

# STATE OF THE VACATION TIMESHARE INDUSTRY

## FACT SHEET

### NUMBER OF OWNERS

One January 1, 2008, 4.7 million households owned one or more U.S. timeshare weekly intervals or points-equivalents, totaling 6.5 million.

### NUMBER OF TIMESHARE UNITS

There are 1,641 timeshare resorts in the United States, representing 180,200 units for an average resort size of 110 units.

### INDUSTRY SIZE

Measure	2008
Resorts	1,641
Units	180,158
Average Resort Size	110
Intervals Owned	6.5 Million
Owner Households	4.7 Million

### INDUSTRY HEALTH

Year 2007 sales totaled \$10.6 billion, growing 6 percent over 2006. There were nearly 551,500 timeshare intervals sold for an average price of \$19,216.

**Total sales volume was \$10.6 billion, a 6% increase over 2006.**

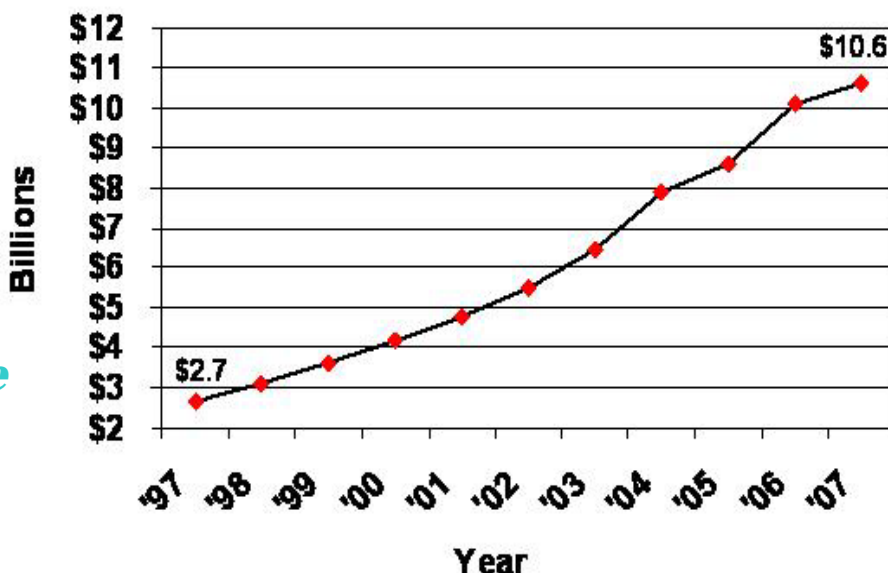
### STATES WITH MOST TIMESHARE RESORTS

States with the most resorts are Florida, California and South Carolina, representing 39% of all U.S. timeshare resorts.

### 2007 PERFORMANCE BY GEOGRAPHIC REGION

Region	% of U.S. Timeshare Resorts	Average Size	Total Sales Volume (\$B)
Florida	23%	175	\$3.9
California	9%	86	\$0.9
South Carolina	7%	121	\$1.0
Mountain	18%	72	\$1.2
Northeast	11%	100	\$0.4
Pacific	9%	80	\$1.7
South Central	9%	124	\$0.6
Midwest	8%	106	\$0.6
South Atlantic	8%	86	\$0.4
Overall	100%	110	\$10.6

### HISTORICAL SALES VOLUME



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### INDUSTRY OUTLOOK

Recent trends indicate strong recent industry growth. Sales have seen compounded annual growth of 13 percent, since 2003, compounded annual growth rates for sales price and average resort size grew in the same time period by six and seven percent, respectively.

### TYPES OF RESORTS

The predominant resort category is a beach destination, reported by 24% of responding resorts. This is followed by country/lakes resorts (16%), ski and island resorts each at 9%, and golf resorts (8%).

### DISTRIBUTION BY RESORT TYPE

Type	What vacation experience does this resort offer?			Which one characteristic best describes this resort?
	Onsite	Nearby	Nearby and/or Onsite	
Beach	21.6%	25.6%	45.7%	23.9%
Country/Lakes	10.8%	22.6%	31.9%	16.4%
Ski	5.5%	18.1%	23.1%	9.2%
Island	11.6%	10.6%	16.8%	9.2%
Golf	15.1%	68.3%	82.4%	7.9%
Theme Park	1.8%	18.1%	19.9%	7.5%
Urban	4.5%	9.8%	13.8%	7.2%
Rural/Coastal	15.6%	16.6%	28.1%	5.1%
Gaming	6.5%	17.3%	20.1%	3.4%
Desert	2.5%	6.0%	7.5%	2.7%
Other	-	-	-	7.5%



### PERFORMANCE METRICS 2007

Metric	2007
Sales Volume	\$10.6 Billion
Number of Timeshare Intervals Sold	551,457
Average Sales Price Per Interval	\$19,216
Points Equivalent	\$17,689
Weeks	\$21,762
Occupancy	80.1%
Average Maintenance Fee Per Interval	\$575

***Respondents expect continued growth as they continue to build new resorts. They expect to build around 8,000 new units in 2008, after having built 8,000 new units in 2007.***

*State of the Vacation Timeshare Industry: United States Study, 2008 Edition ARDA International Foundation (AIF).*

Conducted by Ernst & Young, LLP, the study provides an overview of important summary information on the U.S. timeshare industry for 2007, excluding fractional resorts.

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