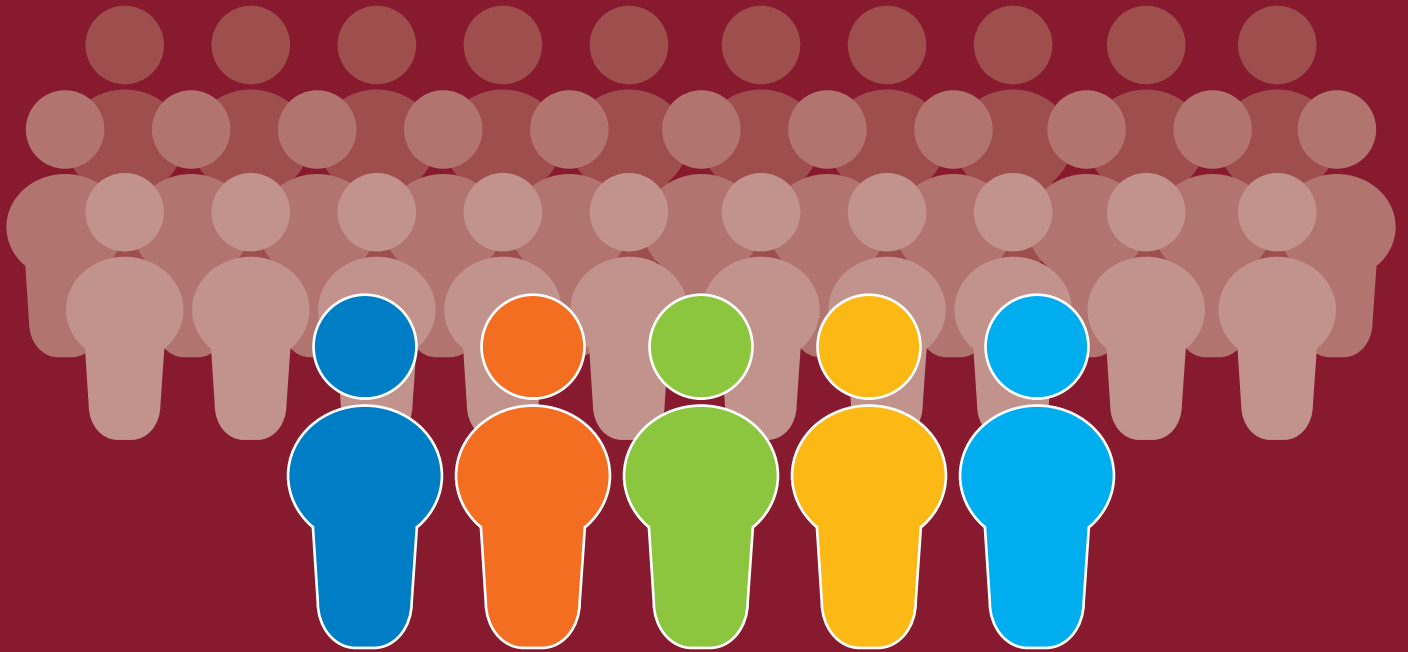


2018 Membership Profile Asia/Pacific Edition



The 2018 Membership Profile — Asia/Pacific Edition analyses certain key metrics of Interval International's Asia/Pacific-resident membership. These metrics include demographics; leisure travel habits, preferences and patterns; future purchase characteristics; desirability of alternative holiday experiences; and the use of social media and technology.



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 holiday possibilities to its members.

The findings from the *2018 Membership Profile — Asia/Pacific 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



DEMOGRAPHICS

Marital Status



90%
married

Household Income



40%
>US\$100,000

40% of Asia/Pacific–resident members have a household income of more than US\$100,000.

Holiday Home Ownership



35% own
Holiday Residence

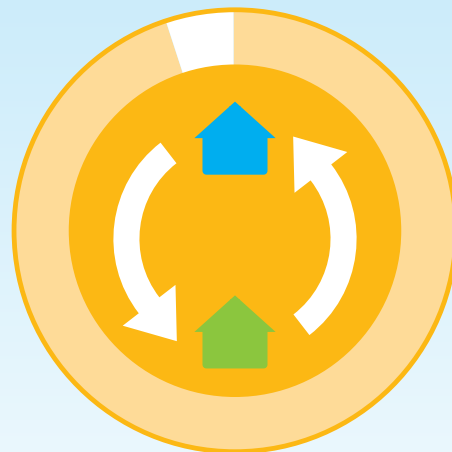
Length of Ownership



37% own timeshare for more than 10 years

37% of Asia/Pacific-resident members have owned their timeshare for more than a decade, demonstrating the long-term benefit of ownership and the variety of experiences that Interval membership delivers.

Importance of Exchange

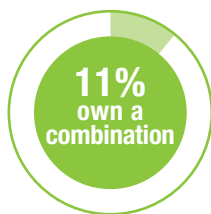
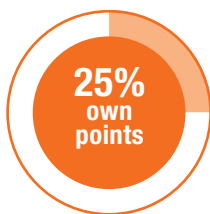
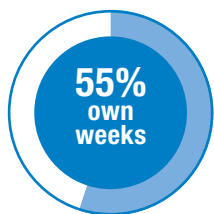


95% say the ability to exchange is important

Exchange is top of mind for the near future.

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

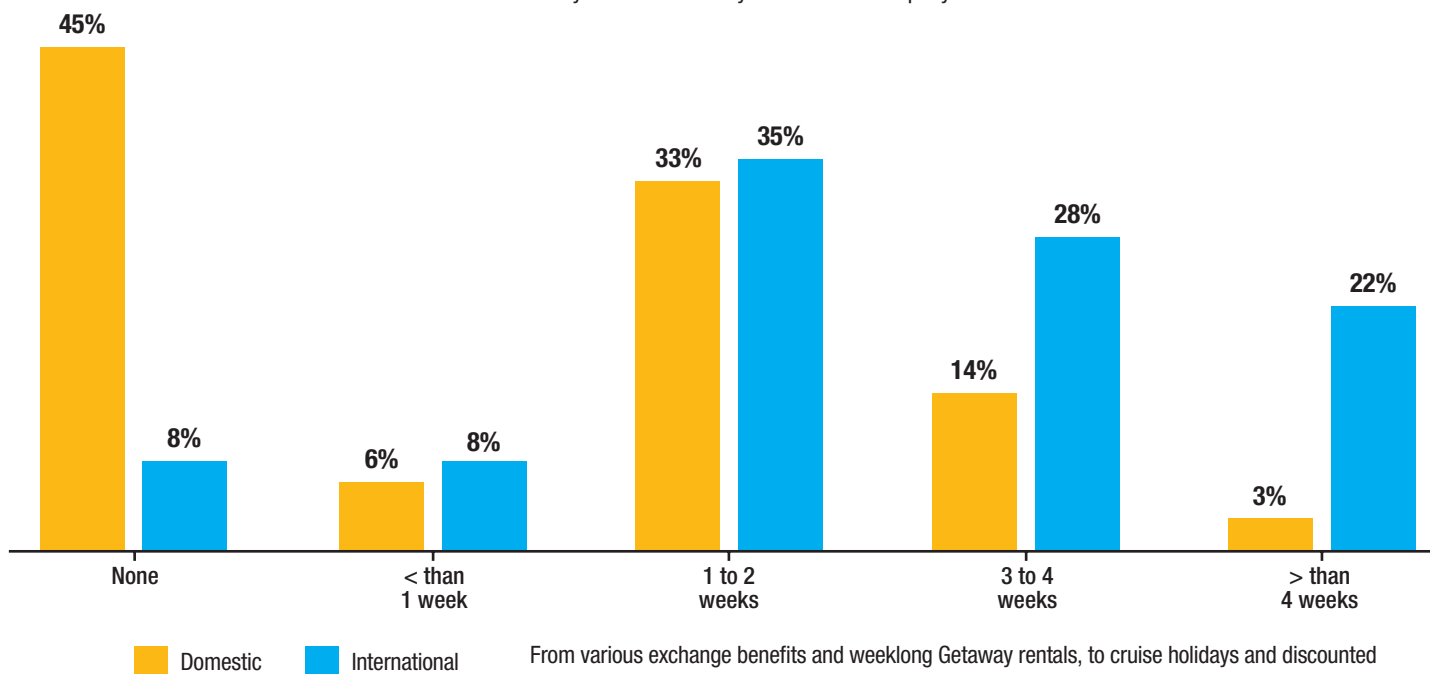
Type of Ownership



Domestic and International Travel*

Total Time Reported for Leisure Travel

More than 8 in 10 Asia/Pacific-resident members reported travelling internationally one week or more per year. 50% said they travel domestically at least one week per year.



From various exchange benefits and weeklong Getaway rentals, to cruise holidays and discounted hotel stays, Interval meets the overall needs of its well-travelled Asia/Pacific-resident members.

MEMBERSHIP

Intent of Exchange



54% intend to exchange their week or points

54% of Asia/Pacific-resident members say that they intend to exchange their week or points with Interval in the next 12 months.

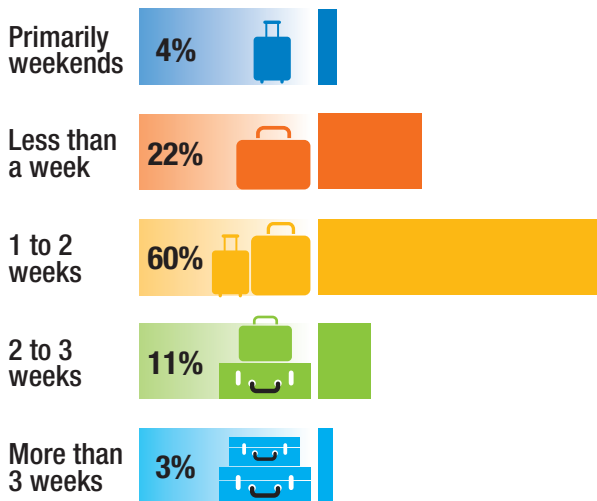
Future Purchase



The top six factors Asia/Pacific-resident members would consider if they were to purchase additional holiday time, ranked in order of importance.

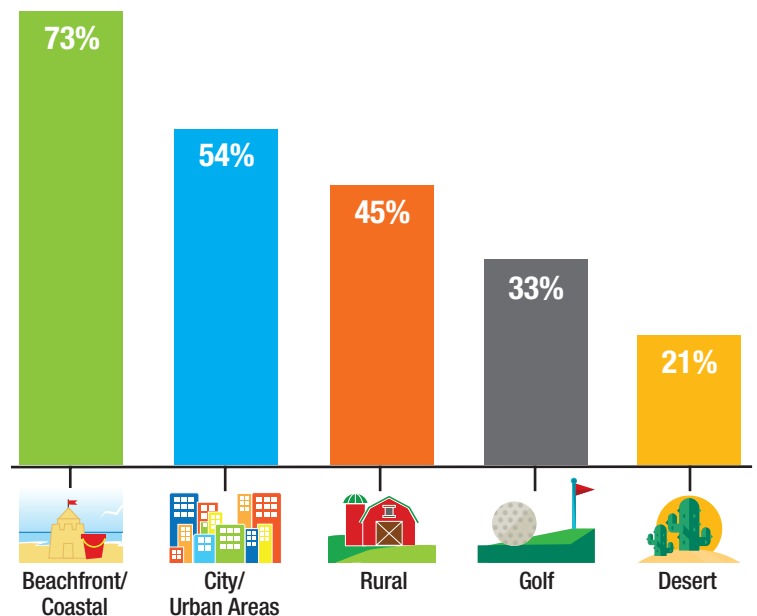
HABITS

Leisure Trip Duration



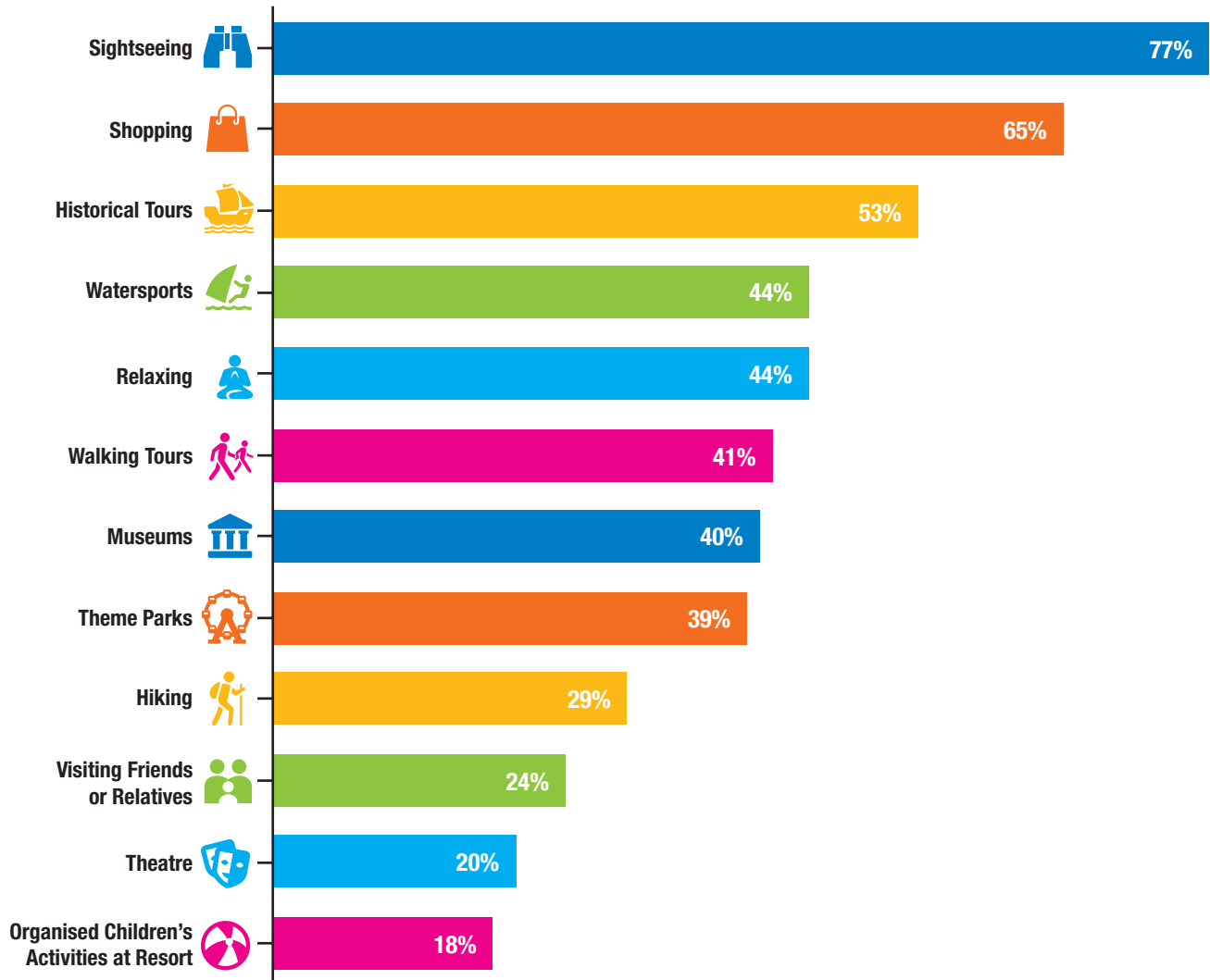
Interval's exchange and Getaway benefits meet the needs of the 74% of Asia/Pacific-resident owners who travel at least one week at a time. And Asia/Pacific-resident members have ample vacation time: 36% of weeks-based members own at least two weeks, and 45% of points-based members own at least two weeks' equivalents in points. Additionally, Interval's ShortStay Exchange and hotel exchange benefits for upgraded members meet the demands of the 26% of Asia/Pacific-resident members who primarily travel in increments of less than one week.

Top 5 Holiday Experiences for Future Travel**

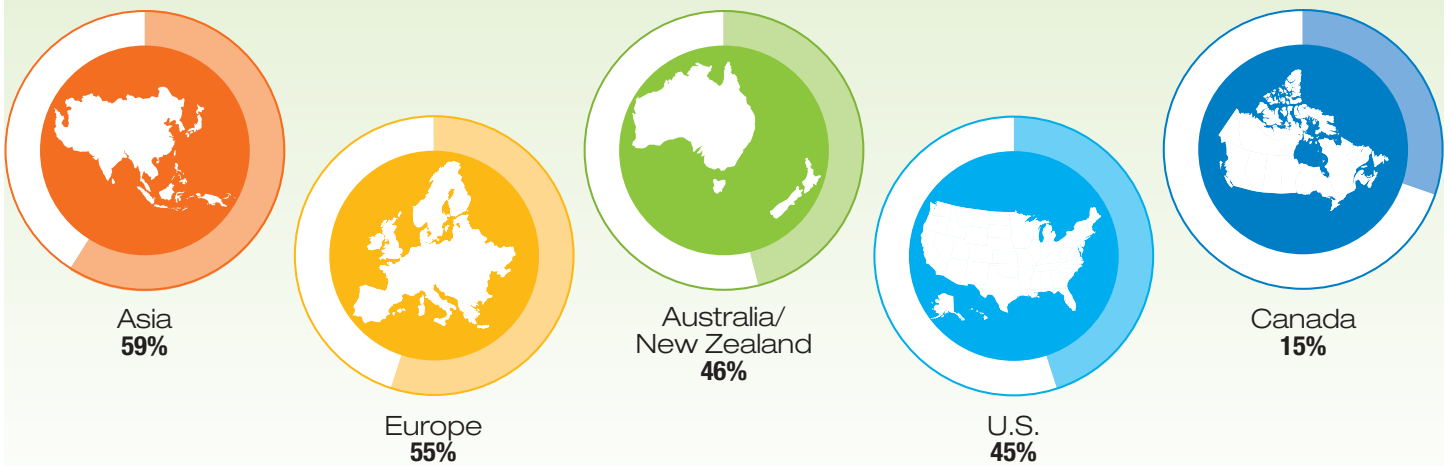


TRAVEL HABITS

Top 12 Holiday Activities**



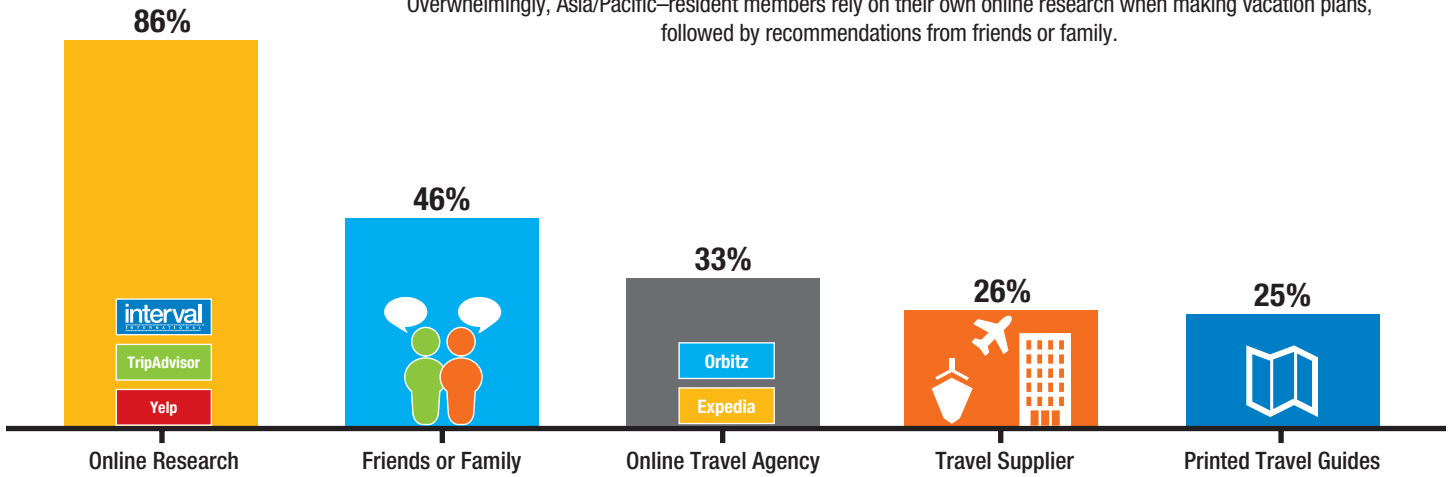
Top 5 Destinations for Future Travel**



RESEARCH & TECHNOLOGY

Travel Research**

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



Young Influencers

74% of Asia/Pacific-resident members' children or grandchildren have an influence on the family's travel plans.



ALTERNATIVE HOLIDAYS

Cruise



report interest in a cruise in the next two years.

All-Inclusive Interest



51% report interest in an all-inclusive vacation

51% of Asia/Pacific-resident members report interest in an all-inclusive holiday during the next two years.

*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 Asia/Pacific–resident membership fielded from October to November 2017. Participants were invited via email circulated exclusively to a random sample. A total of 415 respondents participated, resulting in an estimated overall sampling error of $\pm 4.8\%$ at a 95% confidence level.



intervalworld.com
resortdeveloper.com

