



EXPERIENCE-JUNKIE MILLENNIALS DISCOVER VALUE OF TIMESHARE

RESURGENCE OF THE ORIGINAL SHARING ECONOMY: THE TIMESHARE

Now is the Time to Share More Time:

Families are rediscovering the benefits of getting away together more regularly and are committing to prioritizing their vacations. The OG way to do that? Timeshare. More than half (56%) of Americans have stayed in a timeshare while traveling on vacation; nearly 80% report that they enjoyed the experience.

→ *One in four respondents intend to purchase a timeshare within the next three years.*

Vacation for a Lifetime on Less Than a Latte a Day:

It's a myth that timeshare ownership is cost-prohibitive. Nearly half (48%) of Americans believe they will spend \$80,000+ on vacations over the course of their lifetime. The truth is, the average cost to buy a timeshare*, and a lifetime of vacations, can be as low as the equivalent to one latte a day.

Timeshares Go Millennial: More than half (55%) of Millennials have vacationed in a timeshare and a whopping three quarters (73%) said they liked it! So much so that nearly a quarter (24%) said they'd consider buying one.

**The average cost of a Wyndham timeshare is \$21,000, plus annual maintenance fees from \$725 over the course of 40 years, which is equivalent to \$3.40 each day. Financing costs and loan length are not considered.*

DESTINATION HOPPING DOMINATES

Did it for the 'Gram: More than 1 in 5 (22%) people said they would actually consider purchasing a vacation home based on its Insta-worthiness--whether the property would look great in photos on their social media channels.

→ *With a timeshare, consumers can buy a lifetime of insta-worthy vacation moments in resort destinations across the globe.*

Wanderlust Leads the List: Forty-two percent of survey respondents give in to their wanderlust, preferring to vacation in a new destination. More than 1 in 3 (34%) say they most often take a vacation in a city they can explore compared with 24% who seek outdoor adventures like skiing.

→ *With 220 vacation club resorts across four continents, plus the option to exchange at RCI's 4300 affiliated resorts across the globe, Wyndham Destination's portfolio means **you can discover a new destination twice a week for 40 years and still not see them all.***

PERKS OF SPACIOUS DIGS

All in the Fam: Nearly half (43%) of Americans travel as a family (e.g., parents and kids) and 13% as an extended family.

50 Shades of Vacay: But a whole family crammed into one hotel room can throw a wet blanket on vacation sex. In fact, nearly a third (32%) of Americans said that lack of privacy for 'sexy time' makes their leisure travel less enjoyable.

→ *The answer for more sex and a more enjoyable vacation? Timeshares. According to the American Resort Development Association, 71% of timeshare owners claim to have more sex with their partner while on vacation (versus 31 percent of non-owners).*

Creature Comforts: Consumers tend to like some comfort when they travel like spacious accommodations, consistent service and brand names - alas, all the things that timeshares offer!

→ *In fact, the number one thing (34%) consumers say make their vacation less enjoyable is a lack of amenities like laundry, a fitness room or pool.*

Methodology: Research findings are based on a survey conducted by Morar HPI across the US between October 5th - 18th, 2018. For this survey, 1,250 respondents were asked general questions about leisure travel and timeshare properties. The study targeted Millennials, Gen X and Baby Boomers who are leisure travelers with household income of \$50k+.