

# Vacation Ownership (Timeshare) Market: Industry Analysis & Outlook (2018-2022)

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## Abstracts

The word 'timeshare' has evolved over the years to include a wide variety of vacation products and plans. It is also known as 'vacation ownership' 'holiday ownership' and 'interval ownership". A timeshare is a property with a particular form of ownership or use rights. These properties are typically resort condominium units, in which multiple parties hold rights to use the property, and each individual is allotted a period of time (typically one week and almost always the same time every year) in which they may use the property.

The global vacation ownership (timeshare) market suggested a healthy growth in 2017, owing to the factors such as urbanization, economic growth and favorable demographics. But most importantly, the market was driven by technological advancements brought up by resorts. A greater number of resorts have adopted new technologies to enhance their customers experience while their stay at resorts. Some resorts even added virtual reality experience for their customers. Apart from that, an increasing trend of business travel is also being seen globally, which is boosting the market to some extent.

The U.S. remained a stronger market for vacation ownership, owing to the higher concentration of key players of the market and increasing number of international tourists over there. In the U.S., there is a high demand for leisure and business travel, which is pushing the market upwards.

In terms of competition analysis, global vacation ownership market remained highly fragmented in 2017. Interval Leisure Group, Wyndham Worldwide Corporation, Marriott Vacations Worldwide Corporation and BBX Capital Corporation were the key players of the market. There is a constantly increasing entrance of new players in the market due

to the greater business opportunities. Though, the market is highly fragmented, key players of the market tend to consolidate with smaller players of the market.

## Contents

### 1. OVERVIEW

- 1.1 Hospitality Industry
- 1.2 Vacation Ownership
- 1.3 Types
- 1.4 Stages
- 1.5 Timeshare Purchase Decision Factors

### 2. GLOBAL MARKET ANALYSIS

- 2.1 Global Hotel Industry
  - 2.1.1 Global Hotel Industry Value by Region
  - 2.1.2 Global Hotel Industry Volume by Region
  - 2.1.3 Global Hotel Industry Occupancy Rate by Region
  - 2.1.4 Global Hotel Industry Average Daily Rates by Region
- 2.2 Global Vacation Ownership Market
  - 2.2.1 Global Vacation Ownership Market by Value
  - 2.2.2 Global Vacation Ownership Market Forecast by Value

### 3. THE U.S. MARKET ANALYSIS

- 3.1 The U.S. Hotel Industry
  - 3.1.1 The U.S. Hotel Industry by Value
  - 3.1.2 The U.S. Hotel Industry Forecast by Value
  - 3.1.3 The U.S. Hotel Industry Total Room Revenue and RevPAR
  - 3.1.4 The U.S. Hotel Industry Total Room Revenue and RevPAR Forecast
  - 3.1.5 The U.S. Hotel Industry Average Daily Rates
  - 3.1.6 The U.S. Hotel Industry Average Daily Rates Forecast
  - 3.1.7 The U.S. Hotel Industry Occupancy Rate
- 3.2 The U.S. Vacation Ownership Market
  - 3.2.1 The U.S. Vacation Ownership Market by Value
  - 3.2.2 The U.S. Vacation Ownership Market Forecast by Value
  - 3.2.3 The U.S. Vacation Ownership Average Resort Size
  - 3.2.4 The U.S. Vacation Ownership Average Resort Size Forecast
  - 3.2.5 The U.S. Vacation Ownership Sales Price Per Interval
  - 3.2.6 The U.S. Vacation Ownership Sales Price Per Interval Forecast
  - 3.2.7 The U.S. Vacation Ownership Occupancy Rate

## **4. MARKET DYNAMICS**

### 4.1 Growth Drivers

- 4.1.1 Increasing High Net Worth Population and Wealth
- 4.1.2 Rising Internet Penetration
- 4.1.3 Escalating International Tourism
- 4.1.4 Rapid Urbanization
- 4.1.5 Ameliorating Economic Growth
- 4.1.6 Favorable Demographic

### 4.2 Key Trends & Developments

- 4.2.1 Technological Advancements
- 4.2.2 Increased Consolidation of Market Players
- 4.2.3 Increasing Trend of Business Travel
- 4.2.4 Increasing Focus on Health and Wellness

### 4.3 Challenges

- 4.3.1 Stringent Regulations
- 4.3.2 Seasonality & Cyclicity Risk
- 4.3.3 Other Risks Associated with Vacation Ownership Industry

## **5. COMPETITIVE LANDSCAPE**

### 5.1 Global Market

- 5.1.1 Revenue and Market Cap Comparison
- 5.1.2 Global Vacation Ownership Market Share by Company
- 5.1.3 Global Vacation Ownership Market- Business Metrics by Company

## **6. COMPANY PROFILES**

### 6.1 Interval Leisure Group

- 6.1.1 Business Overview
- 6.1.2 Financial Overview
- 6.1.3 Business Strategies

### 6.2 Wyndham Worldwide Corporation

- 6.2.1 Business Overview
- 6.2.2 Financial Overview
- 6.2.3 Business Strategies

### 6.3 Marriott Vacations Worldwide Corporation

- 6.3.1 Business Overview

6.3.2 Financial Overview

6.3.3 Business Strategies

6.4 BBX Capital Corporation

6.4.1 Business Overview

6.4.2 Financial Overview

6.4.3 Business Strategies

## List Of Charts

### LIST OF CHARTS

Hospitality Industry Structure  
Types of Timeshare Ownership  
Stages of Timeshare Ownership  
Global Hotel Industry Value by Region (2017)  
Global Hotel Industry Volume by Region (2017)  
Global Hotel Industry Occupancy Rate by Region (2013-2017)  
Global Hotel Industry Average Daily Rates by Region (2013-2017)  
Global Vacation Ownership Market by Value (2013-2017)  
Global Vacation Ownership Market Forecast by Value (2018-2022)  
The U.S. Hotel Industry by Value (2013-2017)  
The U.S. Hotel Industry Forecast by Value (2018-2022)  
The U.S. Hotel Industry Total Room Revenue and RevPAR (2013-2017)  
The U.S. Hotel Industry Total Room Revenue and RevPAR Forecast (2018-2022)  
The U.S. Hotel Industry Average Daily Rates (2013-2017)  
The U.S. Hotel Industry Average Daily Rates Forecast (2018-2022)  
The U.S. Hotel Industry Occupancy Rate (2013-2017)  
The U.S. Vacation Ownership Market by Value (2013-2017)  
The U.S. Vacation Ownership Market Forecast by Value (2018-2022)  
The U.S. Vacation Ownership Average Resort Size (2013-2017)  
The U.S. Vacation Ownership Average Resort Size Forecast (2018-2022)  
The U.S. Vacation Ownership Sales Price Per Interval\* (2013-2017)  
The U.S. Vacation Ownership Sales Price Per Interval Forecast (2018-2022)  
The U.S. Vacation Ownership Occupancy Rate (2013-2017)  
Global HNWI Population and Wealth (2013-2017)  
Global Internet Users (2013-2017)  
Global International Tourist Arrivals (2013-2017)  
Global Urban Population (2013-2017)  
Global GDP (2013-2017)  
Global Youth Population (2010-2025)  
Global Vacation Ownership Market Share by Company (2017)  
Interval Leisure Group Revenue by Segments (2017)  
Interval Leisure Group Revenue and Net Income (2013-2017)  
Wyndham Worldwide Corporation Revenue by Segments (2017)  
Wyndham Worldwide Corporation Revenue and Net Income (2013-2017)  
Marriott Vacations Worldwide Corporation Revenue by Region (2017)

Marriott Vacations Worldwide Corporation Revenue and Net Income (2013-2017)

BBX Capital Corporation Revenue by Segments (2017)

BBX Capital Corporation Revenue and Net Income (2013-2017)

## List Of Tables

### LIST OF TABLES

Factors Affecting Timeshare Purchase Decision

Revenue and Market Cap Comparison (2017)

Global Vacation Ownership Market- Business Metrics by Company (2017)

Wyndham Worldwide Corporation Acquisitions (2016/2017)



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