

# 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.

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