

Vacation Ownership (Timeshare) Industry Market By Type (Fixed Week, Floating Week, Point-based Week) , By Tour Type (Domestic, International) By Tourist Type (Independent Traveler, Tour Group) : Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

Vacation Ownership (Timeshare) Industry Market

The vacation ownership (timeshare) industry market was valued at \$12.2 billion in 2023 and is projected to reach \$25.1 billion by 2032, growing at a CAGR of 7.9% from 2024 to 2032.

Vacation ownership (timeshare) is a concept in which individuals own a part of a property for a certain period every year. For the ownership, individuals finance a specific upfront amount along with an annual maintenance charge. The concept of vacation ownership remains significantly prevalent in tourist destinations such as ski resorts, beach resorts, and urban centers. The key advantage of timeshare properties is that they are professionally operated and offer resort-like services to the customers, ensuring comfortable stay.

Increase in the trend of tourism and annual vacations is a major driver of the vacation ownership (timeshare) industry market. In addition, the demand for better amenities and improved vacation experiences is augmenting the development of the vacation ownership industry. The trend of assimilating recreational experiences along with ownership is acquiring traction in recent times. Companies are placing notable efforts to include experiential packages such as adventure activities and wellness retreats

which are anticipated to boost the vacation ownership industry in coming years.

However, the cost of annual maintenance deters several customers, specifically from the low-income segment, from investing in the vacation ownership industry. This limits the growth of the market. Furthermore, the presence of alternatives such as Airbnb and Vrbo offers customers the flexibility to explore new locations each year, hence restraining the development of the market. Despite the restraints, the vacation ownership (timeshare) industry market is poised for a bright future. According to the annual State of the Vacation Ownership Industry report by American Resort Development Association, the industry witnessed a sales volume of \$11 billion in 2023, which was slightly higher from the previous year. The report predicts an optimistic future for the vacation ownership industry owing to the strong sales and growing occupancy rates.

Segment Review

The vacation ownership (timeshare) industry market is segmented into type, tour type, tourist type, and region. On the basis of type, the market is divided into fixed week, floating week, and point-based week. Depending on tour type, it is bifurcated into domestic and international. As per tourist type, it is classified into independent traveler and tour group. Region wise, it is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa.

Key Findings

On the basis of type, the fixed week segment held the highest market share in 2023.

Depending on tour type, the domestic segment was the highest shareholder in 2023.

As per tourist type, the tour group segment acquired a high stake in the market in 2023.

Region wise, Asia-Pacific was the highest revenue generator in 2023.

Competition Analysis

The leading players operating in the global vacation ownership (timeshare) industry market include Bluegreen Vacations Unlimited, Inc., The Walt Disney Company, Hilton Grand Vacations Inc., InterContinental Hotels Group, Hyatt Corporation, Marriott

International, Inc., Vidanta, Westgate Resorts, Inc., Wyndham Destinations, and The Boca Raton. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

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End user preferences and pain points

Industry life cycle assessment, by region

Product Benchmarking / Product specification and applications

Product Life Cycles

Scenario Analysis & Growth Trend Comparison

Technology Trend Analysis

Global Market Strategy

Market share analysis of players by products/segments

New Product Development/ Product Matrix of Key Players

Pain Point Analysis

Regulatory Guidelines

Strategic Recommendations

Additional company profiles with specific client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Market share analysis of players at global/region/country level

SWOT Analysis

Key Market Segments

Vacation Ownership (Timeshare) Industry Market By Type (Fixed Week, Floating Week, Point-based Week) , By Tour...

By Type

Fixed Week

Floating Week

Point-based Week

By Tour Type

Domestic

International

By Tourist Type

Independent Traveler

Tour Group

By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

Latin America

Brazil

Argentina

Colombia

Rest of Latin America

Middle East and Africa

GCC Countries

South Africa

Rest of Middle East and Africa

Key Market Players

Bluegreen Vacations Unlimited, Inc.

The Walt Disney Company

Hilton Grand Vacations Inc.

InterContinental Hotels Group

Hyatt Corporation

Marriott International, Inc.

Vidanta

Westgate Resorts, Inc.

Wyndham Destinations

The Boca Raton

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: TRIGLYCIDYL ISOCYANURATE (TGIC) MARKET, BY GRADE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Grade
- 4.2. Electronic Grade
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Industrial Grade
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country

CHAPTER 5: TRIGLYCIDYL ISOCYANURATE (TGIC) MARKET, BY APPLICATION

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Application
- 5.2. Powder Coating
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Printed Circuit Board (PCB)
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country
- 5.4. Electrical Insulation
 - 5.4.1. Key Market Trends, Growth Factors and Opportunities
 - 5.4.2. Market Size and Forecast, By Region
 - 5.4.3. Market Share Analysis, By Country
- 5.5. Others
 - 5.5.1. Key Market Trends, Growth Factors and Opportunities
 - 5.5.2. Market Size and Forecast, By Region
 - 5.5.3. Market Share Analysis, By Country

CHAPTER 6: TRIGLYCIDYL ISOCYANURATE (TGIC) MARKET, BY REGION

- 6.1. Market Overview
 - 6.1.1 Market Size and Forecast, By Region
- 6.2. North America
 - 6.2.1. Key Market Trends and Opportunities
 - 6.2.2. Market Size and Forecast, By Grade
 - 6.2.3. Market Size and Forecast, By Application
 - 6.2.4. Market Size and Forecast, By Country
 - 6.2.5. U.S. Triglycidyl Isocyanurate (TGIC) Market
 - 6.2.5.1. Market Size and Forecast, By Grade

- 6.2.5.2. Market Size and Forecast, By Application
- 6.2.6. Canada Triglycidyl Isocyanurate (TGIC) Market
 - 6.2.6.1. Market Size and Forecast, By Grade
 - 6.2.6.2. Market Size and Forecast, By Application
- 6.2.7. Mexico Triglycidyl Isocyanurate (TGIC) Market
 - 6.2.7.1. Market Size and Forecast, By Grade
 - 6.2.7.2. Market Size and Forecast, By Application
- 6.3. Europe
 - 6.3.1. Key Market Trends and Opportunities
 - 6.3.2. Market Size and Forecast, By Grade
 - 6.3.3. Market Size and Forecast, By Application
 - 6.3.4. Market Size and Forecast, By Country
 - 6.3.5. France Triglycidyl Isocyanurate (TGIC) Market
 - 6.3.5.1. Market Size and Forecast, By Grade
 - 6.3.5.2. Market Size and Forecast, By Application
 - 6.3.6. Germany Triglycidyl Isocyanurate (TGIC) Market
 - 6.3.6.1. Market Size and Forecast, By Grade
 - 6.3.6.2. Market Size and Forecast, By Application
 - 6.3.7. Italy Triglycidyl Isocyanurate (TGIC) Market
 - 6.3.7.1. Market Size and Forecast, By Grade
 - 6.3.7.2. Market Size and Forecast, By Application
 - 6.3.8. Spain Triglycidyl Isocyanurate (TGIC) Market
 - 6.3.8.1. Market Size and Forecast, By Grade
 - 6.3.8.2. Market Size and Forecast, By Application
 - 6.3.9. UK Triglycidyl Isocyanurate (TGIC) Market
 - 6.3.9.1. Market Size and Forecast, By Grade
 - 6.3.9.2. Market Size and Forecast, By Application
 - 6.3.10. Rest of Europe Triglycidyl Isocyanurate (TGIC) Market
 - 6.3.10.1. Market Size and Forecast, By Grade
 - 6.3.10.2. Market Size and Forecast, By Application
- 6.4. Asia-Pacific
 - 6.4.1. Key Market Trends and Opportunities
 - 6.4.2. Market Size and Forecast, By Grade
 - 6.4.3. Market Size and Forecast, By Application
 - 6.4.4. Market Size and Forecast, By Country
 - 6.4.5. China Triglycidyl Isocyanurate (TGIC) Market
 - 6.4.5.1. Market Size and Forecast, By Grade
 - 6.4.5.2. Market Size and Forecast, By Application
 - 6.4.6. Japan Triglycidyl Isocyanurate (TGIC) Market

- 6.4.6.1. Market Size and Forecast, By Grade
- 6.4.6.2. Market Size and Forecast, By Application
- 6.4.7. India Triglycidyl Isocyanurate (TGIC) Market
 - 6.4.7.1. Market Size and Forecast, By Grade
 - 6.4.7.2. Market Size and Forecast, By Application
- 6.4.8. South Korea Triglycidyl Isocyanurate (TGIC) Market
 - 6.4.8.1. Market Size and Forecast, By Grade
 - 6.4.8.2. Market Size and Forecast, By Application
- 6.4.9. Australia Triglycidyl Isocyanurate (TGIC) Market
 - 6.4.9.1. Market Size and Forecast, By Grade
 - 6.4.9.2. Market Size and Forecast, By Application
- 6.4.10. Rest of Asia-Pacific Triglycidyl Isocyanurate (TGIC) Market
 - 6.4.10.1. Market Size and Forecast, By Grade
 - 6.4.10.2. Market Size and Forecast, By Application
- 6.5. LAMEA
 - 6.5.1. Key Market Trends and Opportunities
 - 6.5.2. Market Size and Forecast, By Grade
 - 6.5.3. Market Size and Forecast, By Application
 - 6.5.4. Market Size and Forecast, By Country
 - 6.5.5. Brazil Triglycidyl Isocyanurate (TGIC) Market
 - 6.5.5.1. Market Size and Forecast, By Grade
 - 6.5.5.2. Market Size and Forecast, By Application
 - 6.5.6. South Africa Triglycidyl Isocyanurate (TGIC) Market
 - 6.5.6.1. Market Size and Forecast, By Grade
 - 6.5.6.2. Market Size and Forecast, By Application
 - 6.5.7. Saudi Arabia Triglycidyl Isocyanurate (TGIC) Market
 - 6.5.7.1. Market Size and Forecast, By Grade
 - 6.5.7.2. Market Size and Forecast, By Application
 - 6.5.8. UAE Triglycidyl Isocyanurate (TGIC) Market
 - 6.5.8.1. Market Size and Forecast, By Grade
 - 6.5.8.2. Market Size and Forecast, By Application
 - 6.5.9. Rest of LAMEA Triglycidyl Isocyanurate (TGIC) Market
 - 6.5.9.1. Market Size and Forecast, By Grade
 - 6.5.9.2. Market Size and Forecast, By Application

CHAPTER 7: COMPETITIVE LANDSCAPE

- 7.1. Introduction
- 7.2. Top Winning Strategies

- 7.3. Product Mapping of Top 10 Player
- 7.4. Competitive Dashboard
- 7.5. Competitive Heatmap
- 7.6. Top Player Positioning, 2023

CHAPTER 8: COMPANY PROFILES

- 8.1. Akash Coating Speciality
 - 8.1.1. Company Overview
 - 8.1.2. Key Executives
 - 8.1.3. Company Snapshot
 - 8.1.4. Operating Business Segments
 - 8.1.5. Product Portfolio
 - 8.1.6. Business Performance
 - 8.1.7. Key Strategic Moves and Developments
- 8.2. ATAMAN Kimya A.S.
 - 8.2.1. Company Overview
 - 8.2.2. Key Executives
 - 8.2.3. Company Snapshot
 - 8.2.4. Operating Business Segments
 - 8.2.5. Product Portfolio
 - 8.2.6. Business Performance
 - 8.2.7. Key Strategic Moves and Developments
- 8.3. Bellrock Chemical Inc.
 - 8.3.1. Company Overview
 - 8.3.2. Key Executives
 - 8.3.3. Company Snapshot
 - 8.3.4. Operating Business Segments
 - 8.3.5. Product Portfolio
 - 8.3.6. Business Performance
 - 8.3.7. Key Strategic Moves and Developments
- 8.4. Henan GP Chemicals Co., Ltd
 - 8.4.1. Company Overview
 - 8.4.2. Key Executives
 - 8.4.3. Company Snapshot
 - 8.4.4. Operating Business Segments
 - 8.4.5. Product Portfolio
 - 8.4.6. Business Performance
 - 8.4.7. Key Strategic Moves and Developments

8.5. Hoyonn Group

- 8.5.1. Company Overview
- 8.5.2. Key Executives
- 8.5.3. Company Snapshot
- 8.5.4. Operating Business Segments
- 8.5.5. Product Portfolio
- 8.5.6. Business Performance
- 8.5.7. Key Strategic Moves and Developments

8.6. Huangshan Huahui Technology Co., Ltd.

- 8.6.1. Company Overview
- 8.6.2. Key Executives
- 8.6.3. Company Snapshot
- 8.6.4. Operating Business Segments
- 8.6.5. Product Portfolio
- 8.6.6. Business Performance
- 8.6.7. Key Strategic Moves and Developments

8.7. HUANGSHAN JINFENG INDUSTRIAL CO., LTD.

- 8.7.1. Company Overview
- 8.7.2. Key Executives
- 8.7.3. Company Snapshot
- 8.7.4. Operating Business Segments
- 8.7.5. Product Portfolio
- 8.7.6. Business Performance
- 8.7.7. Key Strategic Moves and Developments

8.8. Silver Fern Chemical Inc

- 8.8.1. Company Overview
- 8.8.2. Key Executives
- 8.8.3. Company Snapshot
- 8.8.4. Operating Business Segments
- 8.8.5. Product Portfolio
- 8.8.6. Business Performance
- 8.8.7. Key Strategic Moves and Developments

8.9. SimSon Pharma Limited

- 8.9.1. Company Overview
- 8.9.2. Key Executives
- 8.9.3. Company Snapshot
- 8.9.4. Operating Business Segments
- 8.9.5. Product Portfolio
- 8.9.6. Business Performance

- 8.9.7. Key Strategic Moves and Developments
- 8.10. United Mineral And Chemical Corp.
 - 8.10.1. Company Overview
 - 8.10.2. Key Executives
 - 8.10.3. Company Snapshot
 - 8.10.4. Operating Business Segments
 - 8.10.5. Product Portfolio
 - 8.10.6. Business Performance
 - 8.10.7. Key Strategic Moves and Developments

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