

2015 UK Membership Profile

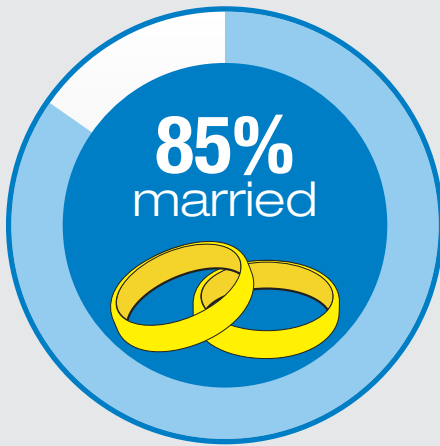


The *2015 UK Membership Profile* analyses certain key metrics of Interval International's UK-resident member base. These metrics include demographics; leisure travel habits, preferences and patterns; future purchase characteristics; desirability of alternative holiday experiences and the use of social media and technology.

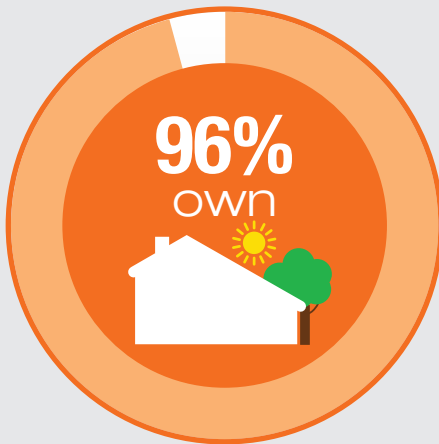


DEMOGRAPHICS

Marital Status



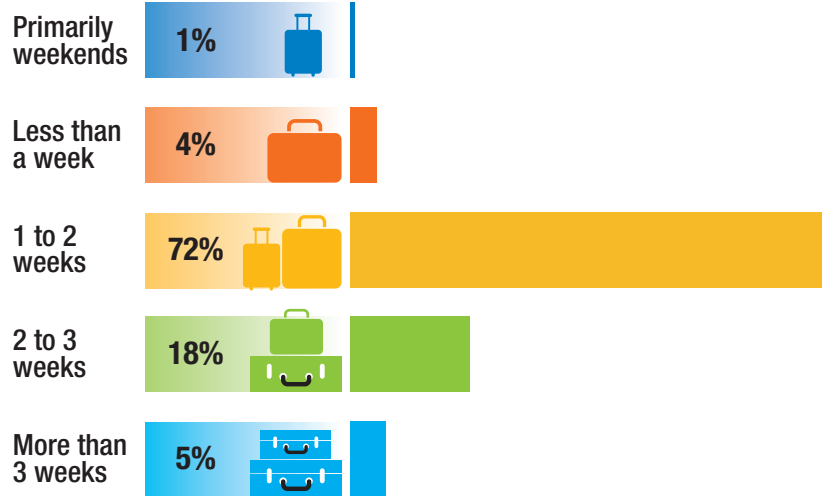
Home Ownership



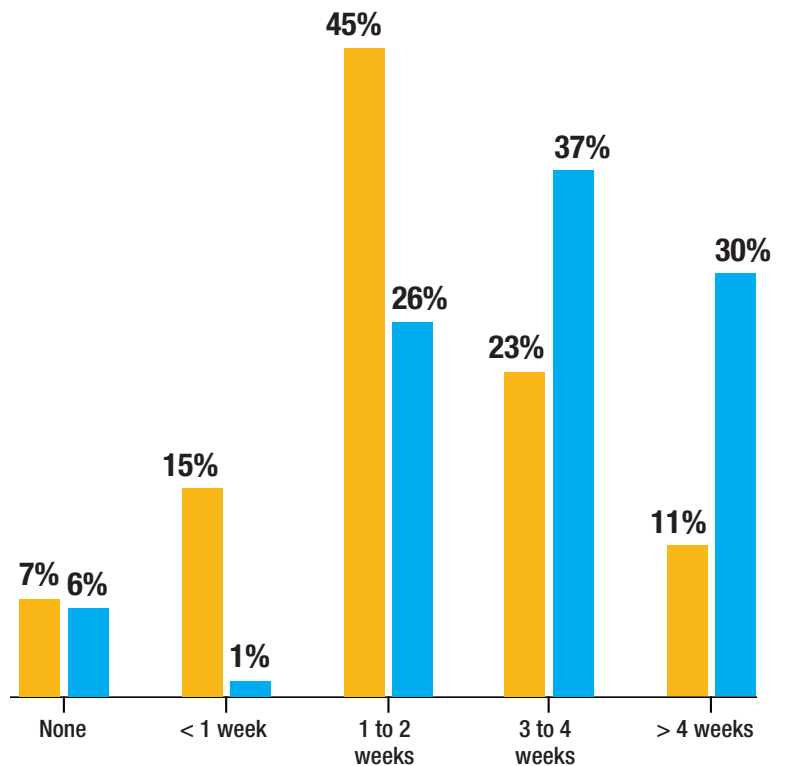
Household Members



LEISURE TRIP DURATION



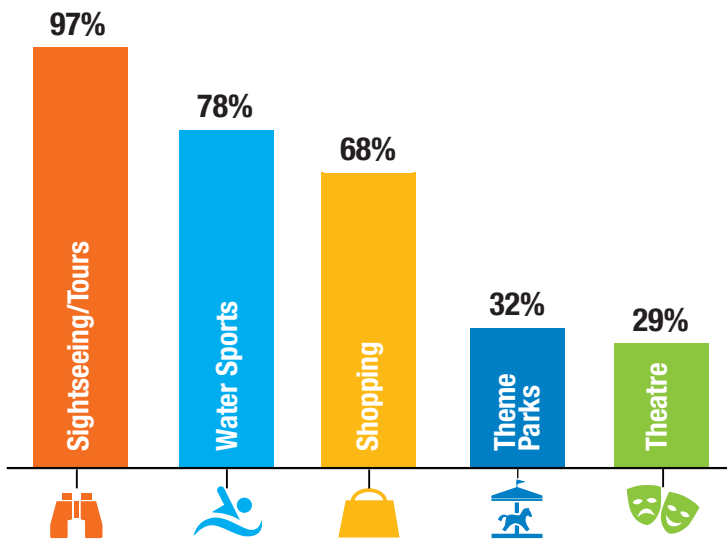
DOMESTIC AND INTERNATIONAL TRAVEL *



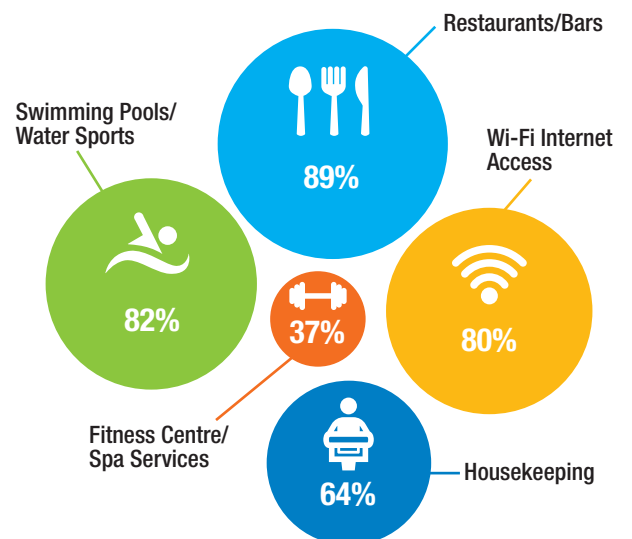
Domestic
UK-resident members travel domestically for leisure an estimated 15 nights per year.

International
UK-resident members travel internationally for leisure an estimated 26 nights per year.

TOP 5 HOLIDAY ACTIVITIES**



TOP 5 RESORT AMENITIES**

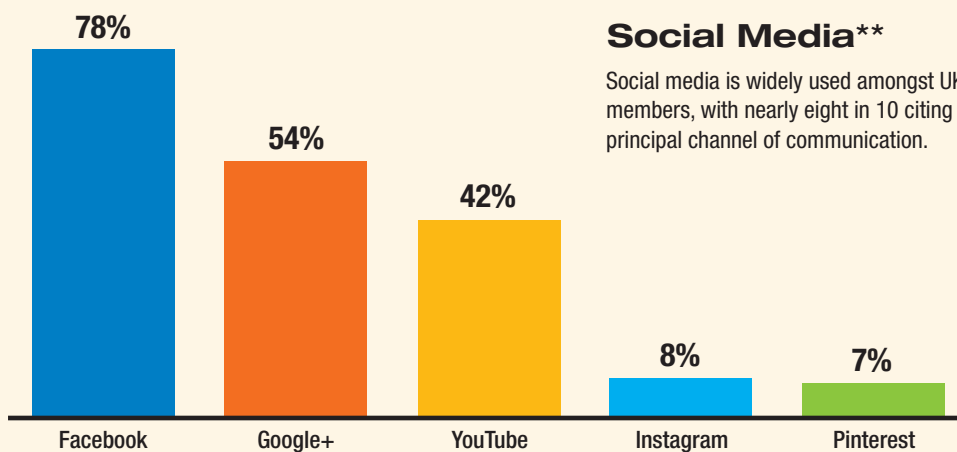


TECHNOLOGY



Travel Research**

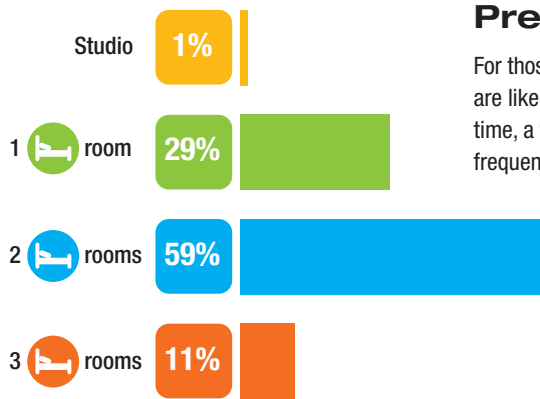
Overwhelmingly, UK-resident members rely on their own online research when making holiday plans (nearly nine in 10), followed by recommendations from friends or family (nearly two in five).



Social Media**

Social media is widely used amongst UK-resident members, with nearly eight in 10 citing Facebook as a principal channel of communication.

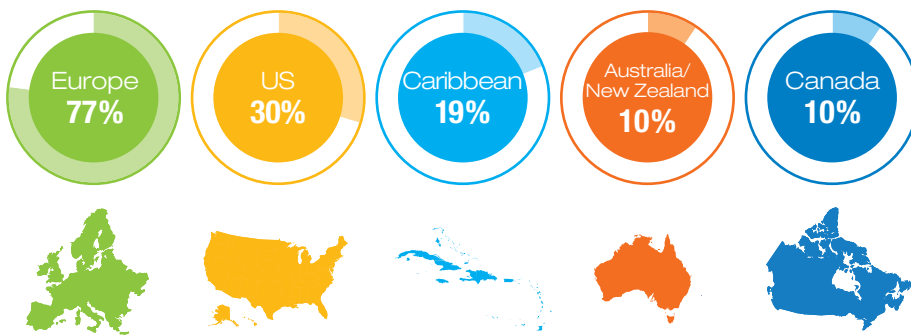
FUTURE PURCHASE



Preferred Unit Size

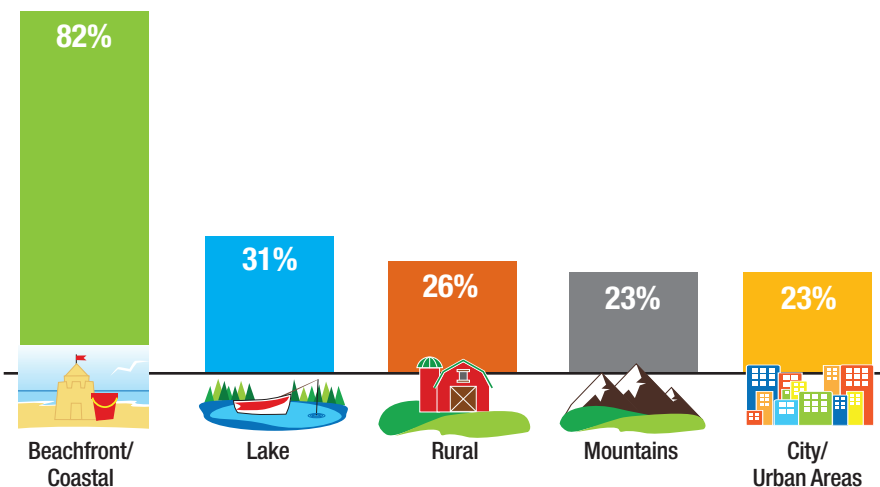
For those members who indicated that they are likely to purchase additional holiday time, a two-bedroom unit was the most frequently cited.

Top 5 Markets**



Nearly eight in 10 who said that they are likely to purchase additional holiday time indicated Europe as one of their preferred markets. Europe was followed by the US (three in 10) and the Caribbean (nearly one in five).

Top 5 Geographical Characteristics**



ALTERNATIVE HOLIDAYS

Cruise



40% report interest in a cruise in the next two years.

All-Inclusive Holiday



One in every three UK-resident members report interest in an all-inclusive holiday during the next two years.

PURCHASE CHARACTERISTICS

- 1 Quality of Resort
- 2 Location
- 3 Resort Amenities

The most important factors UK-resident members considered when purchasing a timeshare.

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

THINK GLOBALLY

While the US 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

WHERE THEY'RE GOING

Most-visited destinations by area (through exchanges or Getaways)



US:
Orlando, Florida



Europe:
Costa del Sol, Spain



Caribbean:
Aruba



Asia:
Phuket, Thailand



Mexico:
Cancún



Australia:
Gold Coast, Queensland



South America:
Cartagena and
Santa Marta, Colombia



Middle East:
Dubai,
United Arab Emirates

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

With the exception of the information presented in the Think Globally section, data was accumulated from an online survey of Interval International's UK-resident member base fielded from December 2014 to February 2015. Members were invited to participate at random, via email. A total of 900 respondents participated, resulting in an estimated overall sampling error of ± 3.3 per cent, at a 95-per cent confidence level.



IntervalWorld.com
ResortDeveloper.com

