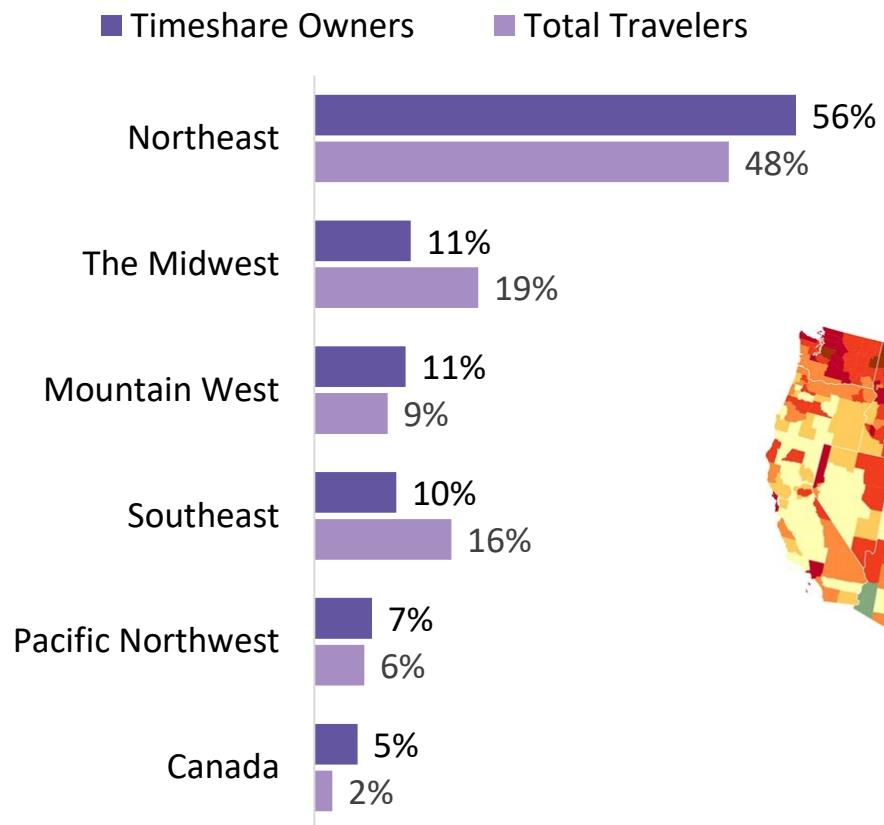
Timeshare Owners Preferred Fall Getaway Includes Family Friendly Activities

Q. What does your ideal fall getaway include?

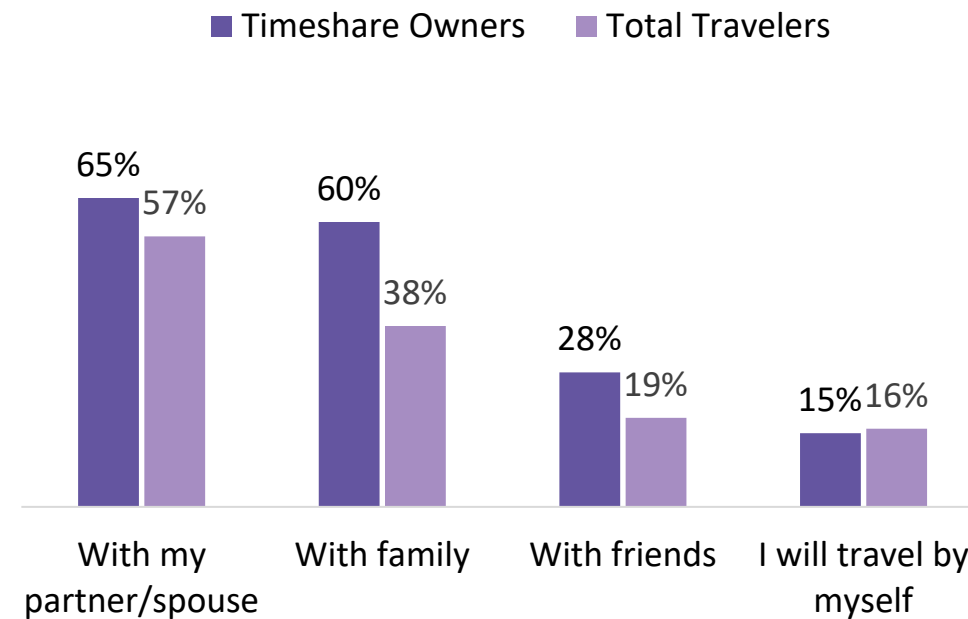


Timeshare Owners Look to the Northeast for Fall Foliage Trips with Family

Q. Where do you wish to go to view Fall Foliage?



Q. Who are you most likely to travel with this Fall?



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.