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I N T E R N A T I O N A L

● ○ ● Industry Insight



2006 U.S.  
**Membership Profile**

*Key Demographics, Psychographics,  
and Social Preferences*

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## Industry Insight

### Summary of Key Findings

*Interval International's 2006 U.S. Membership Profile synthesizes the most relevant trends among today's timeshare-owning consumers and helps both new vacation resort developers and experienced timeshare industry participants target potential resort locations and develop more insightful sales and marketing strategies. Results obtained in this study validate established trends and support the fact that Interval's U.S. membership base continues to expand across all segments of the American leisure-traveling population. This report illustrates that these vacation owners are highly satisfied with their timeshare purchases and, when compared with the general U.S. adult population, are more upscale in key demographic indicators, including income and home ownership. Relevant trends and observations identified in prior years are also presented for comparison purposes.*

#### **Demography:**

Interval's average U.S. resident member is approximately 50 years old, married, and lives in a three-person household. They are nearly one-and-one-half times more likely to be married than the general U.S. adult population and one-and-one-half times as likely to fall into the 45- to 64-year-old age group.

#### **Household Income:**

Since 2003, the average household income of Interval's U.S. members has increased ratably and exhibits real categorical change at the upper end of the income scale. The average household income reported by Interval's U.S. members of approximately \$139,800 is more than double that of the typical U.S. household. While 35 percent

of Interval's members fall into the \$50,000 to \$100,000 household income range, about 25 percent report levels in excess of \$150,000. Furthermore, Interval's U.S. members are more than three times more likely to report earning household incomes in excess of \$250,000 or more, thus reinforcing the affluent nature of this group.

**Real Estate Ownership:**

Real estate ownership is a distinguishing characteristic associated with Interval's U.S. membership, who are nearly 30 percent more likely to own their primary residence than the typical U.S. adult and are nearly three times more likely to own a home with a market value in excess of \$300,000. The average home value of Interval's U.S. members is approximately \$439,000, which is about 75 percent greater than that reported by the general U.S. population. Additionally, about 35 percent of Interval's U.S. members own a second home (not including their timeshare), which is an incidence rate more than eight times greater than the typical U.S. adult.

**Timeshare Satisfaction:**

Nearly nine out of 10 Interval U.S. members report high levels of satisfaction associated with their timeshare resort ownership, with 57 percent stating that they are either "very" or "extremely" satisfied with their vacation ownership interest. The average Interval U.S. member owns 1.8 weeks of vacation time, as 45 percent own more than one week.

Nearly one-third of Interval's U.S. members also indicate that they are somewhat or very likely to consider the purchase of additional vacation time in the future. Of those interested in acquiring additional vacation time, one out of every three report a likelihood to purchase their additional time directly from another resort, whereas about one-quarter are likely to purchase additional time at their home resort.

About 40 percent of Interval's U.S. members own a traditional fixed or floating week product; 20 percent own a fixed or floating week product that is convertible to points for use in a related vacation club; and 13 percent own a "pure" points-based vacation product.

**Leisure Travel Nights:**

In 2006, Interval's U.S. members spent approximately 35 nights away from home traveling solely for leisure purposes, and spent on average 12 nights in a hotel or motel, and 12 nights in timeshare accommodations. Twenty-three percent of Interval's U.S. members extended their timeshare vacation by either renting additional nights at a timeshare resort or at a hotel or motel in the destination area. The average length of stay during the extended period was about four-and-one-half additional nights.

**Preferred Domestic Destinations:**

Over the course of the upcoming two years, Interval's U.S. members cite Florida, California, Hawaii, Arizona, and New York as their most preferred states to visit.

**Preferred International Destinations:**

With regard to future international leisure travel, two-thirds of Interval's U.S. members cite the Caribbean as their most preferred international location over the course of the next two years. More than 40 percent express a desire to visit Europe and about one-quarter intend to vacation in Mexico.

**Cruise Travel:**

Interval's U.S. members are approximately three times more likely than the typical U.S. adult to have taken a cruise vacation in the past three years, with the average member having taken about two cruises over that span. Slightly more than 10 percent of Interval's U.S. members took a three- or four-night cruise; 23 percent took a cruise of seven nights; and about seven percent took a cruise vacation of 10 nights or more. Of those who have cruised in the past, nearly half intend to take a cruise vacation in the future.

**Automobile Rental:**

Interval's U.S. members are nearly three-and-one-quarter times more likely than the typical U.S. adult to rent a car, as nearly 62 percent did so in the past year. Nearly 55 percent rented an automobile solely for leisure purposes, which is a rate nearly four times greater than the general U.S. adult population.

**Vacation Activities and Planning:**

Interval's U.S. membership remains an extraordinarily active group and enjoys a wide array of vacation activities while traveling for leisure purposes. Activities most frequently cited include shopping, sightseeing, swimming, attending plays and concerts, spa services, and working out in health facilities. Interval's U.S. members also tend to pre-plan their vacation activities.

**Travel Related Online Purchase Behavior:**

Fully three-quarters of Interval's U.S. members have purchased travel related services and packages via the Internet. Airline tickets, hotel or motel reservations, and car rentals represent the most frequently purchased travel products among this group.

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