

TODAY'S TIMESHARE OWNERS: THEY'RE CHANGING



MORE DIVERSE, YOUNGER OWNERS WITH YOUNGER FAMILIES

- New owners are nearly **10 years younger** than traditional timeshare owners
- 39% are GenXers and 30% are Millennials: median age is **39**
- **42%** of new owners are African American or Hispanic
- **79%** are married or in a committed relationship
- **51%** have children under the age of 18



HIGHLY EDUCATED AND EMPLOYED

- **72%** are college graduates
- **23%** also have graduate degrees
- **\$94,800** median household income
- **72%** employed full-time
- **91%** own their own home

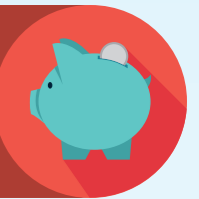


SAVVY CONSUMERS

- **75%** had some form of interaction with a timeshare resort before purchasing
- **44%** stayed at the same resort where they bought as a guest of another owner
- **42%** experienced timeshare vacations through renting first
- **35%** attended multiple sales presentations before buying



VALUE LONG-TERM VACATION SAVINGS



- **36%** purchased timeshare to save money on future vacations
- **31%** bought for the flexibility the product offers

MORE DISPOSABLE INCOME



- **47%** made a single payment to cover their purchase
- **57%** spending \$10,000 or more
 - > **28%** spending \$20-49,999
 - > **23%** spending \$10-19,999