

Update on Profile of Timeshare Owners Today

What are the current attitude and perceptions of timeshare owners? What do timeshare owners look like? Has their timeshare and vacationing habits changed since the recession? These and many more questions about timeshare owners are answered in the latest edition of the Vacation Timeshare Owners Report (2009 edition).

The report, commissioned by the ARDA International Foundation, was conducted online with one survey among 945 "traditional timeshare owners," including 195 "recent purchasers." Recent purchasers are defined as owners who made a timeshare purchase in the United States in the past 12 months. "All owners" encompasses weeks and points timeshare owners, including recent purchasers and non-recent purchasers. Unlike the last study, which relied on a single panel provided by the research vendor, the 2009 Vacation Timeshare Owners Report sample draws from multiple e-mail sample vendors

operating in the United States—resulting in a relatively more diverse, random sampling of timeshare owners.

Who Are Timeshare Owners?

The Baby Boomer generation (ages 45-63) is the largest segment of timeshare owners (45 percent). (See Figure 1 below) Generation X makes up the next largest segment of timeshare ownership with 28 percent of owners.

Most timeshare owners work full-time (52 percent), and 19 percent of timeshare owners are currently retired, which is consistent with past research that observes a moderate amount of retired individuals owning timeshare products.

Timeshare owners are more educated than the U.S. population as a whole, with 43 percent reporting college as their highest level of education, and nearly one in five has graduate school training (19 percent).

With an average household income of \$92,405 for all owners and \$94,933 for recent purchasers, roughly 92 percent of timeshare owning households cite incomes that exceed the U.S. average of \$50,233.

What Do They Want?

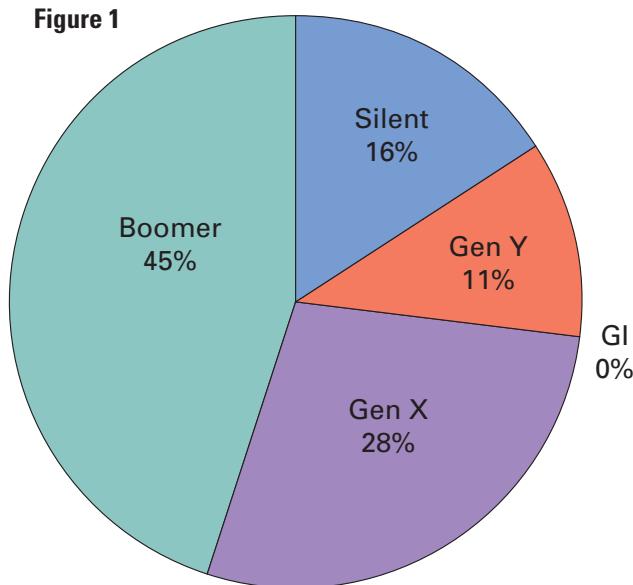
Timeshare owners say that beaches (52 percent), attractions/entertainment (48 percent), and shopping (39 percent) are the most attractive resort characteristics. The most attractive location for future timeshare purchases is beach areas, too (66 percent).

What Motivated Them to Buy?

The most important factor timeshare owners cited as a motivator when selecting a property is the certainty of quality accommodations (93 percent). (See Table 1, p. 56) This motivator is even stronger for points owners (100 percent) versus weeks owners (87 percent).

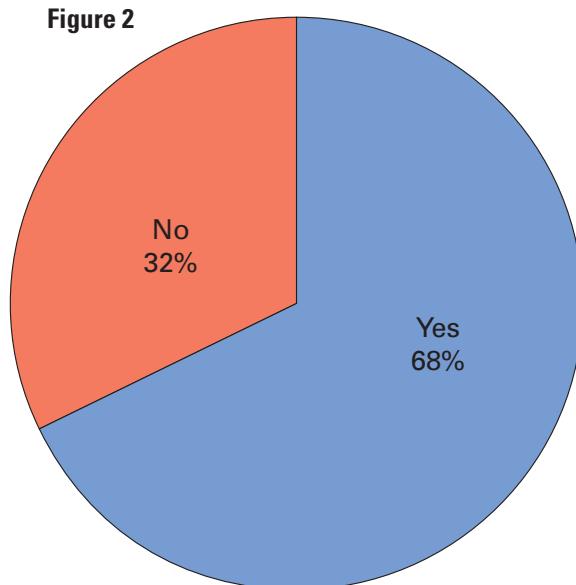
Timeshare Owners by Generation

Figure 1



Would Purchase Timeshare Again

Figure 2





Vacations beyond expectations

Why TPI? we listen... we care... we act...

EXCHANGE SERVICES

TRAVEL/CRUISE

DEVELOPER TOOLS

RENTAL PROGRAMS

RESORT/ASSN. MANAGEMENT

TRADING PLACES[®]
INTERNATIONAL

Call today for the results you're looking for:

Marcus Wood 800-365-1048
MarcusW@TradingPlaces.com

. . . Since 1973

Saving money on future vacation costs and credibility of the timeshare company were cited as very important or extremely important by approximately 90 percent of timeshare owners. Overall flexibility, which 85 percent of recent timeshare buyers said was at least very important, was much more valued by those who bought new timeshares (91 percent) than those who purchased resale (60 percent). Exchange opportunities with other resorts and treatment during sales presentation/quality of presentation were important for 84 percent and 80 percent respectively.

Do They Like the Product?

Timeshare owners are overwhelmingly happy with their timeshare purchase, as 86 percent of owners are satisfied with their overall experience. When it comes to their home resort, more than 9 out of 10 timeshare owners are satisfied. As a further proof of their satisfaction with timeshare ownership, 68 percent owners reported that they would purchase their timeshare again if given the chance. (See Figure 2, p. 54)

In addition, four-in-five timeshare owners agreed that their timeshare offers a vacation home away from home (81 percent). Fifty-five percent of timeshare owners also reported they purchased a timeshare to save money on future vacations.

Where Do They Go & with Whom?

The most popular timeshare travel companion is an owner's spouse, partner, or significant other, as 79 percent of timeshare owners brought him/her to their most recent timeshare vacation and 80 percent of owners plan to bring him/her to their next timeshare vacation. On average, the total amount of guests per visiting party on a timeshare vacation is 3.71, including the owner.

July (17 percent) and June (15 percent) are the most popular months for future timeshare vacations. The most popular location for timeshare owners' most recent vacation is Florida (33 percent), and Florida is the most popular option for future vacations as well (25 percent).

Table 1

Motivations for purchasing	Recent Purchasers	Weeks	Points	Bought New	Bought Resale
N = 54 - 82	N = 32 - 54	N = 30 - 45	N = 44 - 67	N = 9 - 16	
Certainty of quality accommodations	93%	87%	100%	93%	90%
Save money on future vacation costs	90%	89%	93%	91%	87%
Credibility of timeshare company	90%	87%	92%	89%	93%
Overall flexibility	85%	78%	97%	91%	60%
Exchange opportunity with other resorts operated by the same company	84%	82%	87%	85%	76%
Treatment during sales presentation and/or quality of presentation	80%	75%	92%	84%	66%

Owners are overwhelmingly happy with their timeshare purchase, as 86 percent of them are satisfied with their overall experience.

Has the Economic Turmoil Changed Their Behavior?

Due to the current economic recession, more than one-half of timeshare owners have considered altering their plans for future vacations in general (56 percent). Comparatively, fewer timeshare owners

have considered altering their next timeshare vacation plans specifically (39 percent). The result is not surprising since timeshare vacation is generally considered a vacation you have already paid for.

Recent purchasers were more likely to consider altering their next timeshare vacation compared to non-recent owners (43 percent compared to 37 percent). For those who have considered altering their plans, spending less money and looking for cheaper alternatives (28 percent) are the most popular ways to cut back, followed by canceling or postponing the trip (11 percent) and vacationing closer to home or not traveling outside the United States (9 percent).

For more details on this report and how to obtain a copy, please see www.ardafoundation.org. ▶

Andrew Gooch is a consultant at Penn, Schoen & Berland Associates (PSB), which is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate, and entertainment clients. He also received a master's degree from the University of Pennsylvania.

COOPERATIVE ASSOCIATION OF RESORT EXCHANGERS, INC.



Joining Forces to Deliver Outstanding Vacation Services

The mission of C.A.R.E. is to promote ethical and outstanding vacation services by providing information, education and networking opportunities.

Make A Difference!



Join us in making a difference in the vacation industry. Membership gives C.A.R.E. companies the tools to provide enhanced services to owners/members through additional fulfillment opportunities. Member companies are also able to utilize inventory and generate revenue through wholesale rentals and expanded exchange options. To find out more, call today **1-800-636-5646** or visit www.care-online.org.

C.A.R.E. MEMBERS INCLUDE: RESORT DEVELOPERS • PROPERTY MANAGERS • SERVICE PROVIDERS • TRAVEL CLUBS • TRAVEL AGENCIES • WHOLESALERS