

2018 Membership Profile Colombia Edition



The *2018 Membership Profile — Colombia Edition* analyzes certain key metrics of Interval International's Colombia-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.



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 — Colombia 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.

DEMOGRAPHICS

Marital Status



82%
married

Household Size



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

Home Ownership



94% own
Primary Residence

32% own
Vacation Residence

OWNERSHIP & MEMBERSHIP

Length of Ownership



50% of Colombia-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.

Likely to Recommend



76% of Colombia-resident members have recommended or are likely to recommend vacation ownership.

Importance of Exchange



87% say the ability to exchange is important

87% of Colombia-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 Colombia-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



50% intend to exchange their week or points

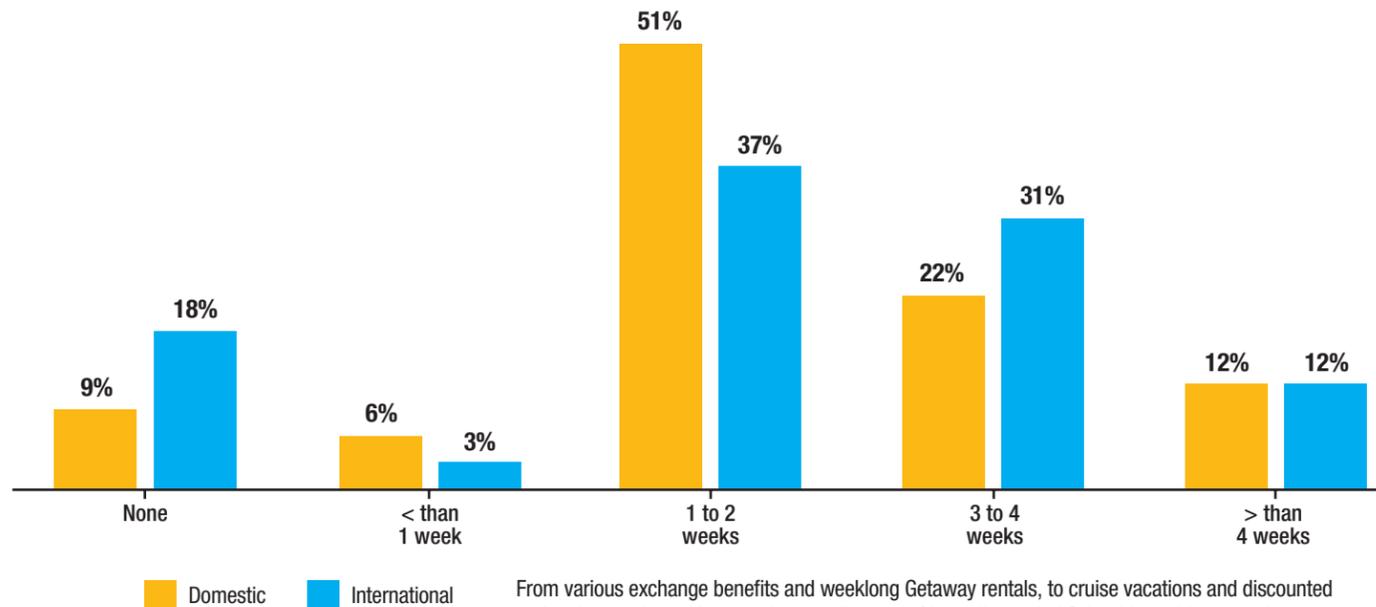
50% of Colombia-resident members say that they intend to exchange their week or points with Interval in the next 12 months.

TRAVEL HABITS

Domestic and International Travel*

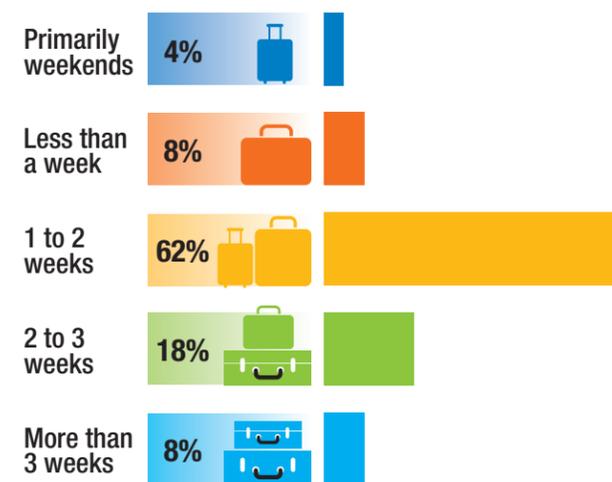
Total Time Reported for Leisure Travel

80% of Colombia-resident members reported traveling internationally one week or more per year.
85% said they travel domestically at least one week per year.



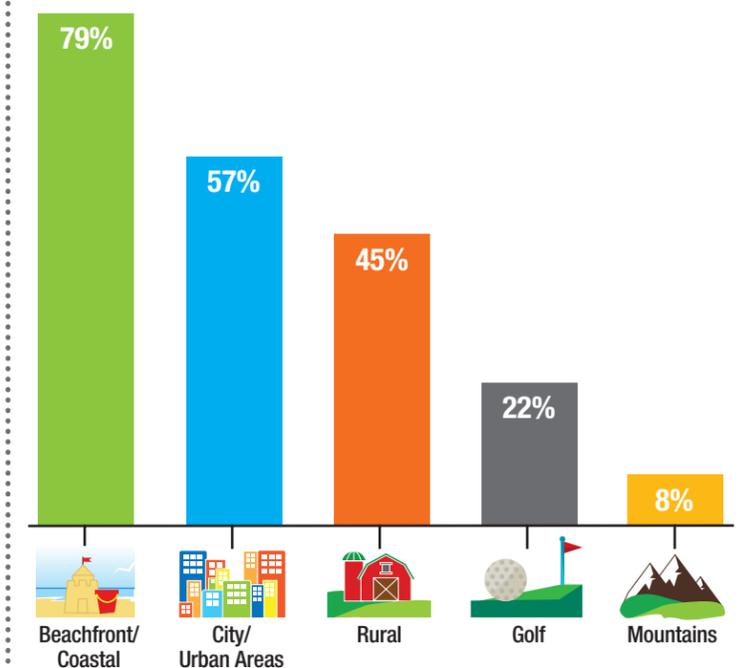
From various exchange benefits and weeklong Getaway rentals, to cruise vacations and discounted hotel stays, Interval meets the overall needs of its well-traveled Colombia-resident members.

Leisure Trip Duration



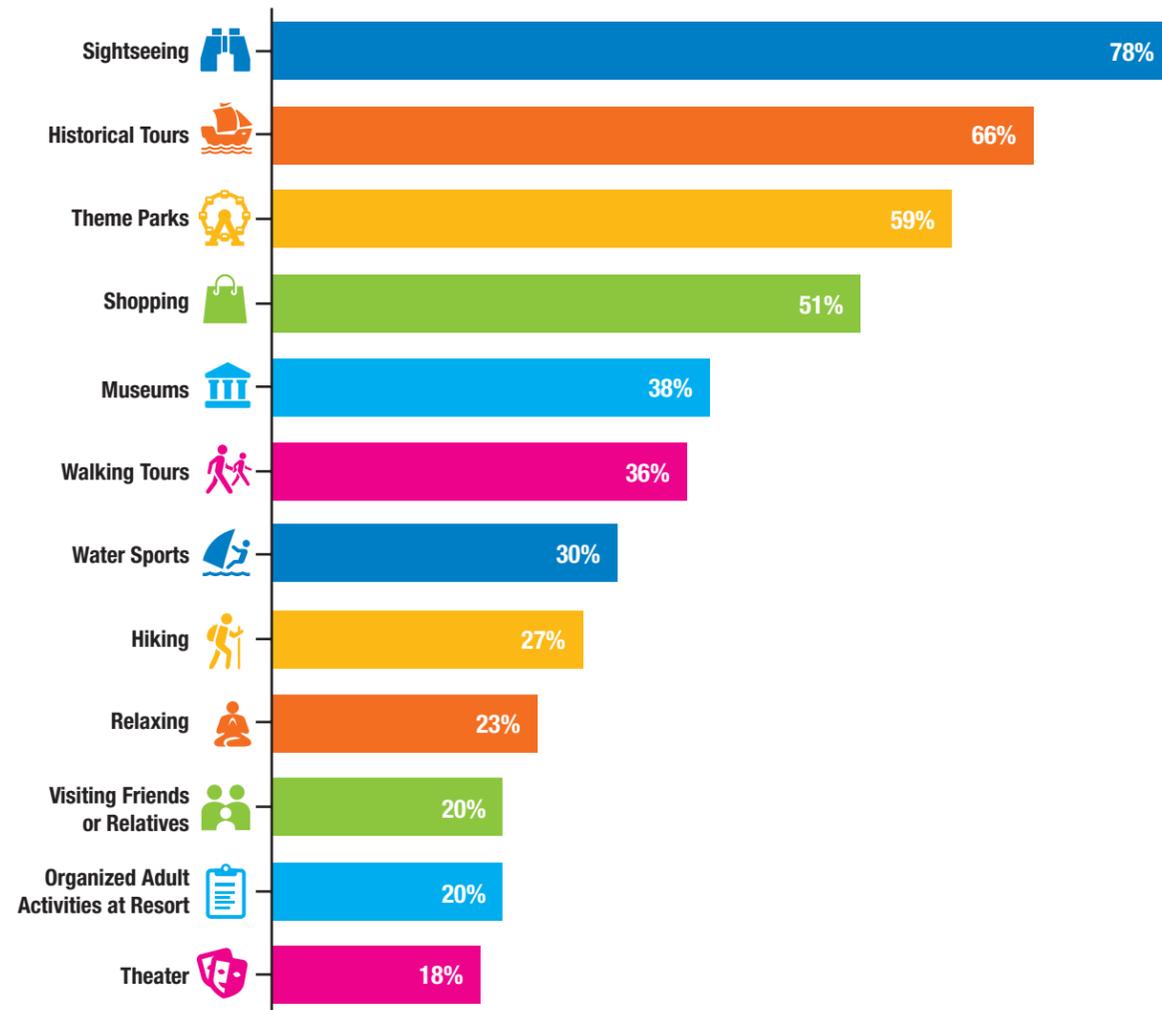
Interval's exchange and Getaway benefits meet the needs of the 88% of Colombia-resident owners who travel at least one week at a time. And Colombia-resident members have ample vacation time: 28% of weeks-based members own at least two weeks, and 73% of points-based members own at least two week equivalents in points. Additionally, Interval's ShortStay Exchange® and hotel exchange benefits for upgraded members meet the demands of the 12% of Colombia-resident members who primarily travel in increments of less than one week.

Top 5 Vacation Experiences for Future Travel**

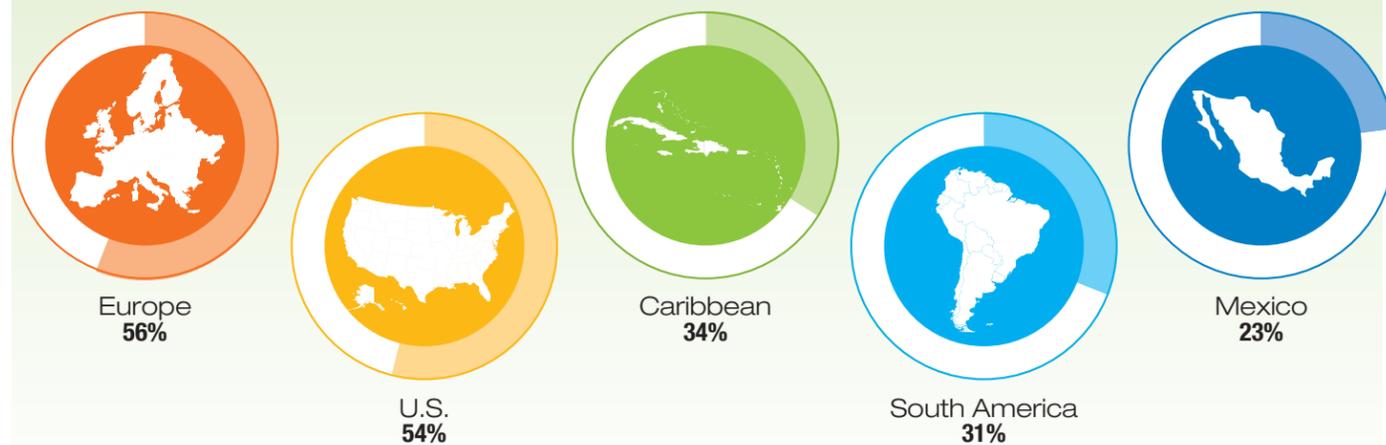


TRAVEL HABITS

Top 12 Vacation Activities**



Top 5 Vacation Destinations for Future Travel

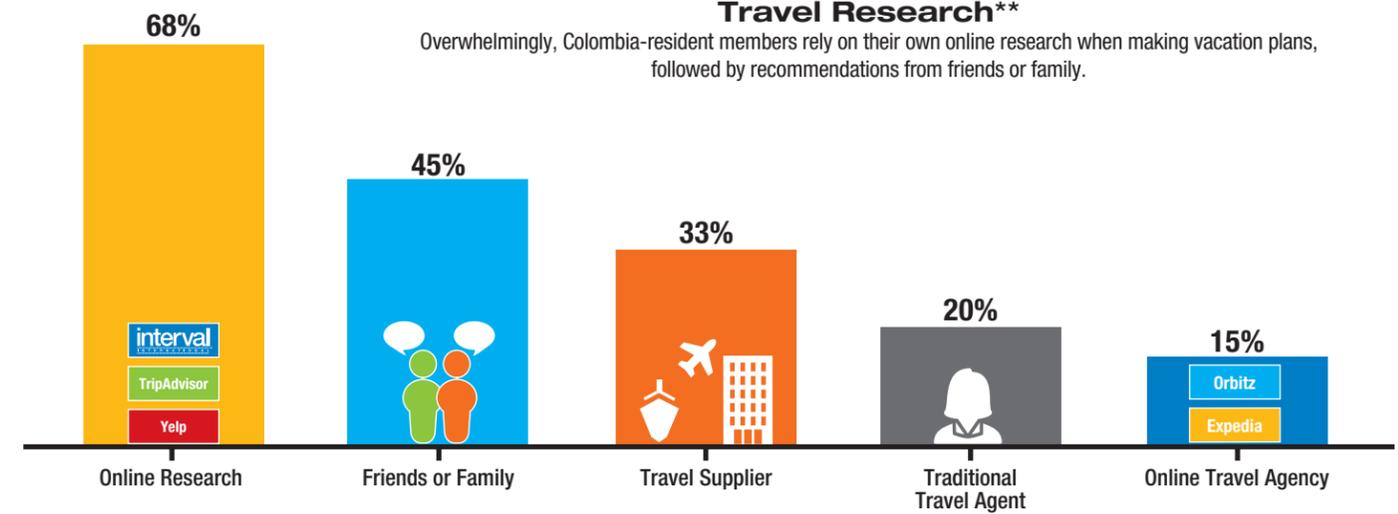


Nearly one-third of Colombia-resident members would like to travel within South America.

RESEARCH & TECHNOLOGY

Travel Research**

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



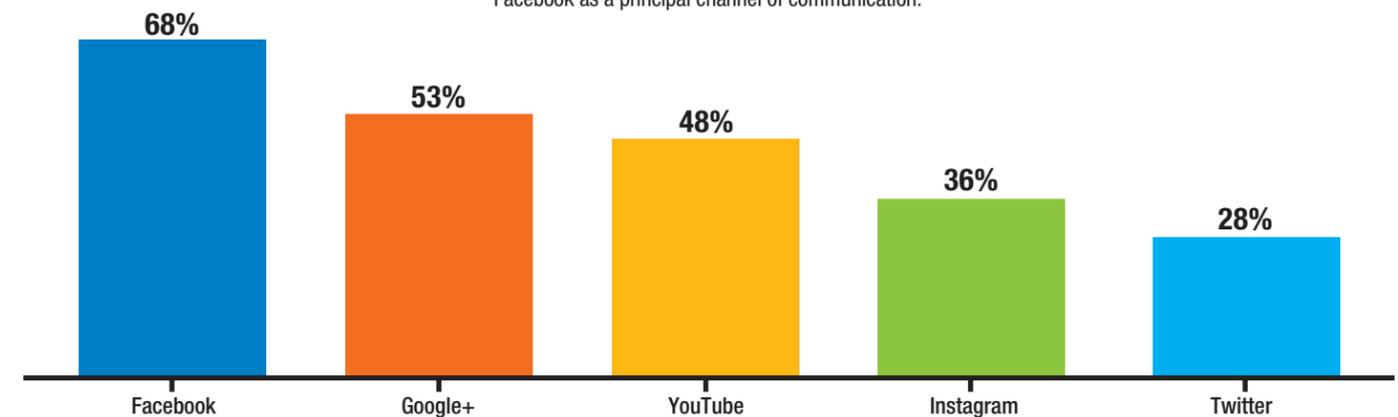
Young Influencers

81% of Colombia-resident members' children or grandchildren have an influence on the family's travel plans.



Social Media**

Social media is widely used among Colombia-resident members, with nearly 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 Colombia-resident membership fielded from October to November 2017. Participants were invited via email circulated exclusively to a random sample. A total of 522 respondents participated, resulting in an estimated overall sampling error of $\pm 4.2\%$ at a 95% confidence level.



intervalworld.com
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