

Vacation Ownership (Timeshare) Industry: Market Opportunities



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Globally, the vacation ownership industry holds strong market potential. This is evident from the fact that the US timeshare industry is on a growth curve despite the fact that the US economy is facing the challenges of a slump in the housing market and an increase in fuel prices. It is an indication that the vacation ownership industry has not fallen to the economic woes and is fairly insulated from the economic performance. But, of course, the trend for vacation is changing with consumers opting for alternative vacations that require them to spend less on traveling. It means consumers are opting for shorter and closer-to-home stays for their vacations.

Outside US, Europe is still facing a downside in the vacation ownership industry. EU is desperately trying to amend regulations to stimulate the growth of this industry. It is expected that the industry will again resume the growth it had witnessed in the 1970s and 1980s.

Asian countries like India, Malaysia, Singapore, Indonesia and China are likely to emerge as potential markets for vacation ownership as there is a higher demand for holiday destinations because of the growing affluence of Asians and also because of the emergence of low-cost airlines in this region.

The report is a study on the dynamics of vacation ownership (timeshare) industry globally. It analyzes the regions which are expected to witness higher growth and also the European region that is still struggling with a number of regulations. The report gives an in-depth coverage on the US timeshare industry that is witnessing high growth despite an economic slowdown. Further, the report also assesses the major growth drivers and also the trends. It analyzes the competitive intensity of the industry with a focus on four major vacation ownership companies – Wyndham Vacation Ownership (Wyndham Worldwide), Marriott Vacation Club Ownership (Marriott International), Hilton Grand Vacations Company (Hilton Hotels) and Starwood Vacation Ownership (Starwood Hotels & Resorts).

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