

# 2018 Membership Profile Mexico Edition

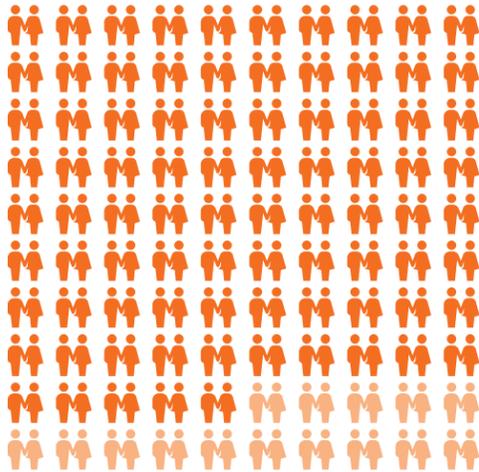


The *2018 Membership Profile — Mexico Edition* analyzes certain key metrics of Interval International's Mexico-resident membership. These metrics include demographics; leisure travel habits, preferences, and patterns; future purchase characteristics; desirability of alternative vacation experiences;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



**DEMOGRAPHICS**

**Marital Status**



**85%**  
married

**Household Size**



The average Mexico-resident member lives in a household of 4 people.

**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**

- "Thanks, Interval, for many great years of travel!" — ThirdScreenName
- "I have learned so much and like sharing the love of travel with other members." — annigan
- "There are so many happy memories of trips with family (and friends) that we would not have had the opportunity to enjoy if not for our membership with Interval!" — rumrunner53
- "Love escaping with Interval!" — MrsMB
- "Love all of the possibilities that Interval provides! Interval has great 'reasons' to make us take life breaks from work and see the world with family!" — Muirfield

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

**Home Ownership**



**94% own**  
Primary Residence

**28% own**  
Vacation Residence

## OWNERSHIP & MEMBERSHIP

### Length of Ownership



**54%** own timeshare for more than 10 years

54% of Mexico-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



**88%** say the ability to exchange is important

88% of Mexico-resident members say that the ability to exchange their timeshare is important, underscoring how well Interval membership complements vacation ownership.

Exchange is an important factor in past and future purchases.

### Future Purchase



The top five factors Mexico-resident members would consider if they were to purchase additional vacation time, ranked in order of importance.

And exchange is top of mind for the near future.

### Intent of Exchange



**46%** intend to exchange their week or points

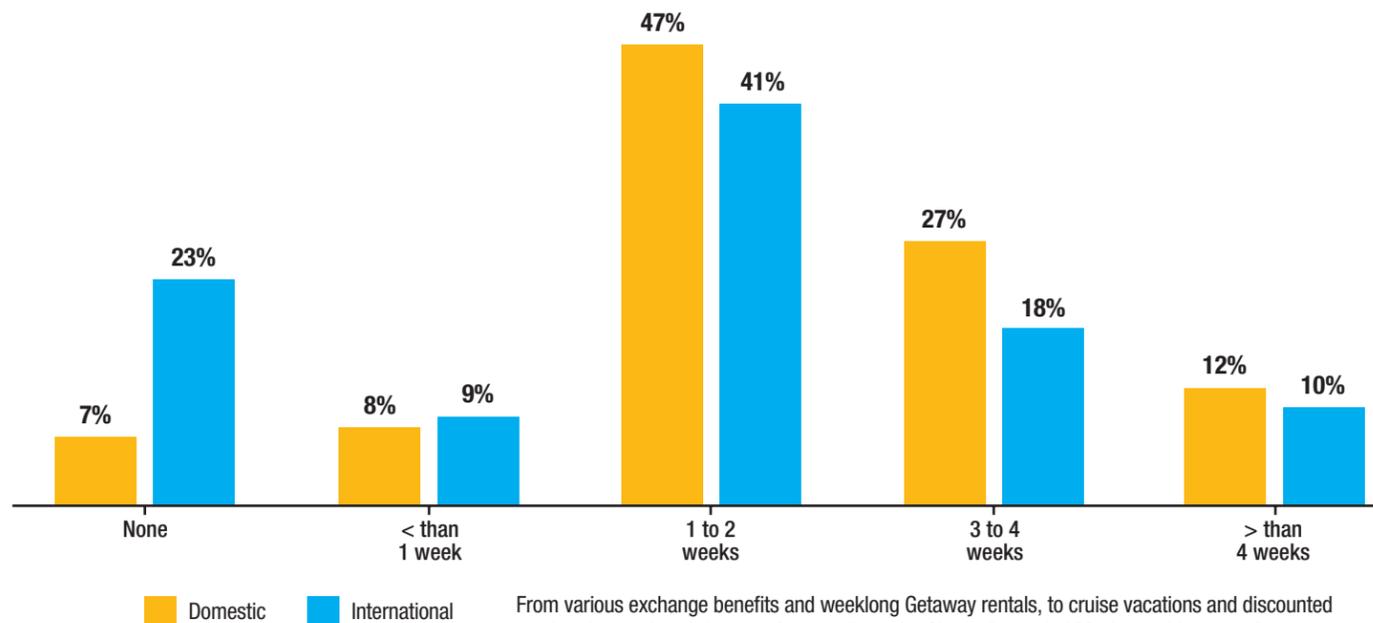
46% of Mexico-resident members say that they intend to exchange their week or points with Interval in the next 12 months.

## TRAVEL HABITS

### Domestic and International Travel\*

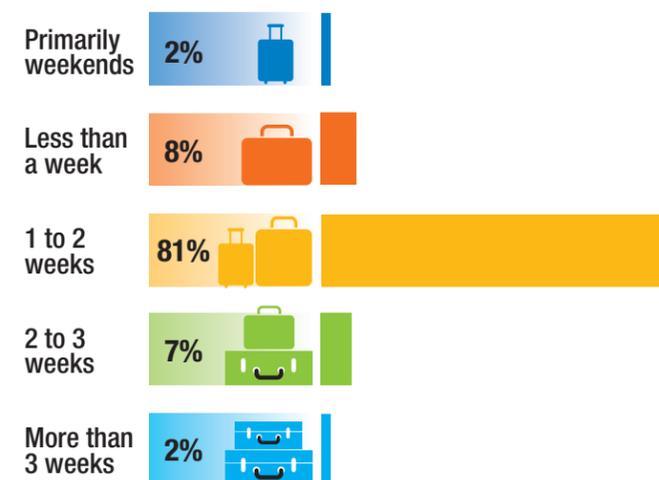
#### Total Time Reported for Leisure Travel

Nearly seven in 10 Mexico-resident members reported traveling internationally one week or more per year. 86% said they travel domestically at least one week per year.



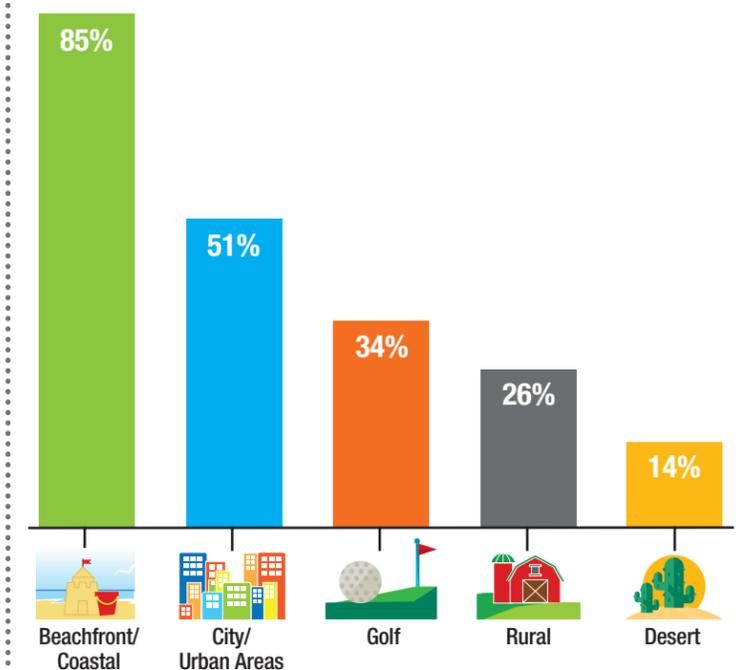
From various exchange benefits and weeklong Getaway rentals, to cruise vacations and discounted hotel stays, Interval meets the overall needs of its well-traveled Mexico-resident members.

### Leisure Trip Duration



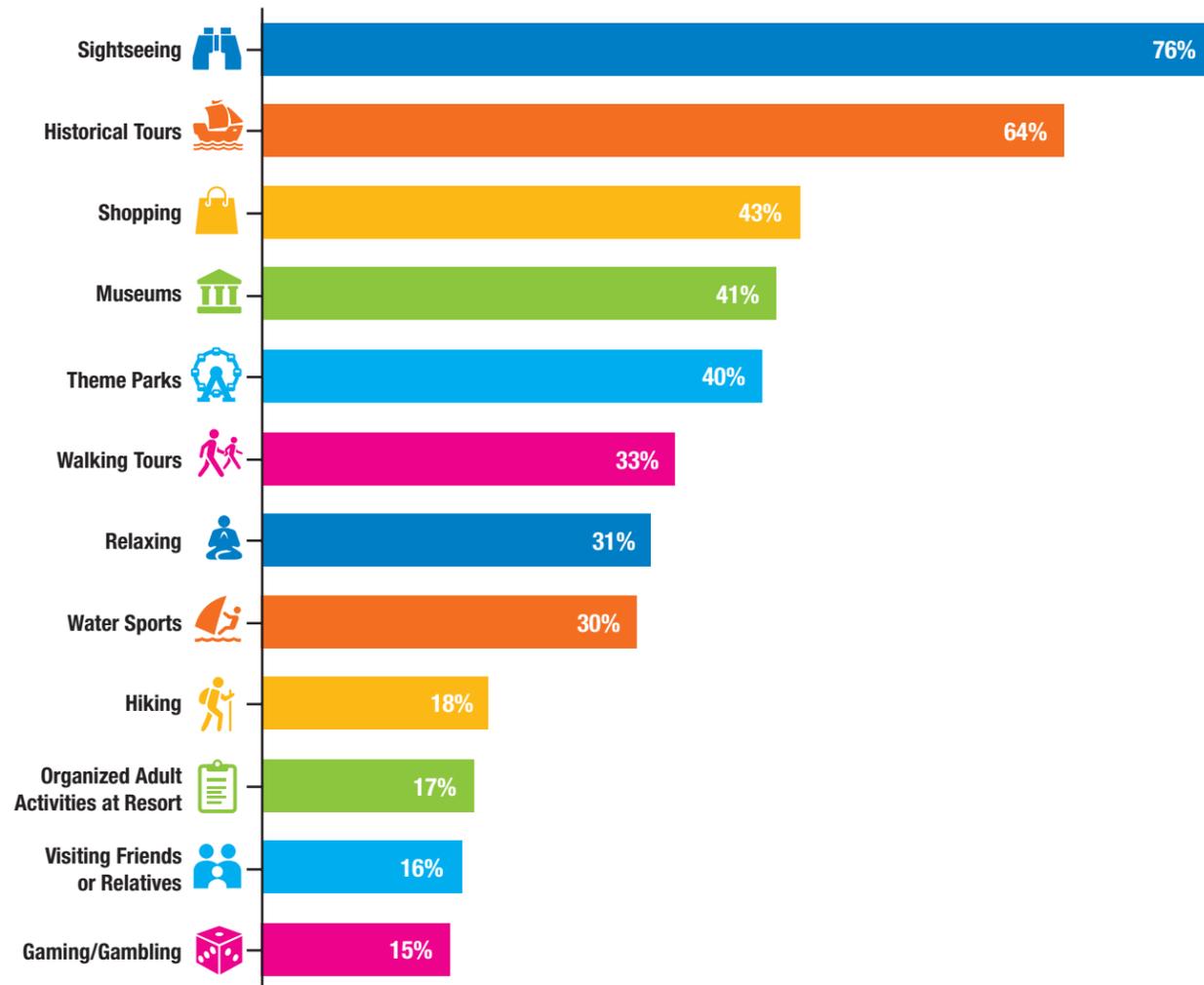
Interval's exchange and Getaway benefits meet the needs of the 90% of Mexico-resident owners who travel at least one week at a time. And Mexico-resident members have ample vacation time: 52% own at least two weeks, and 41% own at least two week equivalents in points. Additionally, Interval's ShortStay Exchange® and hotel exchange benefits for upgraded members meet the demands of the 10% of Mexico-resident members who primarily travel in increments of less than one week.

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

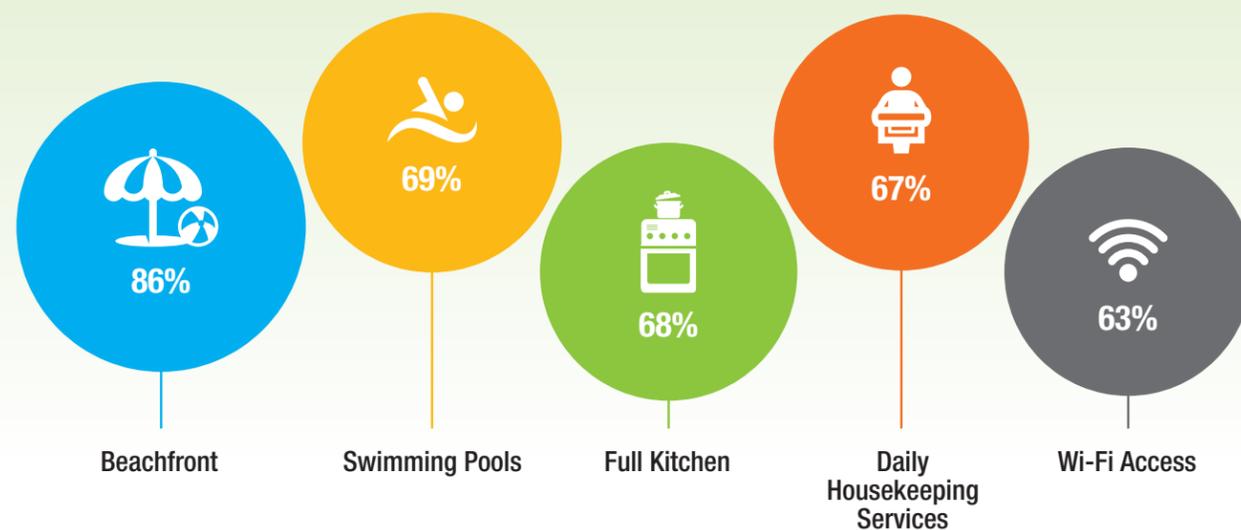


## TRAVEL HABITS

### Top 12 Vacation Activities\*\*



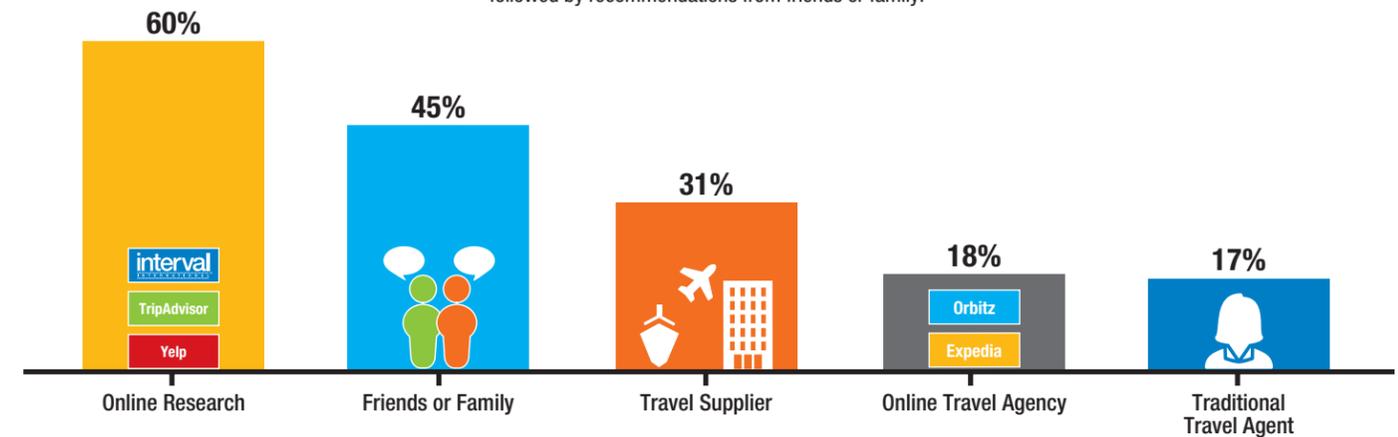
### Top 5 Resort Amenities\*\*



## RESEARCH & TECHNOLOGY

### Travel Research\*\*

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



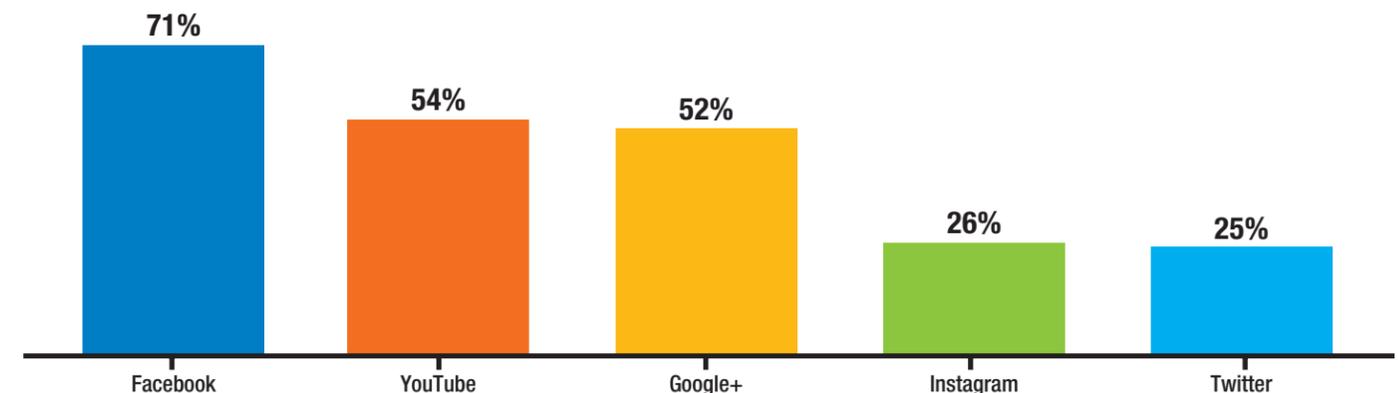
### Young Influencers

**80%** of Mexico-resident members' children or grandchildren have an influence on the family's travel plans.



### Social Media\*\*

Social media is widely used among Mexico-resident members, with more than 7 in 10 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 Mexico-resident membership fielded from October to November 2017. Participants were invited via email circulated exclusively to a random sample. A total of 470 respondents participated, resulting in an estimated overall sampling error of  $\pm 4.4\%$  at a 95% confidence level.



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