

# 2018 Membership Profile U.S. Edition

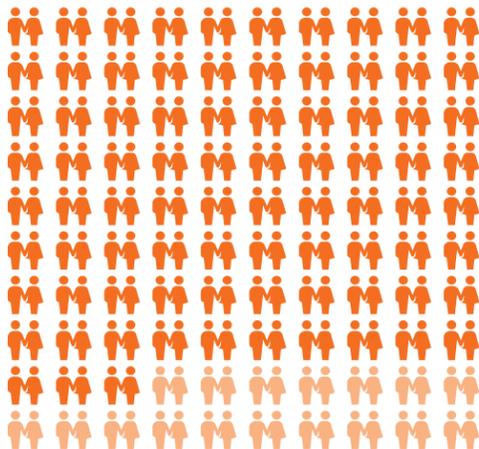


The *2018 Membership Profile — U.S. Edition* analyzes certain key metrics of Interval International's U.S.-resident membership. These metrics include demographics; leisure travel habits, preferences, and patterns; future purchase characteristics; and the use of social media and technology.



## DEMOGRAPHICS

### Marital Status



**83%**  
married

83% of the U.S.-resident membership base is married. According to the U.S. Census Bureau, only 52% of the population ages 18 to 74 are married.†

†Source: U.S. Census Bureau, *America's Families and Living Arrangements: 2017*.

### Household Income



**52%**  
>\$100,000

52% of U.S.-resident members report a household income of more than \$100,000. By comparison, the 2016 U.S. median household income was \$57,617.††

††Most current year available from U.S. Census Bureau. Source: U.S. Census Bureau, *Household Income: 2016 American Community Survey Briefs*, issued September 2017.

### Vacation Home Ownership



**19% own**  
Vacation Residence

Since 1976, Interval International® has been a leader in the vacation ownership industry, providing resort developer clients and consumer members with outstanding services and compelling product enhancements.

From those early days, Interval has taken a leadership role in the pursuit of industry insight, driving education in the vacation ownership sector. The company remains committed to providing valuable research and decision-making tools to support its resort clients, and to bringing a world of vacation possibilities to its members.

The findings from the *2018 Membership Profile — U.S. Edition* have been reviewed and verified by global hospitality services firm HVS.

## THINK GLOBALLY

### Where They're From

Interval members reside all over the world. And Interval membership affords them the opportunity to travel near and far from their country of residence.



### Interval Delivers a Lifetime of Memories to Members



Residence data as of May 17, 2018. Member quotes (and screen names) are from Interval's online Community forum.

## OWNERSHIP & MEMBERSHIP

### Type of Ownership



Nearly 2 in 5 U.S.-resident members own a points-based product. Interval's Club Interval Gold program makes it easy for developers that sell weeks to offer the flexibility that points provide to their owners.

### Importance of Exchange



**95%** say the ability to exchange is important

95% of U.S.-resident members say that the ability to exchange their timeshare is important, underscoring how well Interval membership complements vacation ownership.

### Future Purchase



Exchange is an important factor in past and future purchases.

The top five factors U.S.-resident members would consider if they were to purchase additional vacation time, ranked in order of importance. Trading power, associated with exchange, is among the top three factors.

And exchange is top of mind for the near future.

### Intent of Exchange



**52%** intend to exchange their week or points

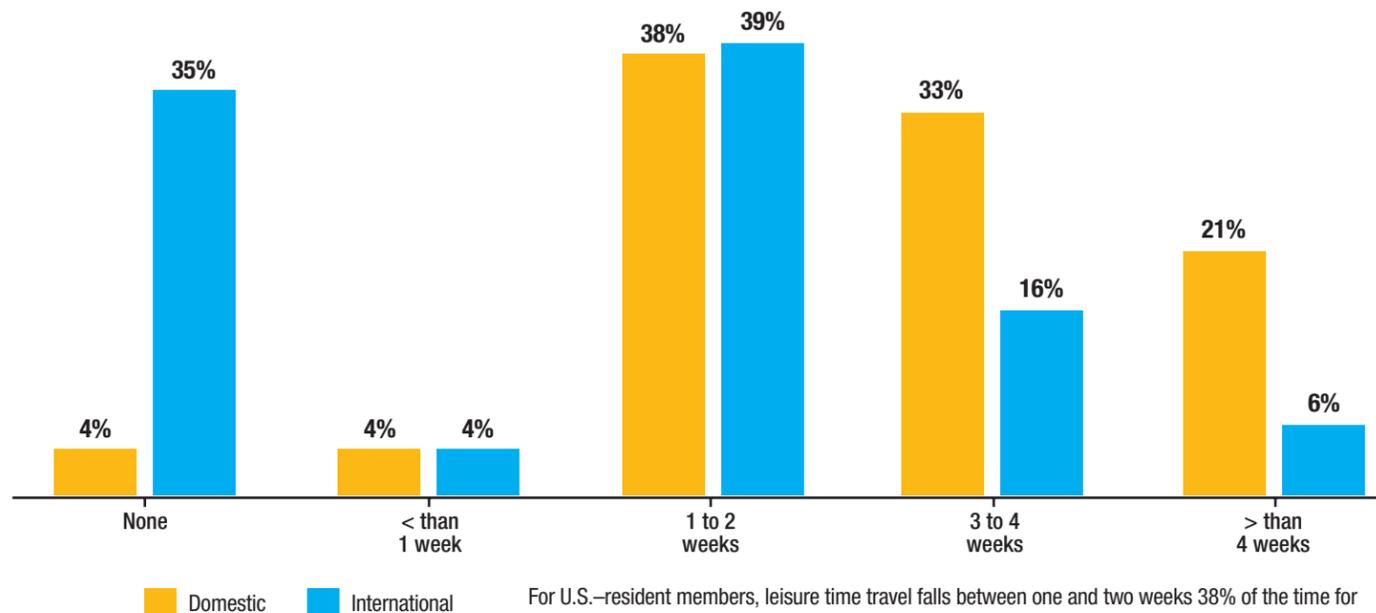
52% of U.S.-resident members say that they intend to exchange their week or points with Interval in the next 12 months.

## TRAVEL HABITS

### Domestic and International Travel\*

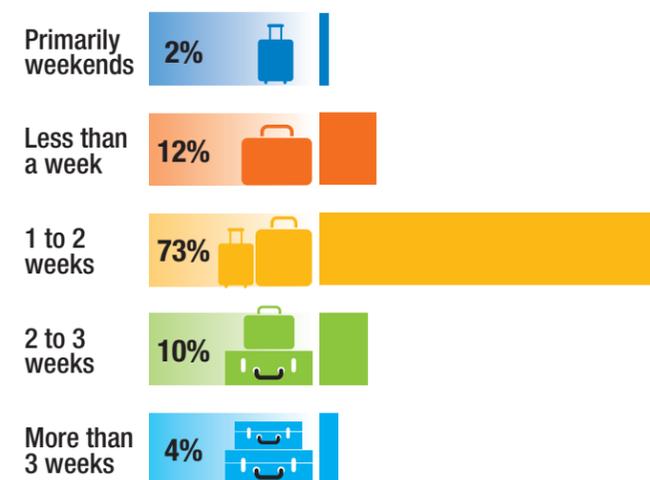
#### Total Time Reported for Leisure Travel

More than 3 in 5 U.S.-resident members reported traveling internationally one week or more per year. 92% said they travel domestically at least one week per year.



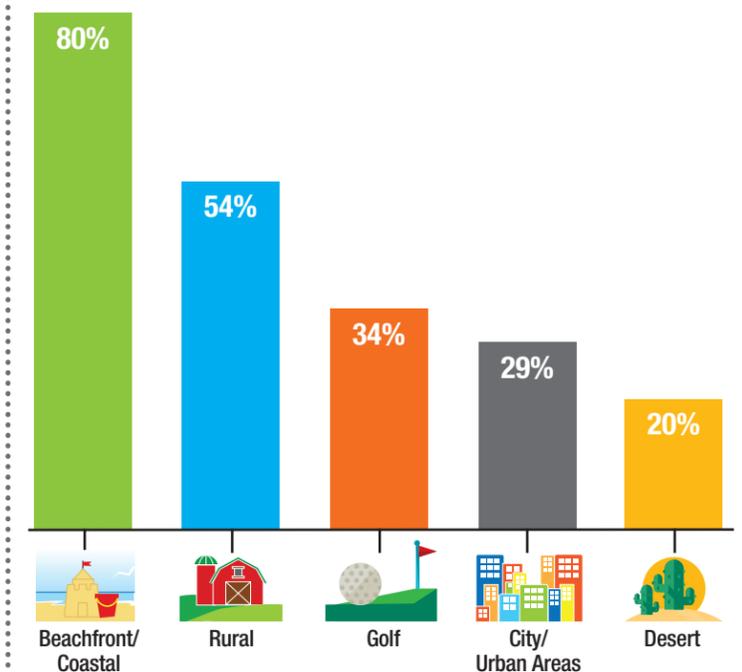
For U.S.-resident members, leisure time travel falls between one and two weeks 38% of the time for domestic travel and 39% of the time for international travel, aligning well with Interval products.

### Leisure Trip Duration\*



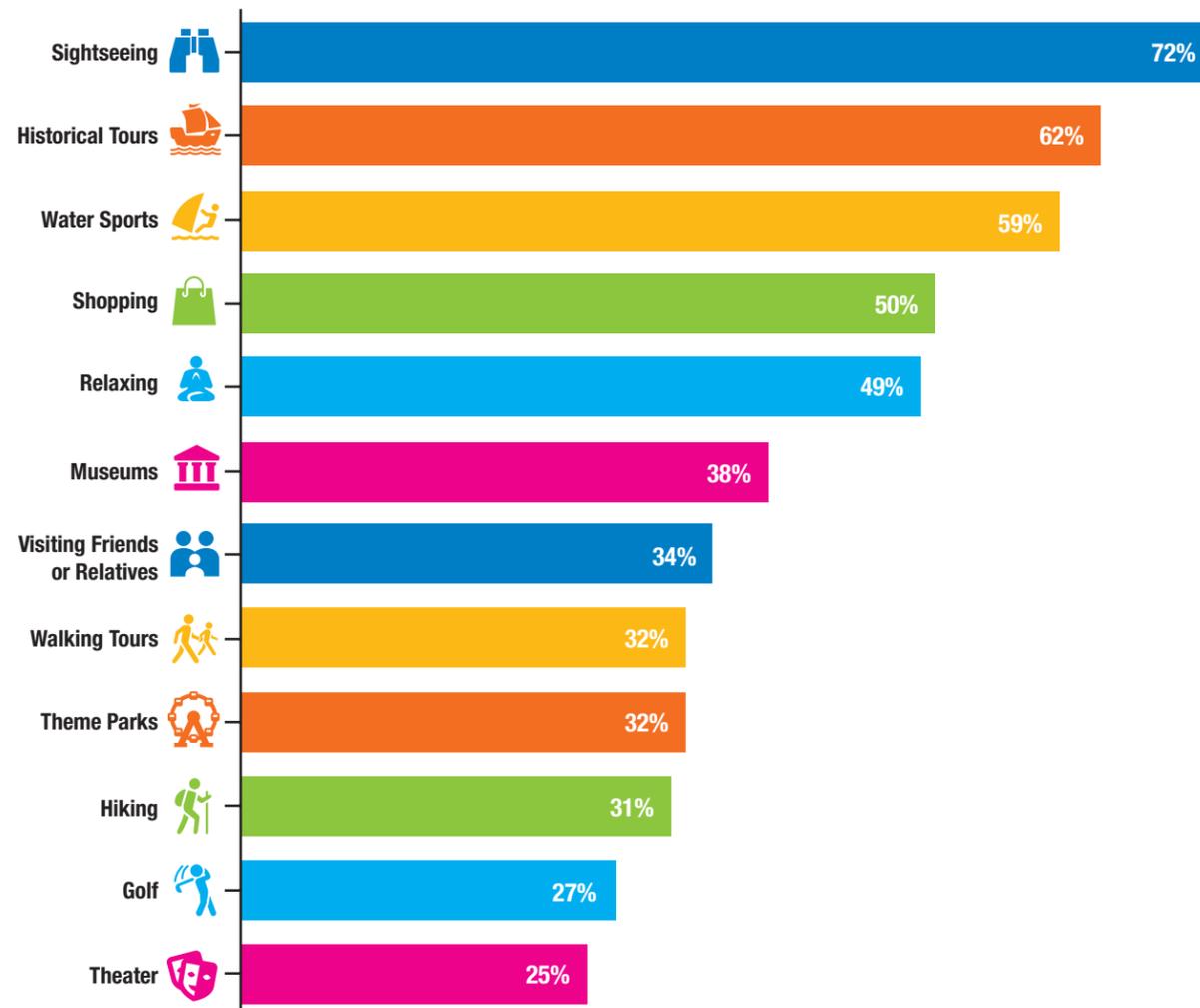
Interval's exchange and Getaway benefits meet the needs of 87% of U.S.-resident owners who travel at least one week at a time. And U.S.-resident members have ample vacation time: 50% of weeks-based members own at least two weeks, and 63% of points-based members own at least two weeks' equivalents in points. Additionally, Interval's ShortStay Exchange® and hotel exchange benefits for upgraded members meet the demands of 13% of U.S.-resident members who primarily travel in increments of less than one week.

### Top 5 Vacation Experiences for Future Travel\*\*



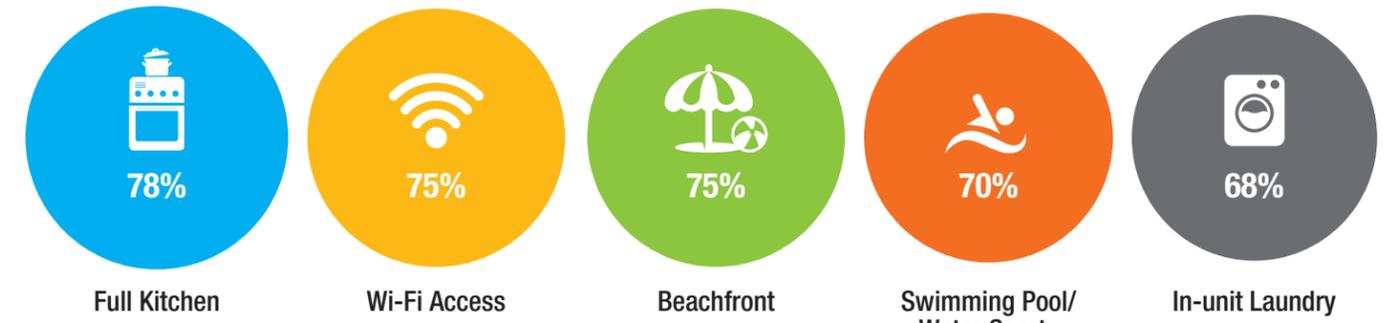
## TRAVEL HABITS

### Top 12 Vacation Activities\*\*



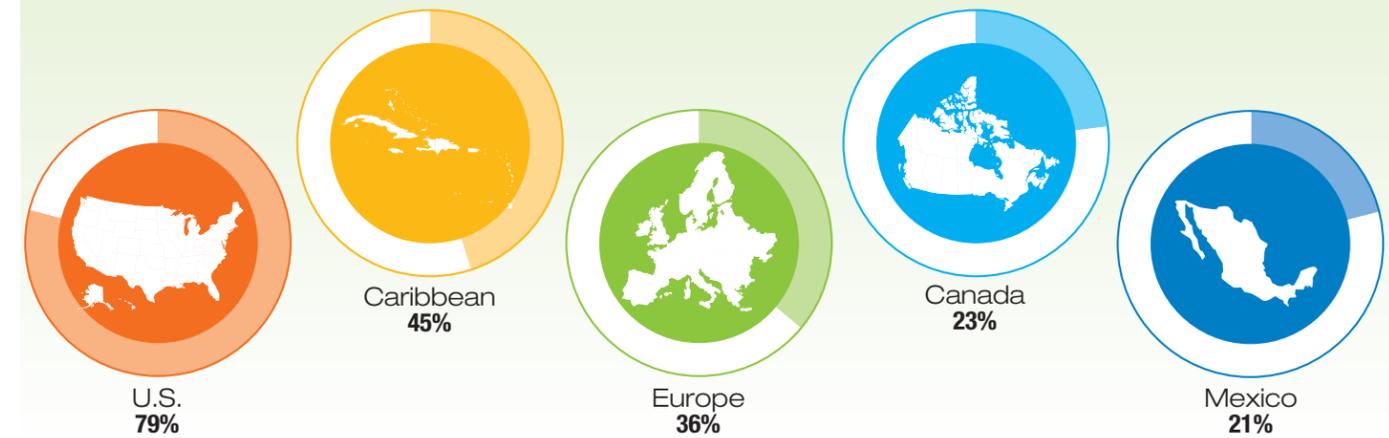
### Top 5 Resort Amenities\*\*

Three of the top amenities desired by U.S.-resident members are in-unit features.



### Top 5 Destinations for Future Travel\*\*

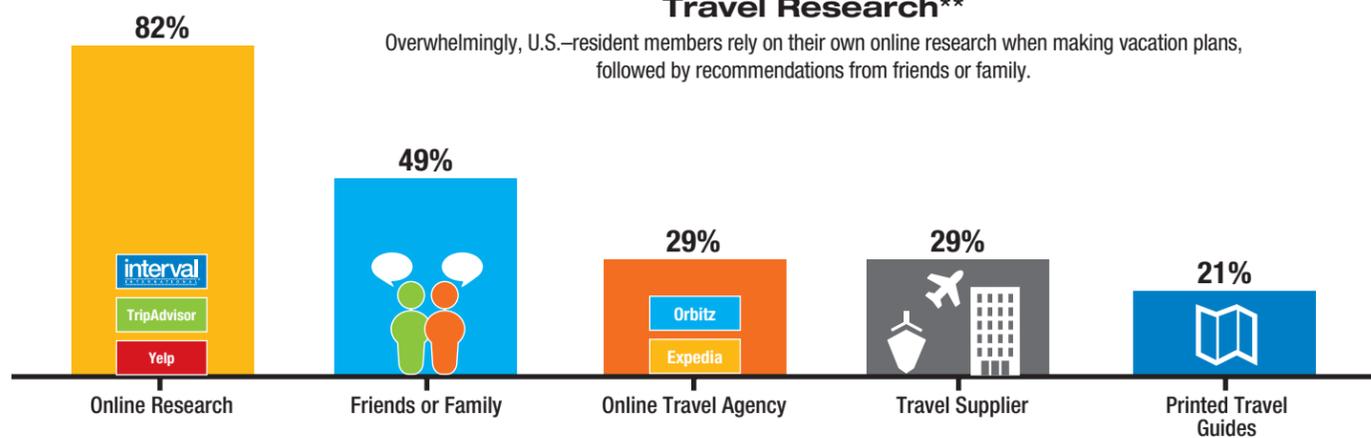
Nearly 4 in 5 U.S.-resident members report that domestic destinations appeal to them for future travel. More than 1 in 3 cite Europe as one of their preferred travel destinations.



## RESEARCH & TECHNOLOGY

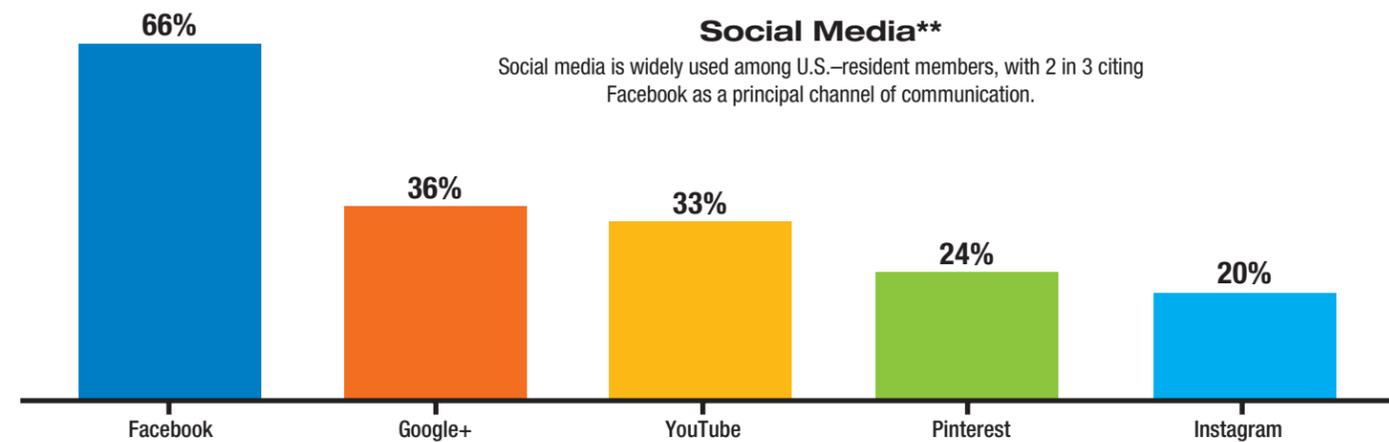
### Travel Research\*\*

Overwhelmingly, U.S.-resident members rely on their own online research when making vacation plans, followed by recommendations from friends or family.



### Social Media\*\*

Social media is widely used among U.S.-resident members, with 2 in 3 citing Facebook as a principal channel of communication.



\*Due to rounding, percentages do not add to 100. \*\*Multiple responses permitted.

Except for information presented in the “Think Globally” section, data was accumulated from an online survey of Interval International’s U.S.–resident membership fielded from October to November 2017. Participants were invited via email circulated exclusively to a random sample. A total of 937 respondents participated, resulting in an estimated overall sampling error of  $\pm 3.1\%$  at a 95% confidence level.



[intervalworld.com](http://intervalworld.com)  
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