The Vacation Ownership Sentiment Index: OCTOBER 2026

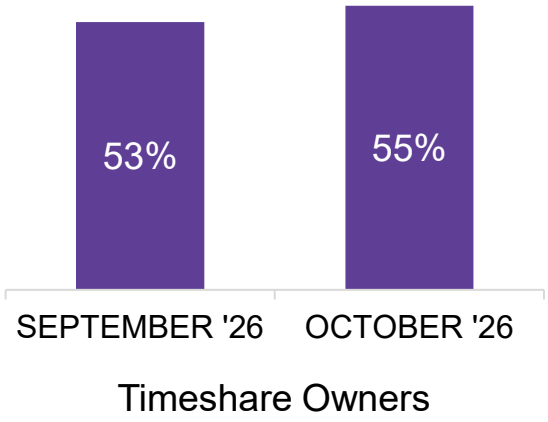
ARDA Research & Insights

PREPARED BY: SPORTS& LEISURE RESEARCH GROUP

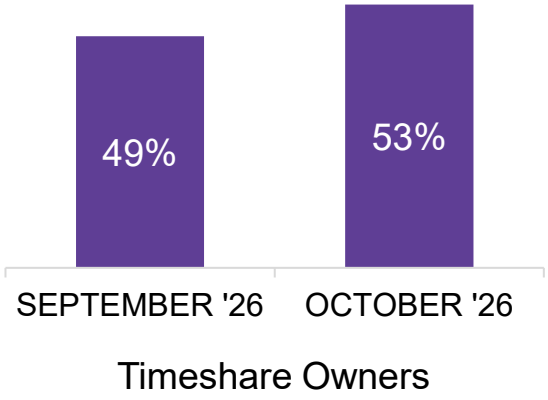
Key Take-Aways

Overall Vacation Ownership Index at 117.5

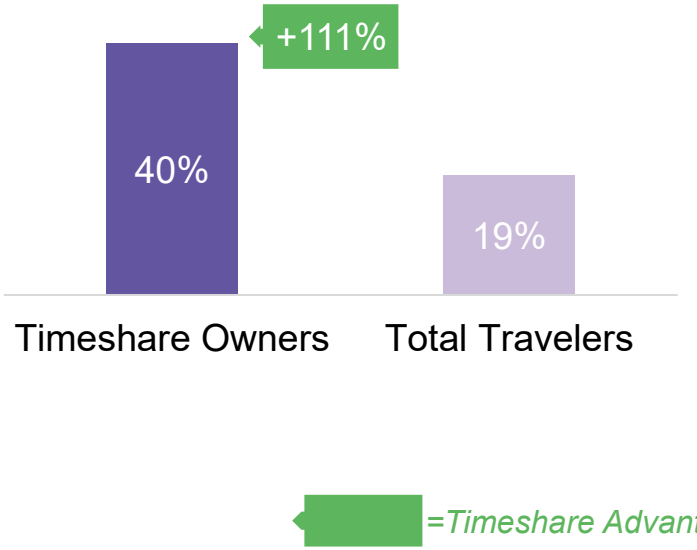
Strongly agree that "*I expect my overall satisfaction on my next timeshare vacation to exceed my expectations.*"



Strongly agree that "*I would highly recommend timeshare ownership to my friends who enjoy vacation travel.*"



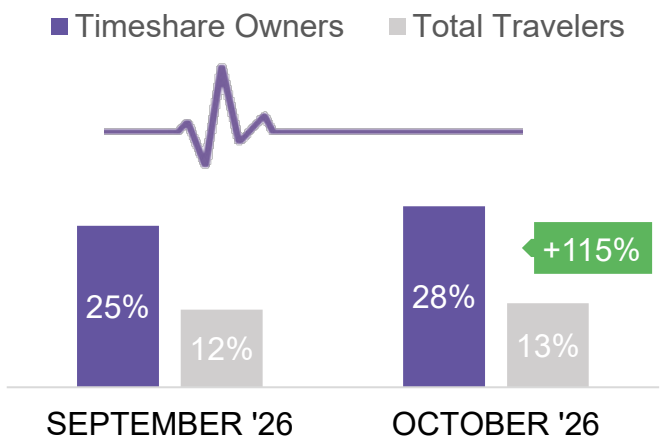
Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging within the past month



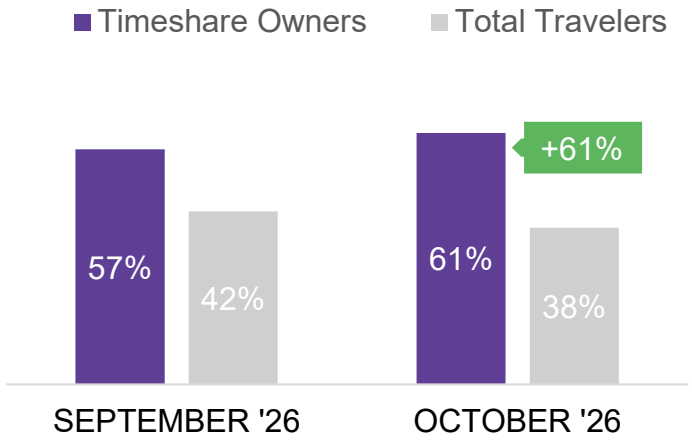
Key Take-Aways

Timeshare Owners Remain More Resilient Amidst a Challenging Economic Environment

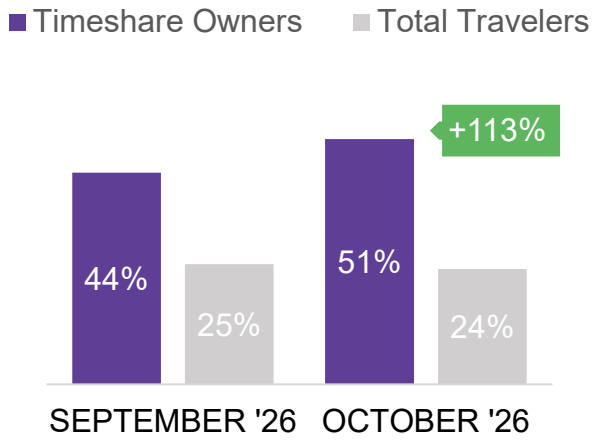
Strongly agree that "*Economic conditions in the U.S. are better than they were a month ago.*"



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



Strongly agree that "*There are some excellent travel deals to be found now, that I'd love to take advantage of.*"

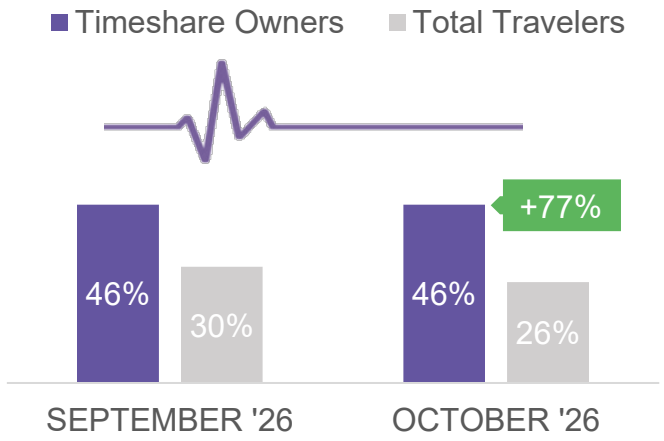


=*Timeshare Advantage*

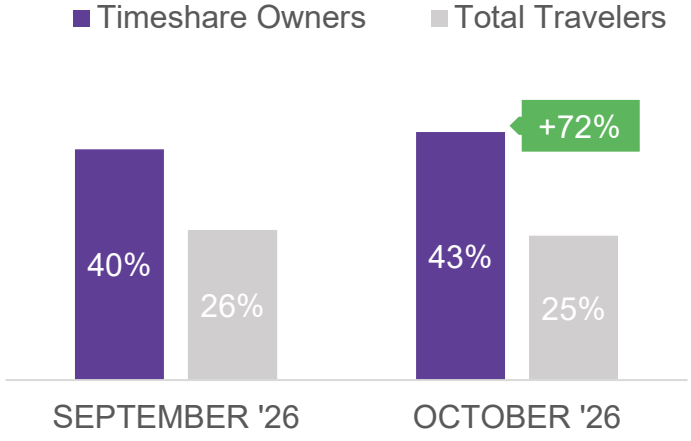
Key Take-Aways

Timeshare Owners Remain More Resilient Amidst A Challenging Economic Environment

Plan to spend significantly more **TIME** on vacation over the next six months



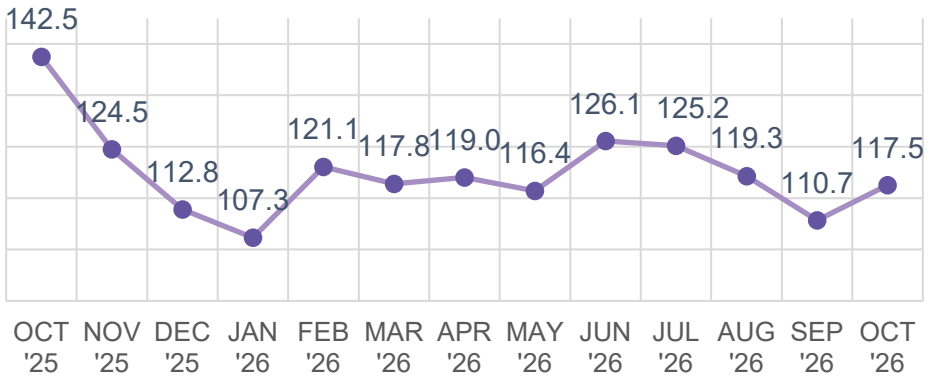
Plan to spend significantly more **MONEY** on vacation over the next six months



=*Timeshare Advantage*

OVERALL

Vacation Ownership Sentiment Index



KEY FACTORS

that moved the Sentiment Index this month

- The Vacation Ownership Sentiment Index registered 117.5 in October, gaining +6.8 points from September, and +10.2 points better than January. 81% of timeshare owners strongly agreed that their most recent vacation was significantly better than their typical vacation.
- 56% strongly agree that owning a timeshare is an exceptional value, up +8 points from last month (48%).
- 78% of timeshare owners strongly considered their most recent vacation to be an exceptional experience, up +10 points from January. 55% strongly expect the level of service on their next vacation to exceed expectations; a +3 point improvement from last month.
- 62% of timeshare owners have made a reservation for their next vacation; 94% higher than the incidence of overall travelers.
- 43% of timeshare owners are planning to spend significantly more money on vacation over the next six months, a +72% higher incidence than travelers in general who plan to do the same.
- Timeshare owners were more than twice as likely (+111%) than travelers in general to have stayed in paid lodging last month.

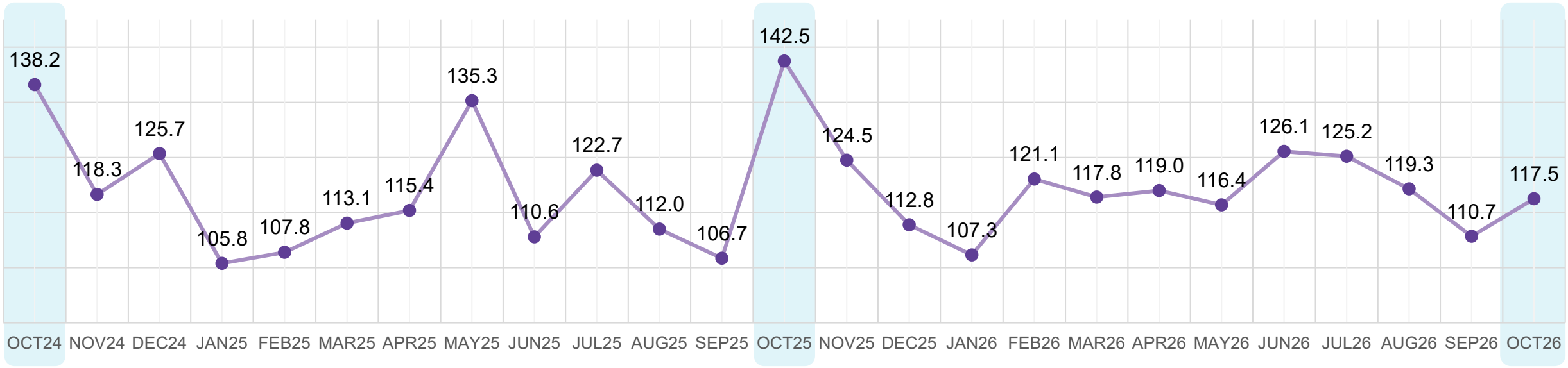
KEY COMPARISONS OF TIMESHARE OWNERS VS. TRAVELERS IN GENERAL

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

	Timeshare Owners	Total Travelers	Timeshare Advantage
SHOW GREATER RECENCY OF TRAVEL			
Took a vacation that included travel of 50 miles or more and 1+ nights in a hotel or other paid lodging	40%	↓ 19%	**+111%**
ARE MORE PASSIONATE ABOUT TRAVEL			
Have made a reservation for their next planned vacation	↓ 62%	↓ 32%	**+94%**
Took a commercial flight in the past month	↓ 35%	↑ 23%	**+52%**
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%	24%	**+113%**
Plan to spend significantly **more time** on vacation over the next six months	46%	↓ 26%	**+77%**
Plan to spend significantly **more money** on vacation over the next six months	↑ 43%	25%	**+72%**
Strongly agree that *"Economic conditions in the U.S. are better than they were a month ago."*	↑ 28%	13%	**+115%**

VACATION OWNERSHIP INDEX FOR OCTOBER 2026

OVERALL VACATION OWNERSHIP SENTIMENT INDEX



Timeshare Owners are Twice as Likely to Ski on Vacation

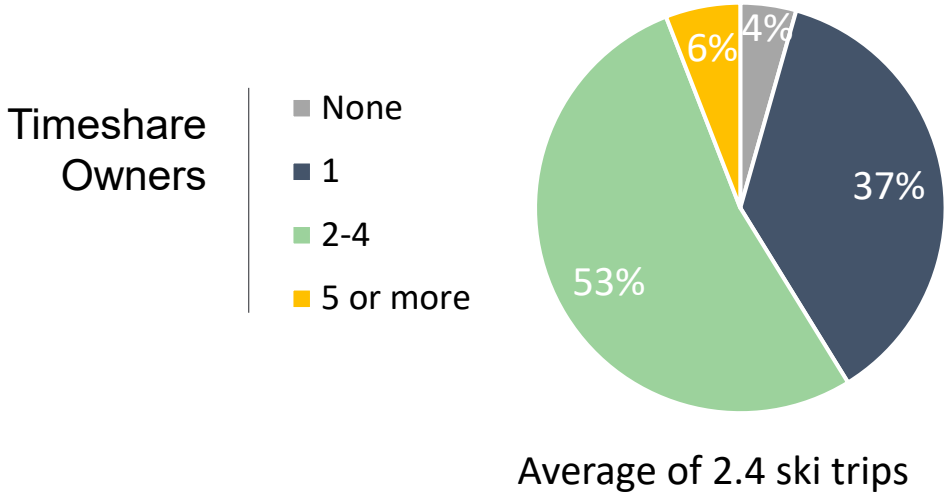
Q. Please indicate which of the following sports or recreational activities you have participated in while on vacation.



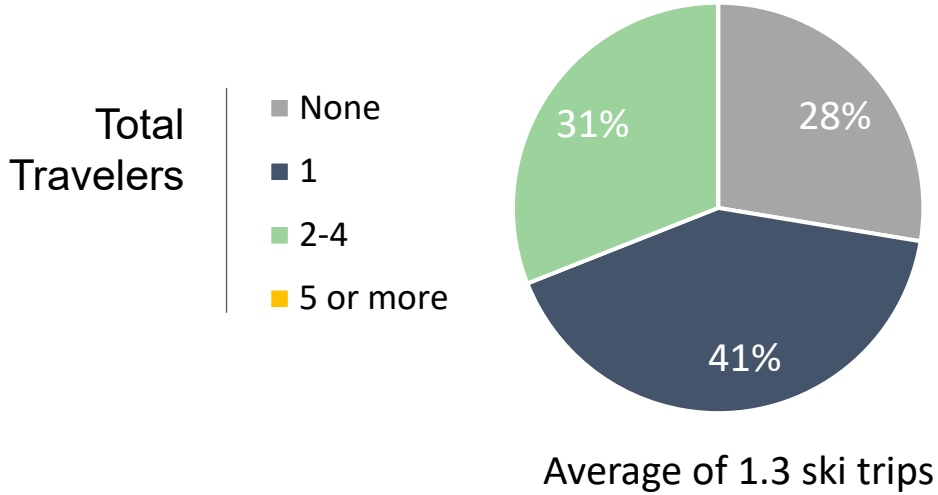
TIMESHARE OWNERS: 14%

TOTAL TRAVELERS: 6%

Q. How many overnight trips do you plan to take in 2026-27, where you plan to ski?



Average of 2.4 ski trips

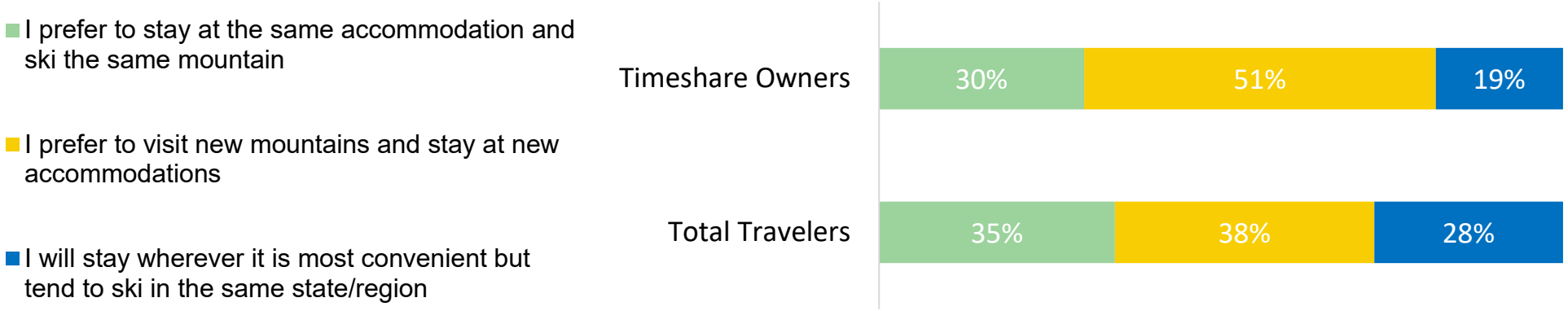


Average of 1.3 ski trips

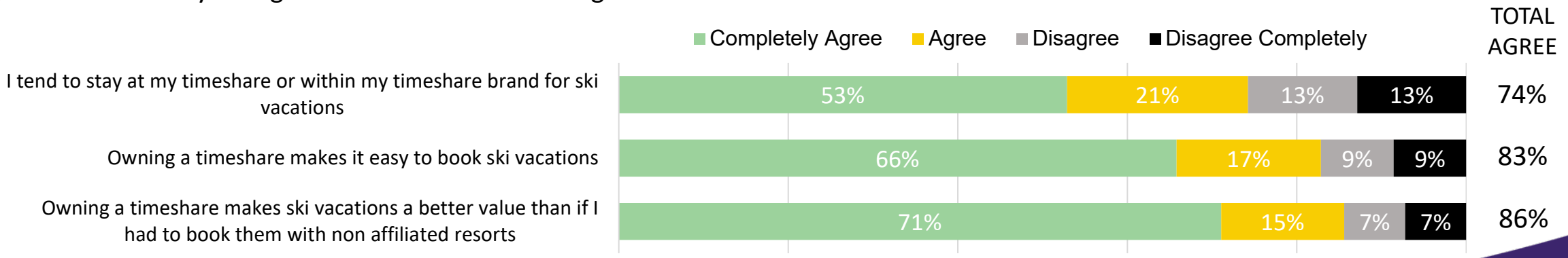
Timeshare Owners Value Their Timeshare Brands for Ski Vacations, and Utilize Them To Experience New Mountains and Accommodations

Q. Which of the following best describes your preferred accommodations for ski vacations?





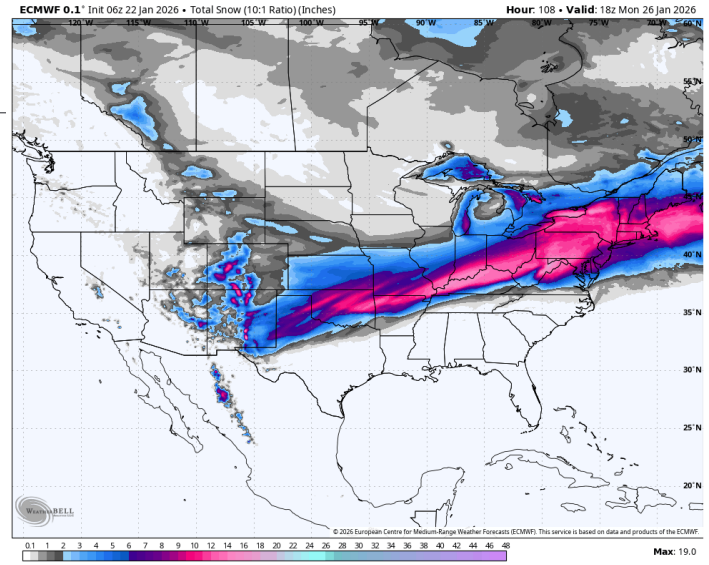
Q. Please indicate your agreement with the following statements.

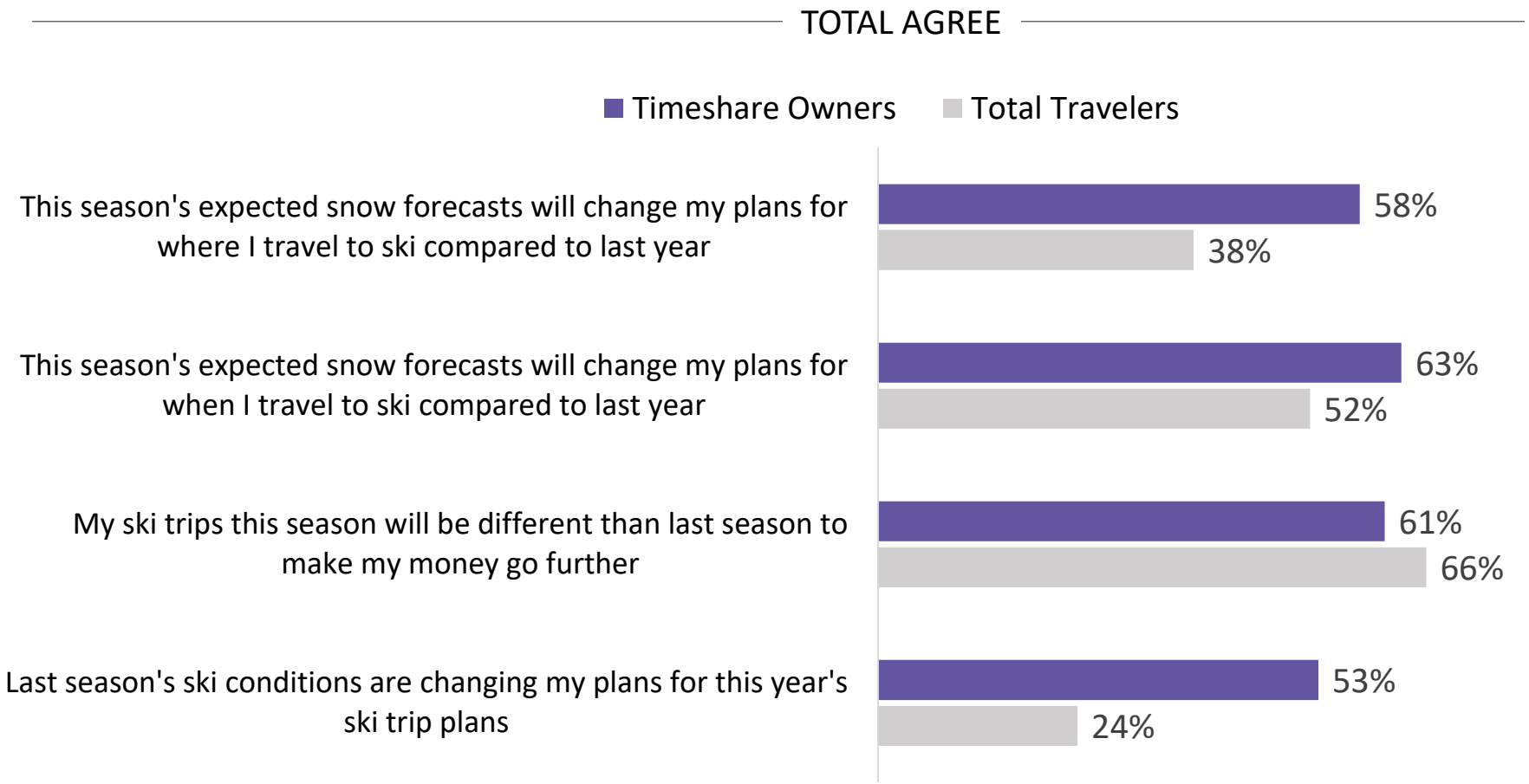


Base: Timeshare Owners

Timeshare Owners are More Apt to Adjust Ski Vacation Plans Based on Forecasts

Q. Please indicate your agreement with the following statements.





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.