

# 2018 Membership Profile U.K./E.U. Edition

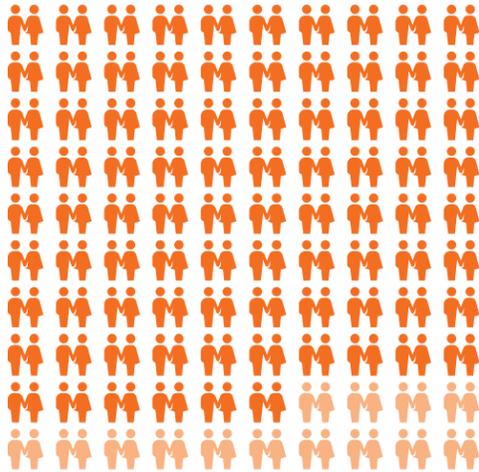


*The 2018 Membership Profile — U.K./E.U. Edition* analyses certain key metrics of Interval International's U.K./E.U.-resident membership. These metrics include demographics; leisure travel habits, preferences and patterns; future purchase characteristics; desirability of alternative holiday experiences; and the use of social media and technology.



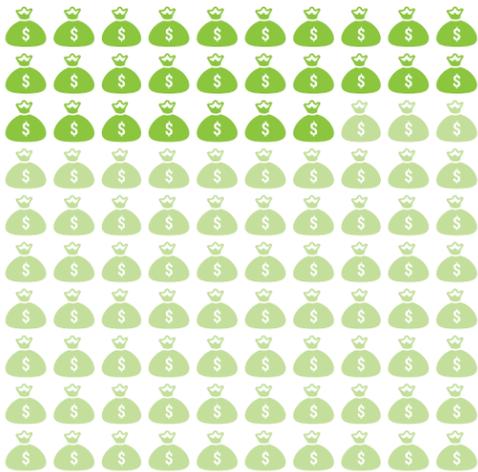
**DEMOGRAPHICS**

**Marital Status**



**86%**  
married

**Household Income**



**27%**  
>US\$100,000

27% of U.K./E.U.-resident members have a household income of more than US\$100,000 (£75,643/€85,475\*)

\* Conversion rates accurate as of 5 July 2018.

**Holiday Home Ownership**



**22% own**  
Holiday Residence

Since 1976, Interval International® has been a leader in the vacation ownership industry, providing resort developer clients and consumer members with outstanding services and compelling product enhancements.

From those early days, Interval has taken a leadership role in the pursuit of industry insight, driving education in the vacation ownership sector. The company remains committed to providing valuable research and decision-making tools to support its resort clients, and to bringing a world of holiday possibilities to its members.

The findings from the 2018 Membership Profile — U.K./E.U. Edition have been reviewed and verified by global hospitality services firm HVS.

**THINK GLOBALLY**

**Where They're From**

Interval members reside all over the world. And Interval membership affords them the opportunity to travel near and far from their country of residence.



**Interval Delivers a Lifetime of Memories to Members**

- "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 17 May 2018. Member quotes (and screen names) are from Interval's online Community forum.

# OWNERSHIP & MEMBERSHIP

## Length of Ownership



**67%** own timeshare for more than 10 years

67% of U.K./E.U.–resident members have owned their timeshare for more than a decade, demonstrating the long-term benefit of ownership and the variety of experiences that Interval membership delivers.

## Type of Ownership



## Importance of Exchange



**88%** say the ability to exchange is important

88% of U.K./E.U.–resident members say that the ability to exchange their timeshare is important, underscoring how well Interval membership complements vacation ownership.

Exchange is top of mind for the near future.

## Intent of Exchange



**45%** intend to exchange their week or points

45% of U.K./E.U.–resident members say that they intend to exchange their week or points with Interval in the next 12 months.

## Future Purchase



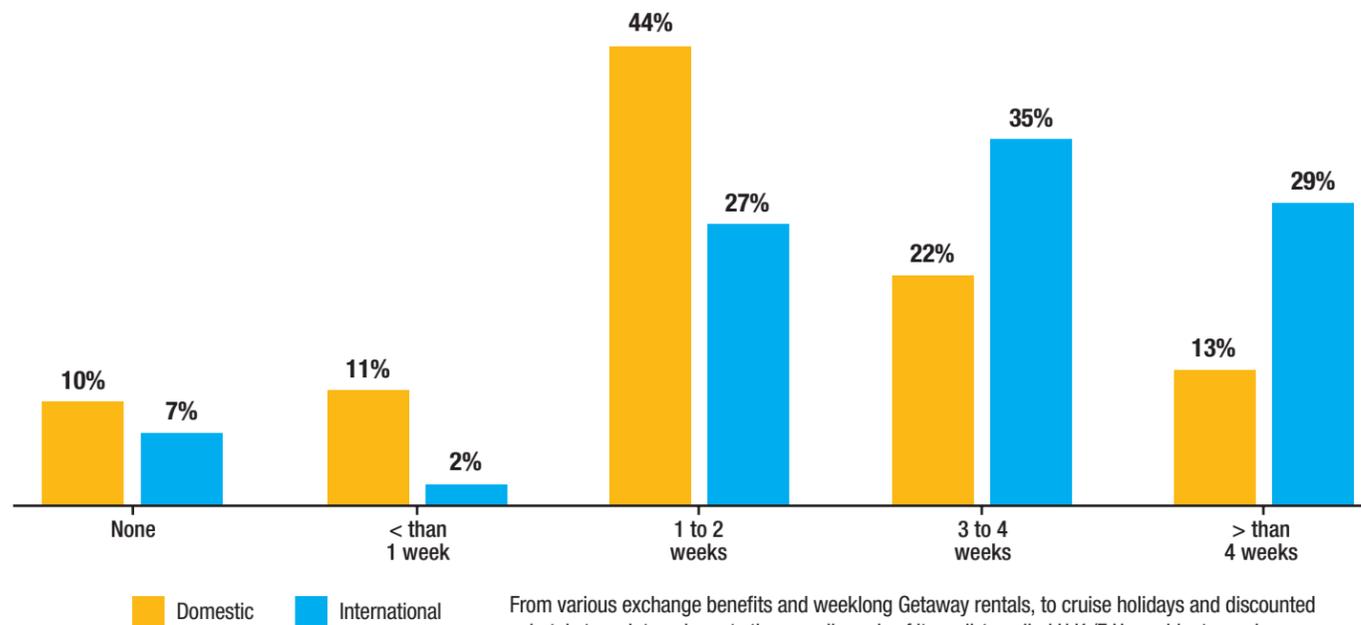
The top six factors U.K./E.U.–resident members would consider if they were to purchase additional holiday time, ranked in order of importance.

# TRAVEL HABITS

## Domestic and International Travel

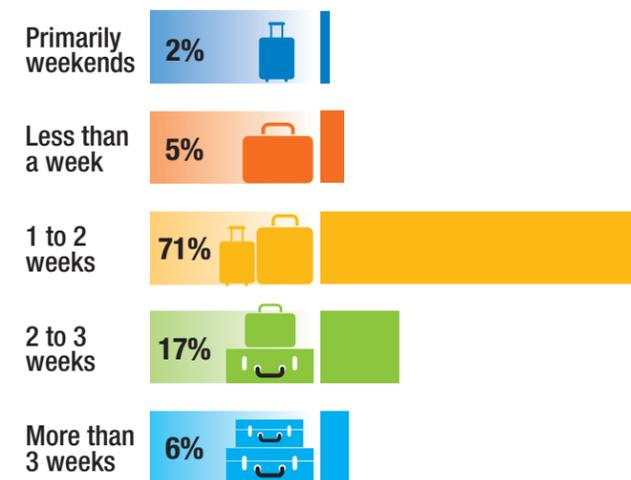
Total Time Reported for Leisure Travel

More than 9 in 10 U.K./E.U.–resident members reported travelling internationally one week or more per year. 79% said they travel domestically at least one week per year.



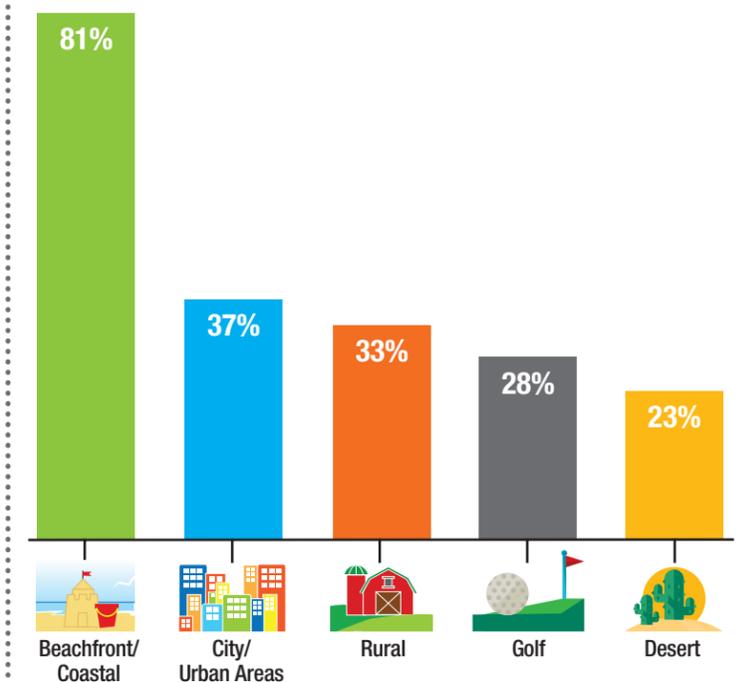
From various exchange benefits and weeklong Getaway rentals, to cruise holidays and discounted hotel stays, Interval meets the overall needs of its well-travelled U.K./E.U.–resident members.

## Leisure Trip Duration\*



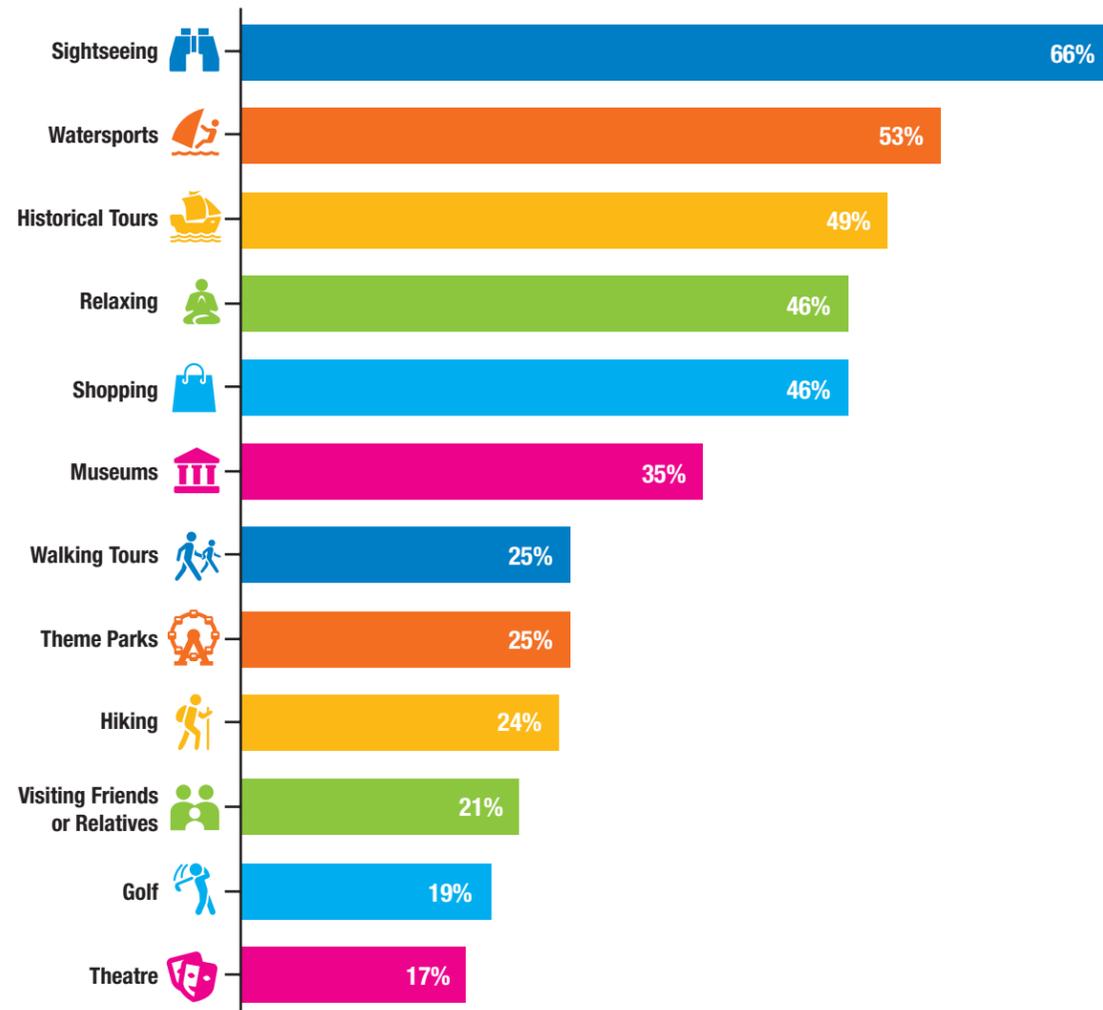
Interval's exchange and Getaway benefits meet the needs of the 94% of U.K./E.U.–resident owners who travel at least one week at a time. And U.K./E.U.–resident members have ample vacation time: 49% who own a week have at least two weeks, and 70% of points-based members own at least two week equivalents in points. Additionally, Interval's ShortStay Exchange and hotel exchange benefits for upgraded members meet the demands of the 7% of U.K./E.U.–resident members who primarily travel in increments of less than one week.

## Top 5 Holiday Experiences for Future Travel\*\*

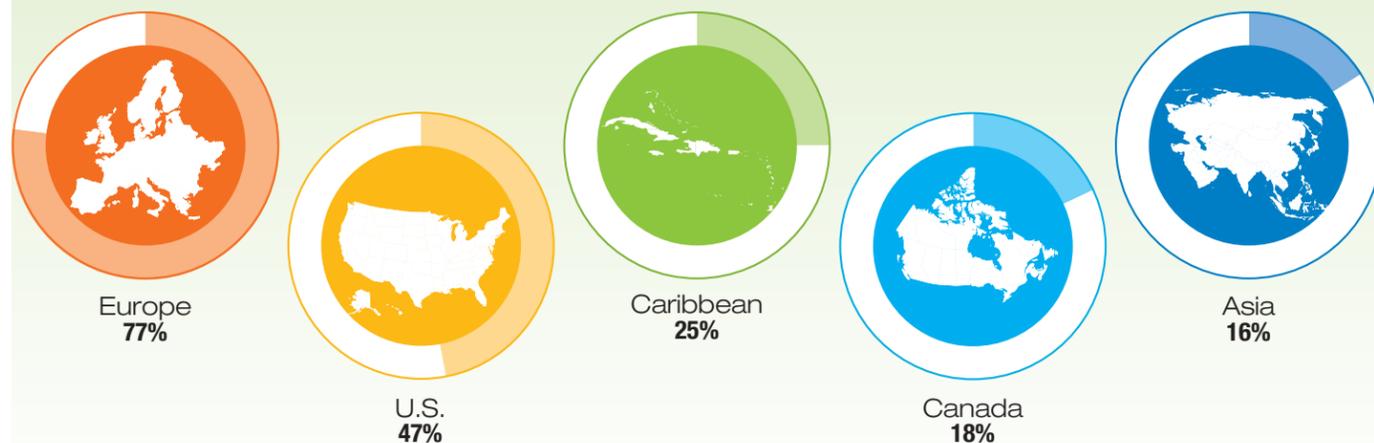


## TRAVEL HABITS

### Top 12 Holiday Activities\*\*



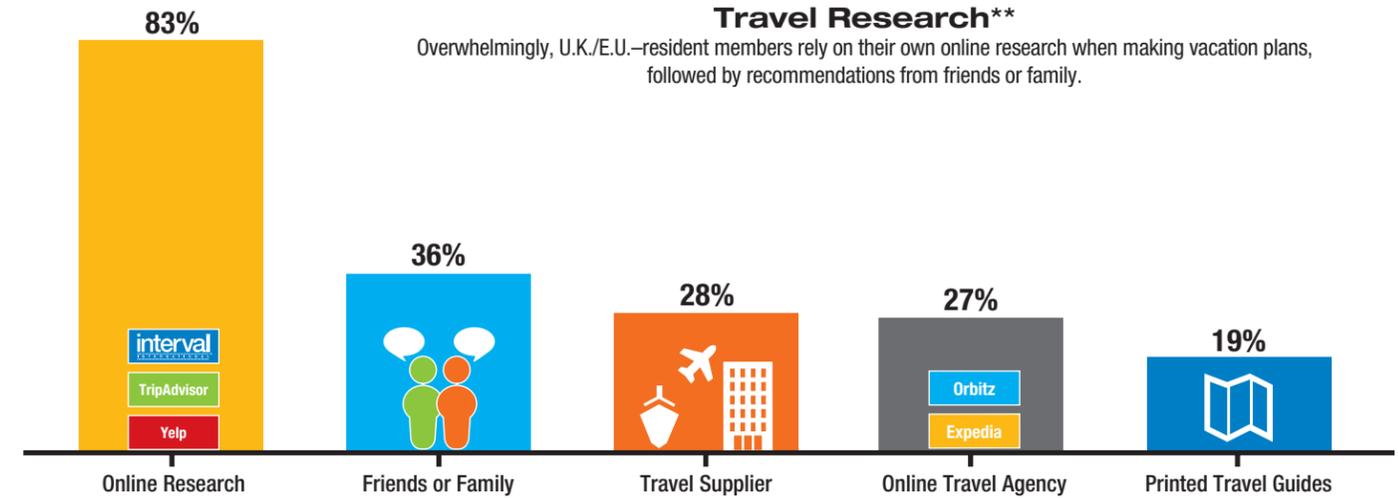
### Top 5 Destinations for Future Travel\*\*



## RESEARCH & TECHNOLOGY

### Travel Research\*\*

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



### Young Influencers

**50%** of U.K./E.U.-resident members' children or grandchildren have an influence on the family's travel plans.



## ALTERNATIVE HOLIDAYS

### Cruise



### All-Inclusive Interest



**34%** report interest in an all-inclusive vacation

34% of U.K./E.U.-resident members report interest in an all-inclusive holiday during the next two years.

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

Except for information presented in the “Think Globally” section, data was accumulated from an online survey of Interval International’s U.K./E.U.–resident membership fielded from October to November 2017. Participants were invited via email circulated exclusively to a random sample. A total of 2,061 respondents participated, resulting in an estimated overall sampling error of  $\pm 3\%$  at a 95% confidence level.



[intervalworld.com](http://intervalworld.com)  
[resortdeveloper.com](http://resortdeveloper.com)

