



American Resort Development Association:

We're the Face of Vacation Ownership

Nearly 10 million households own a timeshare creating nearly \$100 billion in economic output.

ARDA helps make sure this business community thrives.

That's why ARDA membership represents 95% of the timeshare industry.

WHO WE ARE

Based in Washington, D.C., the American Resort Development Association (ARDA) is the trade association for the timeshare industry. ARDA's membership comprises over 500 companies (both privately held firms and publicly traded corporations), which house 5,000-plus individual ARDA members.

WHAT WE DO

We stand up for timeshare. When an issue arises that affects the industry, ARDA is there. And when we see an opportunity to promote the growth and development of the timeshare industry, we harness it.

We've got our ears to the ground on issues affecting the vacation ownership and resort development industries. That puts us at the forefront of advocating on behalf of America's resort developers and timeshare industry — on Capitol Hill and in state houses across the country.





ARDA-ROC is here for consumers.

From the federal to the local level, we are the first line of defense for timeshare owners.

WHO WE ARE

The American Resort Development Association – Resort Owners’ Coalition (ARDA-ROC) is made up of more than 1.6 million timeshare unit owners in the United States. For over 25 years, ARDA-ROC has championed timeshare owners’ causes on every regulatory and legislative level — federal, state, and local.

WHAT WE DO

We defend timeshare owners. Our main goal is to advance policies that enhance the interests of timeshare owners and protect them from efforts that could hurt their wellbeing, such as legislation that protects owners from resale and transfer scams, solidifies non-judicial foreclosure laws, ensures information privacy, and safeguards owners against excessive and unfair taxes.



10TH

Straight year of
Increased Sales

\$10.5B

up 3% over 2018

Average per
Weekly Interval

Sales Price

\$22,942

70%

Of units are
**2 or More
Bedrooms**

Timeshares in the U.S.

We envision helping the vacation ownership industry soar, and putting all timeshare owners on their dream vacation.

State of the Vacation Timeshare Industry: United States Study 2020 Edition

Published and sponsored by the ARDA International Foundation, 2020

Conducted by Ernst Young

Covers 2019 calendar year data

This report presents data and estimates for a number of key metrics of the vacation timeshare industry in the U.S. during calendar year 2019. Data presented includes estimates of the number and distribution of timeshare resorts in the U.S., number of units, intervals sold, and sales volume. Other key data includes average maintenance fees, interval prices, occupancy, and rental revenues as well as estimates of construction in the near future.

Click [here](#) for the Executive Summary Report.



The timeshare industry by the numbers.

The positive economic impacts of the timeshare industry extend well beyond resort properties.

\$10.2 Billion - Size of the Industry

- 1,580 timeshare resorts in the U.S., 204,100 units – 129 units per resort on average
- Comparable to the \$9 billion in revenue for Major League Baseball and the \$8 billion music industry

9.6 Million - Number of U.S. Households That Own 1 or More Types of Product

(timeshare weeks, points, fractional and/or Private Residence Club)

- 64% are married
- Average age of an owner is 44 years old
- 11% of timeshare owners earn \$100K or more

\$21,455 - Average Price of a Timeshare Interval

\$80.7 Billion - Contribution to U.S. Economy

- 540,410 full- and part-time jobs
- More than \$29.9 billion in income and wages
- Approximately \$10.8 billion in tax revenue

Sources: AIF State of the Vacation Timeshare Industry: United States Study, 2019 edition (reflecting 2018 data); AIF Economic Impact of the Timeshare Industry on the U.S. Economy, 2018 edition (reflecting 2017 data); AIF Shared Vacation Ownership Owners Report, 2018 edition (reflecting 2017 data)



\$7.2 Billion - Amount Spent by Timeshare Owners & Guests during Timeshare Stays

- Approximately \$2.88 billion spent onsite at resorts
- \$4.35 billion spent off-site in communities where timeshare resorts are located

80.8% - Average Timeshare Occupancy

- 44% of occupants were owners or owners' guests; 14% exchange guests; 17% renters; and 6% marketing guests
- Hotel occupancy was 66.1% in 2018, according to Smith Travel Research

12.1 Million - Number of Nights Rented at Timeshare Resorts

- 84% of timeshare resorts offer some type of rental program
- Reflects \$2.4 billion in revenue

Timeshare continues to lead the hospitality sector with steady growth — due in large part to the industry's constant innovation and evolution in response to ever-changing consumer lifestyle and environmental needs and vacation preferences.

Sources: AIF State of the Vacation Timeshare Industry: United States Study, 2019 edition (reflecting 2018 data); AIF Economic Impact of the Timeshare Industry on the U.S. Economy, 2018 edition (reflecting 2017 data); AIF Shared Vacation Ownership Owners Report, 2018 edition (reflecting 2017 data)



The timeshare industry has a big impact in many states.

The positive impacts generated by timeshare resorts are not just good for the local communities. They are good for the entire state.

From on-property jobs and expenditures to the money families spend off-site in local shops, restaurants and attractions, these impacts play a large role in supporting these states' tourism economy.

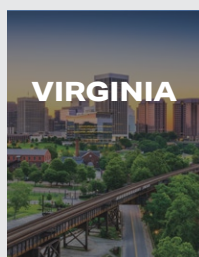
Click for a full state report for:



ARIZONA



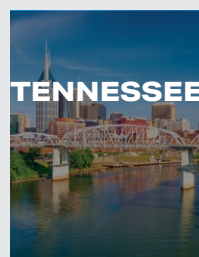
FLORIDA



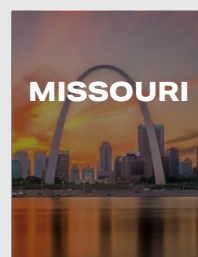
VIRGINIA



SOUTH CAROLINA



TENNESSEE



MISSOURI



HAWAII



Vacation is good for the soul.

In an ever-evolving world, timeshares are adapting to make vacations possible

Vacations have lasting benefits – from time spent with loved ones to time away from the stresses of daily life – that go well beyond the length of the trip.

Timeshares hold key advantages over other forms of lodging.

From the prepaid nature of the product that gives owners motivation to show up; amenities, such as in-unit kitchens, and washers and dryers; and prepaid professional maintenance that ensures units and public areas are routinely cleaned to a high standard.

The timeshare industry is innovative.

In our ever-evolving world, the timeshare industry is constantly adapting to create vacations and experiences that fit new environmental and vacation needs, such as work-from-hotel promotions and adhering to strict safety guidelines and protocols so owners can feel at-ease and know they're in good hands.

WHAT WE'RE SEEING:

↑ Increased bookings

New and contemporary product offerings

Renewed focus on vacations and time with loved ones

↑ High occupancy numbers, especially in drive-to locations

ALL INDICATORS POINT TO MORE VACATIONS AHEAD.

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