

2015 Membership Profile Mexico Edition

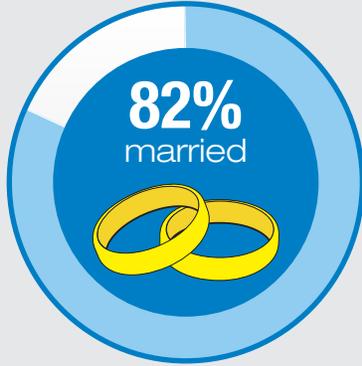


The *2015 Membership Profile – Mexico Edition* analyzes certain key metrics of Interval International's Mexican-resident membership. These metrics include demographics; leisure travel habits, preferences, and patterns; future purchase characteristics; desirability of alternative vacation experiences; and the use of social media and technology.

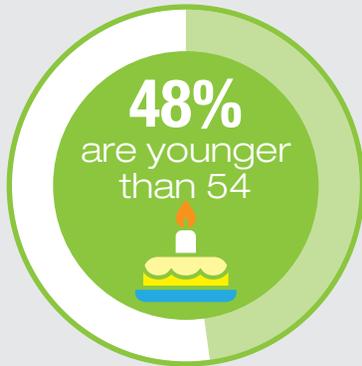


DEMOGRAPHICS

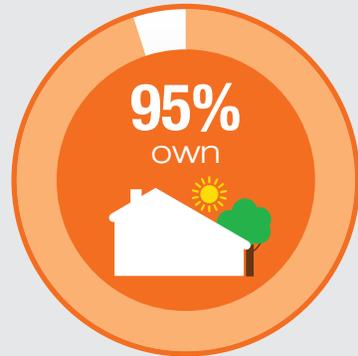
Marital Status



Age



Home Ownership

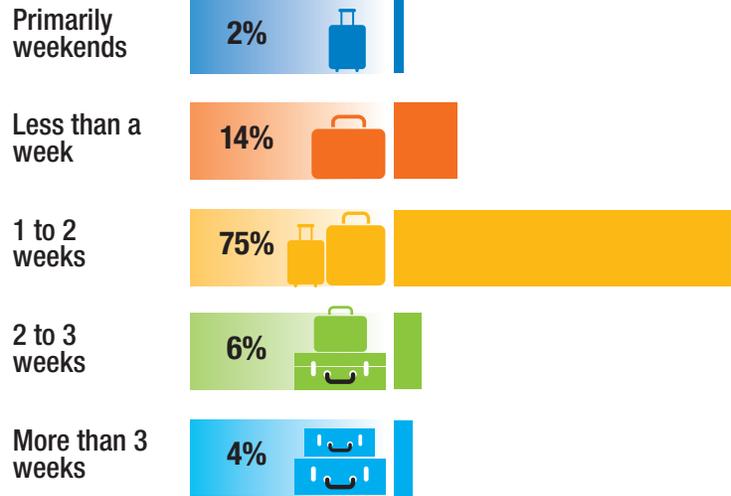


Household Size



The typical Mexican-resident member has a household size of approximately four people

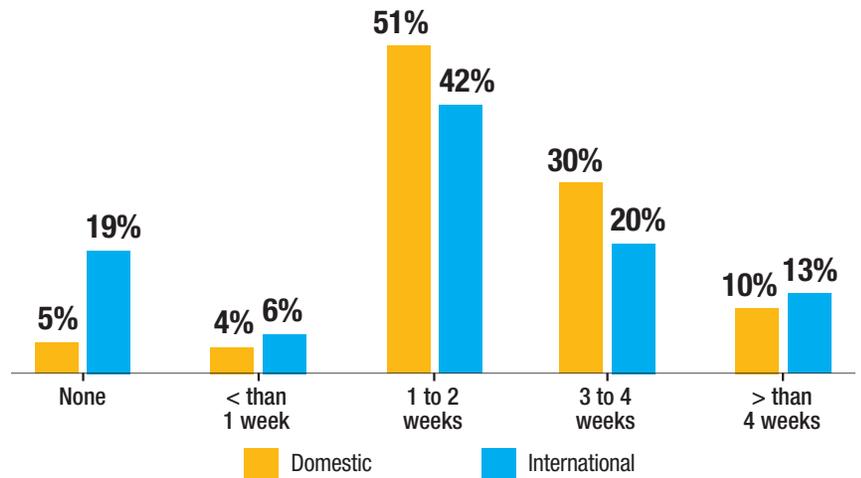
LEISURE TRIP DURATION*



DOMESTIC AND INTERNATIONAL TRAVEL

Total time reported for leisure travel

Three out of four Mexico-resident members reported traveling internationally one week or more per year. More than nine in 10 said they travel domestically at least one week per year.



47%
own just one week
of timeshare



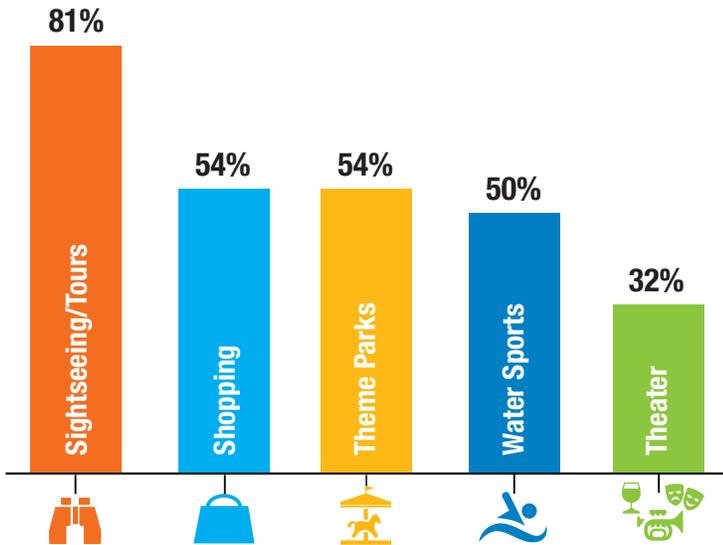
PLANNING

81%

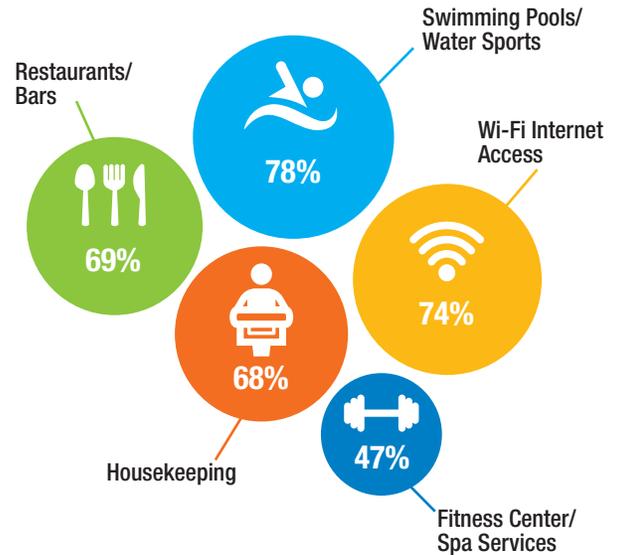


describe their children or grandchildren as having an influence on the family's travel plans

TOP 5 VACATION ACTIVITIES**



TOP 5 RESORT AMENITIES**



TECHNOLOGY

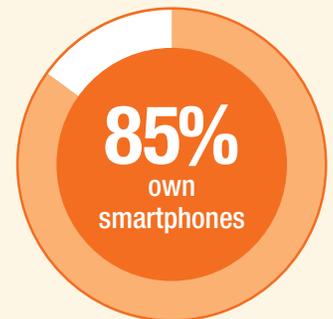
Travel Research**

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



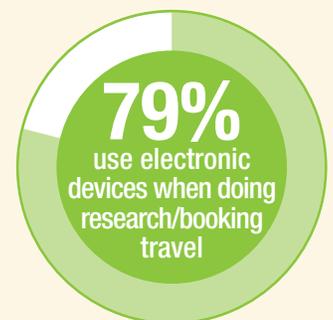
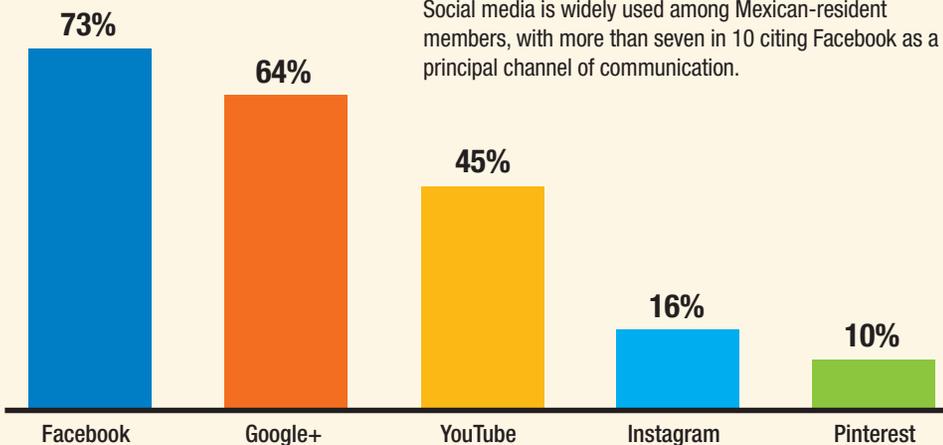
Electronic Devices**

Android tablet/Windows tablet, E-reader (Kindle, Nook), iPad/iPad Mini, and smartphone (iPhone, Android, Blackberry).

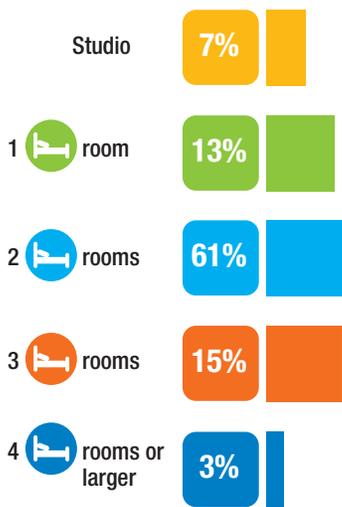


Social Media**

Social media is widely used among Mexican-resident members, with more than seven in 10 citing Facebook as a principal channel of communication.



FUTURE PURCHASE*

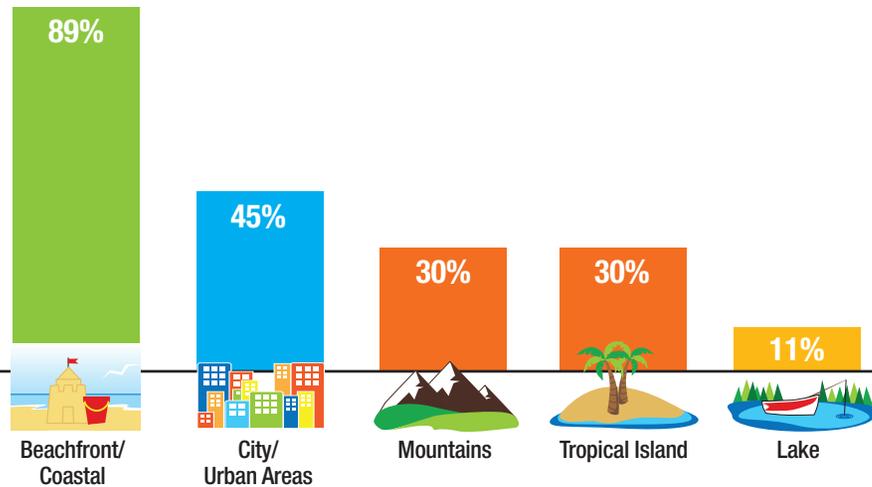


Preferred Unit Size

For those members who indicated that they are likely to purchase additional vacation time, a two-bedroom unit was the most frequently cited.



Top 5 Geographical Characteristics**



ALTERNATIVE VACATIONS

Cruise



report interest in a cruise in the next two years.

All-Inclusive Purchase Interest



More than 50% of Mexican-resident members report interest in an all-inclusive vacation during the next two years.

SATISFACTION

82%



are satisfied with their timeshare purchase

82%



are satisfied with the services and benefits that Interval International offers



are likely to recommend the timeshare purchase to friends and family members

*Due to rounding, percentages do not add to 100.
**Multiple responses permitted.

THINK GLOBALLY

While the U.S. is Interval's biggest market, members reside all over the world. And Interval membership affords them the opportunity to travel near and far from their country of residence.

WHERE THEY'RE FROM



198

Number of countries
Interval members call home

WHAT THEY'RE SAYING

"Thanks, Interval, for many great years of travel!"
— ThirdScreenName

"I have learned so much and like sharing the love of travel with other members."
— annigan

"There are so many happy memories of trips with family (and friends) that we would not have had the opportunity to enjoy if not for our membership with Interval!"
— rumrunner53

"Love escaping with Interval!"
— MrsMB

"Love all of the possibilities that Interval provides! Interval has great 'reasons' to make us take life breaks from work and see the world with family!"
— Muirfield

Residence data as of June 30, 2015; destination information is from 2014; and all member quotes (and screen names) are from Interval's online Community forum.

BRAZIL

COLOMBIA



are likely to recommend the timeshare purchase to friends and family members

PLANNING



describe their children or grandchildren as having an influence on the family's travel plans



are likely to recommend the timeshare purchase to friends and family members

75% own just one week of timeshare



Except for information presented on the “Think Globally” panel, data was accumulated from an online survey of Interval International’s Mexican-resident membership fielded from December 2014 through February 2015.

Participants were invited via email exclusively circulated to a random sample. A total of 462 respondents participated resulting in an estimated overall sampling error of $\pm 4.6\%$ at a 95% confidence level. Data for the Brazilian and Colombian markets was accumulated from online surveys of Interval International's Brazilian- and Colombian-resident memberships, respectively. Both studies were fielded from December 2014 through February 2015. For Brazil and Colombia, participants were invited via email exclusively circulated to a random sample. For Brazil, a total of 343 respondents participated resulting in an estimated overall sampling error of $\pm 5.3\%$ at a 95% confidence level. For Colombia, a total of 400 respondents participated resulting in an estimated overall sampling error of $\pm 4.9\%$ at a 95% confidence level.



IntervalWorld.com
ResortDeveloper.com

