

2006 U.K.  
**Membership Profile**

*Key Demographics, Psychographics and Social Preferences*

Conducted by:  
**Simmons, an Experian Company**

## *Table Of Contents*

<i>Demographic Highlights</i> .....	4
<i>Timeshare Ownership and Satisfaction</i> .....	8
<i>Travel Habits and Preferences</i> .....	11
<i>Computer and Internet Use</i> .....	17
<i>Methodology and Response Rate</i> .....	19



## Demographic Highlights

### Age, Marital Status and Household Size

Interval International's average U.K resident member is approximately 51 years old, married, and lives in a household consisting of approximately three people.

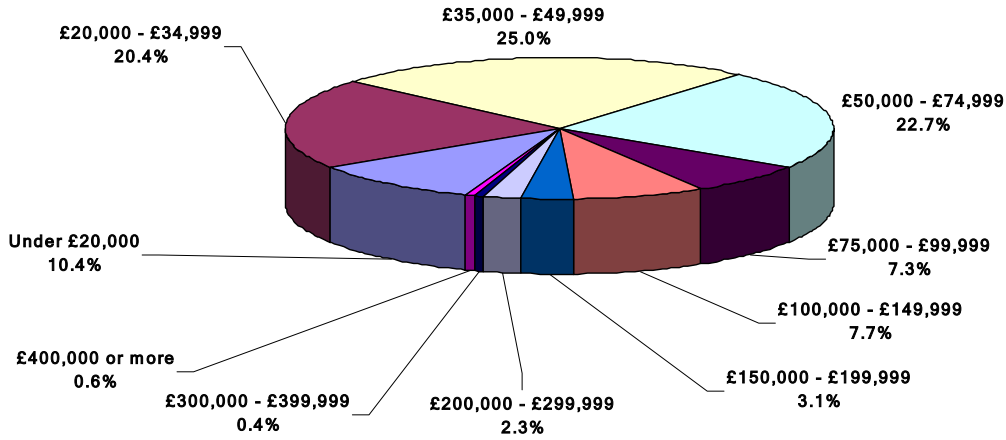
Interval 2006	
<i>Marital Status</i>	
Single (Never Married)	4.1%
Married	85.3%
Separated or Divorced	6.2%
Widowed	4.4%
<i>Household Size</i>	
1	7.3%
2	50.2%
3-4	34.7%
5 or more	7.8%
<b>Mean</b>	<b>2.7</b>
<b>Median</b>	<b>2.0</b>

## Income and Real Estate Ownership

Interval's U.K. members report an average household income of approximately £62,900. Approximately one in five Interval members report household incomes ranging between £50,000 and £75,000, while six percent report levels in excess of £150,000. Forty-five percent report household incomes between £20,000 - £50,000.

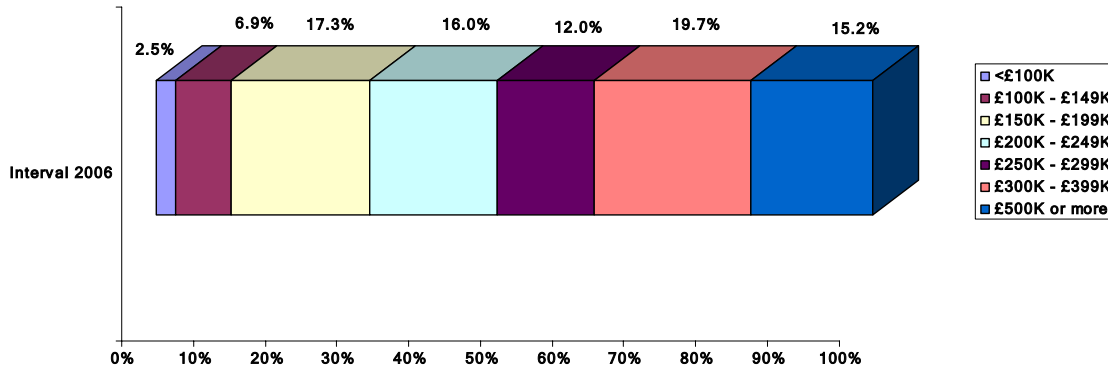
<b>Interval 2006</b>	
<i>Total Household Income</i>	
Under £20,000	<b>10.4%</b>
£20,000 - £34,999	<b>20.4%</b>
£35,000 - £49,999	<b>25.0%</b>
£50,000 - £74,999	<b>22.7%</b>
£75,000 - £99,999	<b>7.3%</b>
£100,000 - £149,999	<b>7.7%</b>
£150,000 - £199,999	<b>3.1%</b>
£200,000 - £299,999	<b>2.3%</b>
£300,000 - £399,999	<b>0.4%</b>
£400,000 - £499,999	<b>-</b>
£500,000 or more	<b>0.6%</b>
<b>Mean</b>	<b>£62,900</b>
<b>Median</b>	<b>£46,400</b>

**Total Household Income**



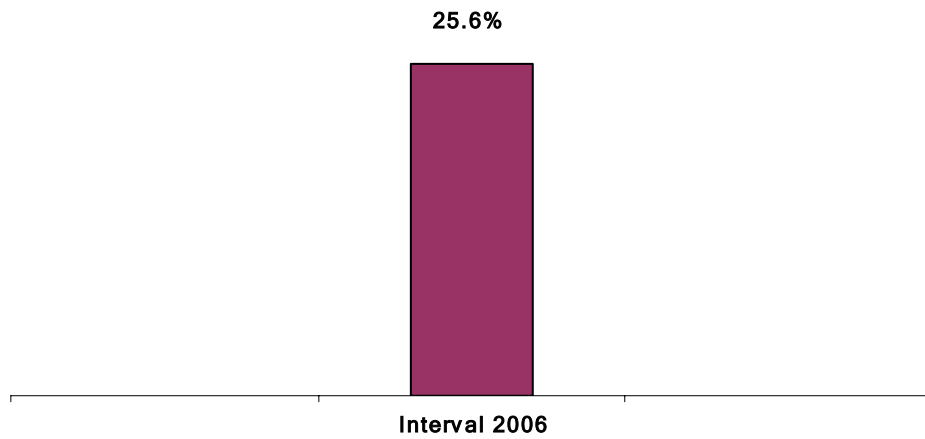
Real estate ownership is another distinguishing characteristic that typifies Interval International's U.K. resident member, as fully 97 percent report owning a private home, flat, or apartment. Interval's U.K. members report the market value of their principal residence to be approximately £301,300. Additionally, 14 percent of Interval's U.K. members report owning a home valued in excess of £500,000.

**Market Value of Primary Residence**



More than one-quarter of Interval U.K. members report owning a second home, not including their timeshare. While fully 9 percent of Interval's U.K. members state that they own a vacation home, nearly one out of every six report that they own real estate investment property.

### Second Home Ownership (Excluding Timeshare)



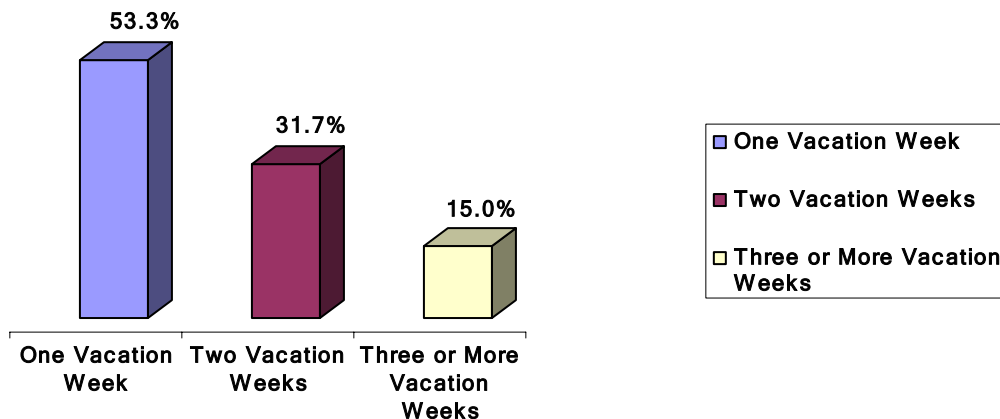
## Timeshare Ownership and Satisfaction

Approval among Interval's U.K. membership is moderately high, as nearly 9 in 10 Interval U.K. resident members report satisfaction with their timeshare resort ownership.

<b>Interval 2006</b>	
<b>Extremely/Very/Somewhat Satisfied (net)</b>	<b>86.7%</b>
Extremely satisfied	21.9%
Very satisfied	39.5%
Somewhat satisfied	25.9%

High product satisfaction among this group and the reinforcement of vacation ownership's value proposition has also led to the emergence of multiple week ownership across Interval's U.K. membership base, as approximately 47 percent own more than one vacation week. Approximately 32 percent of Interval's U.K. members report owning two vacation weeks and 15 percent own three weeks or more.

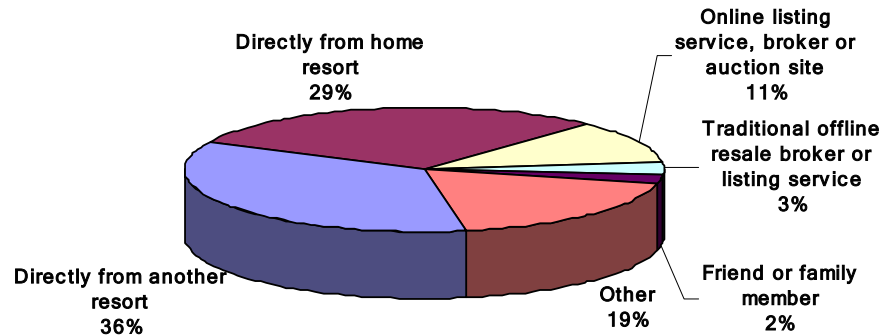
### Vacation Weeks Owned



In addition, nearly one-quarter indicate that they are somewhat or very likely to consider the purchase of additional vacation time in the future. Further, of those interested in acquiring additional vacation time, more than one out of every three Interval U.K. members report a likelihood to purchase their additional vacation time directly from another resort, whereas

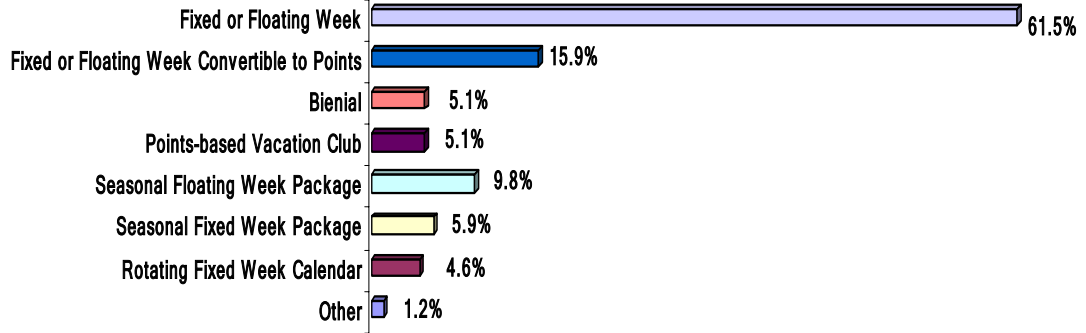
nearly one out of every three are likely to purchase additional vacation time from their home resort.

### Sources Likely to Acquire Additional Vacation Time



The vacation ownership industry's effort to bring more flexible and appealing use plans to market has been broadly accepted, as evidenced by the variety of vacation product owned by Interval's U.K. membership. Approximately two out of every three Interval U.K. members report owning a traditional fixed or floating week product. However, 16 percent report owning a fixed or floating week product that is convertible to points for use in a related vacation club and fully 5 percent state that they are owners in a "pure" points-based vacation club. Approximately 5 percent of Interval's U.K. members also report owning a vacation product affording them with biennial occupancy rights provided every-other-year.

### Vaction Ownership Product Owned



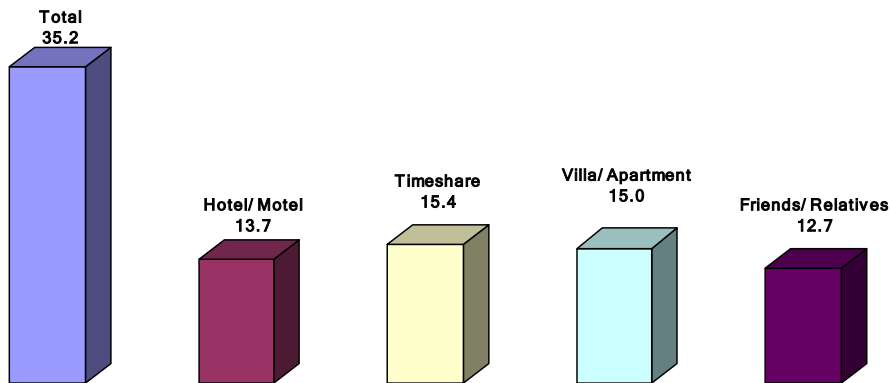
## **Travel Habits and Preferences**

Interval International's U.K. members are avid travelers who seek out a wide range of vacation activities and destinations when traveling for leisure purposes. More than 95 percent intend to travel among the European continent during the next 2 years solely for leisure purposes and more than three-quarters expect to travel by long-haul for the same purpose. They are also avid cruise travelers. The incidence of likelihood reported supports the fact that Interval's U.K. members are both experienced and savvy consumers of travel related services.

## **Nights Away From Home**

In terms of nights spent away from home solely for leisure purposes, Interval's U.K. members report that they travel extensively and spend a significant amount of time vacationing. The average member reports spending about 35 nights per year away from home traveling for leisure, which are spent across a wide range of vacation accommodation types. Of those members reporting stays in the following accommodation categories, the average length of stay is: nearly 12 nights in a timeshare unit, 7 nights in a hotel or motel, and slightly more than 7 nights when visiting family and friends. In addition, about 28 percent of Interval's U.K. members report extending their timeshare or exchange vacations, by either renting additional nights at a timeshare resort (15%) or at a hotel or motel (13%). Those that extend their timeshare or exchange vacations add, on average, approximately seven additional nights.

**Average Number of Travel Nights Away From Home Traveling Solely for Leisure Purposes**



*Note: Category responses do not equal total travel nights due to permission of multiple responses.*

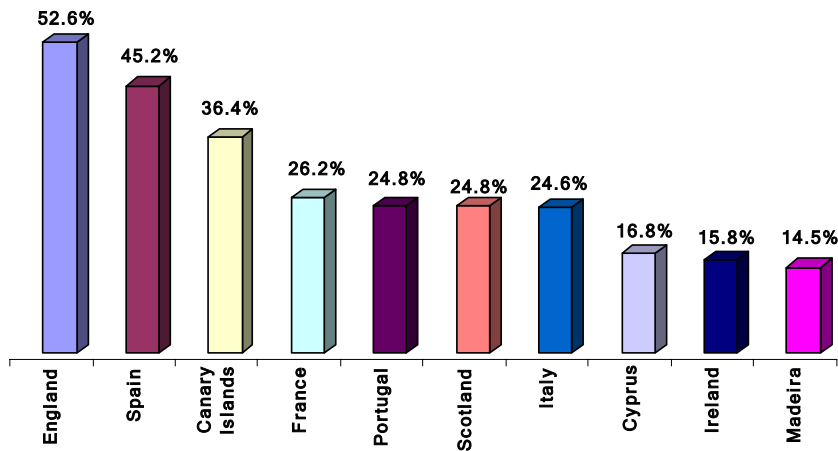
	Percentage of U.K. Members Traveling for Leisure Purposes*	Average Leisure Travel Nights	Average Length of Stay
Hotel/Motel	57.5%	13.7	7.5
Timeshare	76.8%	15.4	11.7
Villa/Apartment	26.8%	15.0	10.5
Friends/Relatives	39.0%	12.7	7.3
Other	6.7%	12.5	7.0

*\* Multiple responses permitted*

## European Travel and Preferred Destinations

As previously illustrated, Interval's U.K. members demonstrate a strong intention to travel across the European continent for leisure purposes. With regard to particular countries that Interval's U.K. members plan to travel, England was cited most frequently and represents the most sought after leisure vacation destination.

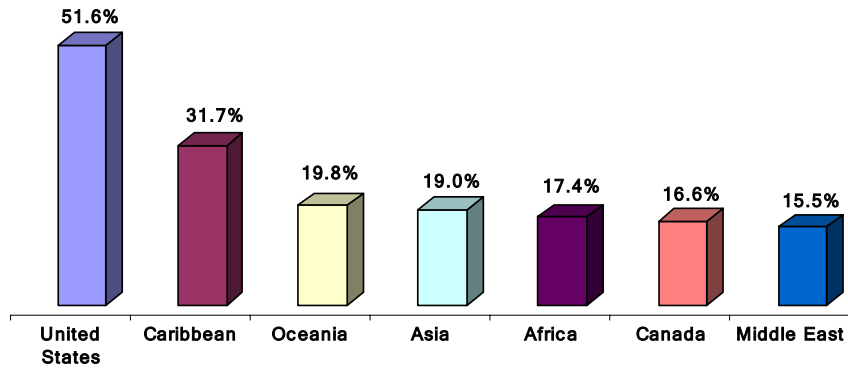
**Preferred European Countries to Which Members Plan to Travel in the Next Two Years\***



## Long Haul Travel and Preferred Destinations

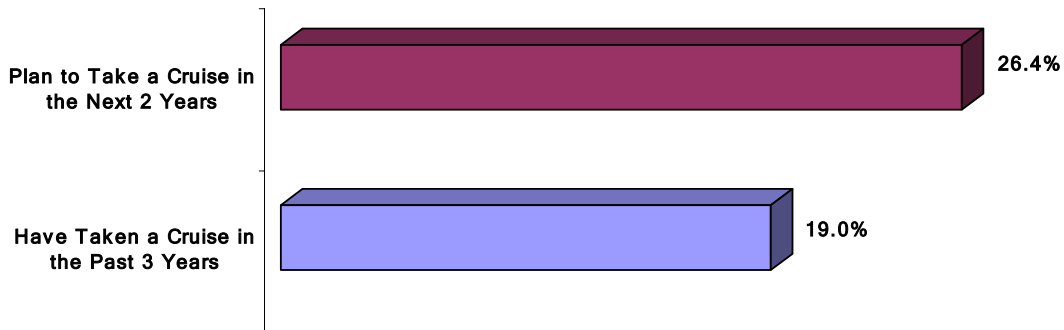
Interval International's U.K. members' penchant to visit tropical, warm weather destinations and other traditionally popular locations is ever-present when embarking upon long-haul travel. The United States of America is reported by more than half of Interval's U.K. members as the leisure destination of choice for travel within the next two years. Nearly one-third of Interval's U.K. members express a desire to visit the Caribbean during the same period and about one-fifth intend to vacation in Asia, Oceania and the South Pacific.

**Preferred International Locations to Which Members Plan to Travel in the Next Two Years\***



## Cruise Travel

Interval International's U.K. members are avid cruisers, as fully one-fifth of Interval's U.K. members have taken a cruise during the past three years, with the average member having journeyed on two cruises over that span. Fully 25 percent of Interval's U.K. members intend to take a cruise vacation in the future.



## Interval 2006

<i>Took Any Cruise</i>	<b>19.0%</b>
1	<b>9.7%</b>
2	<b>5.3%</b>
3	<b>2.4%</b>
4 - 5	<b>1.1%</b>
6 or more	<b>0.5%</b>
<b>Mean</b>	<b>1.9</b>

One interesting observation is that members who have taken cruises with a 10-night itinerary tend to cruise more frequently. Slightly more than 2 percent of Interval's U.K. members took a three- or four-night cruise in the past three years, while nearly 10 percent took a cruise of seven-nights and about 12 percent enjoyed a cruise vacation of 10-nights or more. Those members who traveled on a three- or four-night or seven-night itinerary took an average of one-and-one-third cruises during the past three years; whereas members traveling on a 10-night or longer itinerary cruised an average of nearly two times.

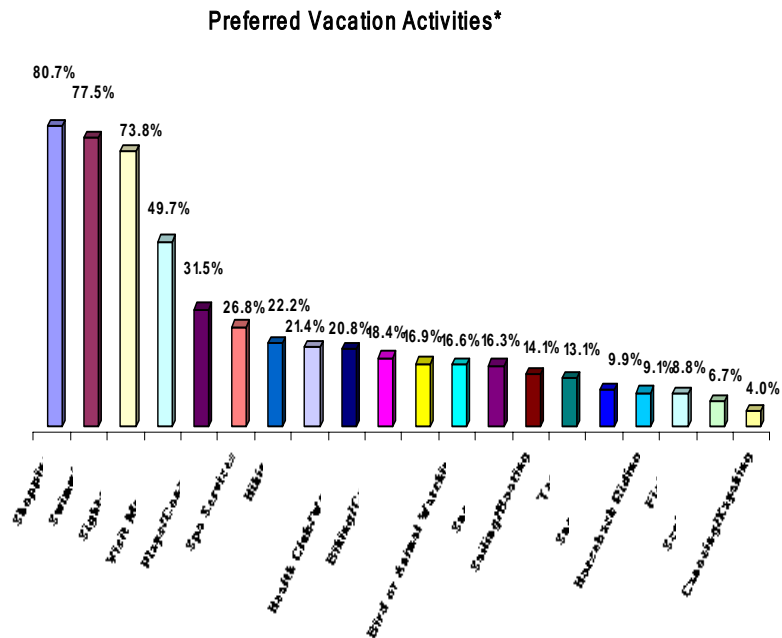
### **Automobile Rental**

Interval's U.K. members enjoy the convenience of having personal transportation available while on holiday, as more than half of Interval's U.K. members rented a car in the past year solely for leisure purposes.

<i>Number of Times Rented a Car</i>	
<b>Rented an Automobile Solely for Leisure Purposes</b>	<b>54.2%</b>
1	18.2%
2	16.3%
3 – 4	10.1%
5 – 11	7.2%
12 or more	2.4%
<b>Mean</b>	<b>3.5</b>
<b>Median</b>	<b>2.0</b>

### Preferred Vacation Activities

Interval International's U.K. membership enjoys a wide array of activities when on vacation and remains an extraordinarily active group, as evidenced by the following:



\* Multiple responses permitted

## **Vacation Planning**

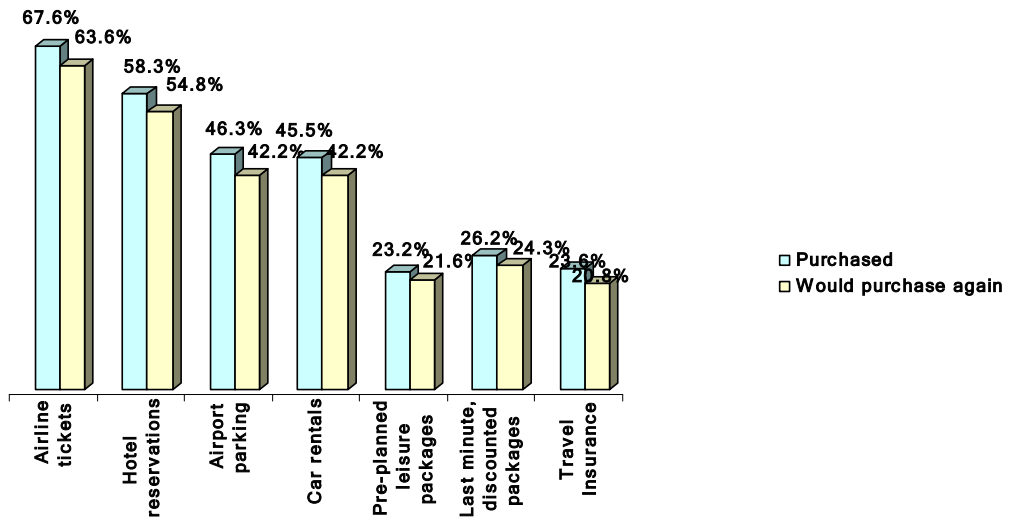
Planning their activities before their vacation begins is another characteristic common to a significant portion of Interval's U.K. membership. The Internet has evolved, by far, as the most heavily used source to research vacation activities and information, cited by fully two-thirds of Interval U.K. members. Travel-related guidebooks, such as Rough Guides, AA and DK, are utilized by more than half, while other travel-related publications are relied upon by more than one-third. *Interval World*<sup>®</sup> magazine and Interval's member-only website, [www.intervalworld.com](http://www.intervalworld.com), is cited by about thirty percent of Interval's U.K. members as additional sources to research vacation activities.

## **Computer and Internet Use**

### **Online Travel Purchases**

Nearly three-quarters of Interval's U.K. members state that they have purchased travel related products and services online. Airline tickets remain the product purchased most frequently by Interval's U.K. members – cited by slightly more than 2 out of 3 members – followed by hotel reservations (*58 percent*) airport parking (*46 percent*) and automobile rentals (*45 percent*). Moreover, about 70 percent of those Interval U.K. members that have purchased travel products and services also report that they would be likely to do so again. Interestingly, Interval's U.K. members who express interest in making travel related purchases via the Internet, but have not yet previously done so, are especially interested in buying last-minute, discounted travel packages (*15 percent*) and pre-planned, leisure vacation packages (*11 percent*).

### Online Travel Purchases\*



\* Multiple responses permitted

## **Methodology and Response Rate**

Simmons, an Experian Company. (Simmons) conducted a survey of Interval International's U.K. membership base for the purpose of developing a profile of members' demographic characteristics, lifestyle information, travel habits and activities, purchasing behavior, and use of selected travel-related products and services.

Study participants were selected using a systematic random digit methodology based on 2,800 members provided by Interval to Simmons, which was further reduced to 2,500 members residing in the United Kingdom. An advance postcard was sent as an introduction, notifying recipients of their selection to participate in the 2006 U.K. Membership Profile study. On November 13, 2006, a 12-page questionnaire was mailed along with a postage-paid return envelope addressed to Simmons, including an offer to win a free week of accommodations at an Interval International member resort. A second mailing was conducted on December 15, 2006 to non-respondents encouraging their participation. Responses were accepted through January 12, 2007

The demographic characteristics of the survey respondents closely mirror those of Interval's U.K. membership base, taken as a whole, in terms of geographic distribution. In the random sample, each active member residing in the United Kingdom had a definite, known probability of being included in the study and Simmons has estimated that the overall sampling error associated with the project to be  $\pm$  three percent at a 95 percent confidence level.

<i>Response Rate</i>	
* Total surveys mailed	2,500
* Questionnaires completed and returned	626
* Questionnaires tabulated	626
* Response rate	25.0%

Means were computed using the actual values reported by respondents in open-ended questions and the mid-point values of the ranges in closed-ended questions. For the bottom range, the mid-point was used (i.e. under 10 = 5); for the top range, the lower limit of the range was used (i.e. 50 or more = 50).

Medians were computed using a summation process to reach the value at which 50 percent of the responses were higher and 50 percent of the responses were lower. With grouped data, the median value was calculated by taking the required proportion of the range within which the median value (50 percent) fell.

“No answers” to demographic questions were excluded from the base used for calculating percentages.