

# Vacation Ownership (Timeshare) Industry Report: 2014 Edition

<https://marketpublishers.com/r/VD3F0C5F0BCEN.html>

Date: July 2014

Pages: 67

Price: US\$ 800.00 (Single User License)

ID: VD3F0C5F0BCEN

## Abstracts

Vacation ownership, also known as timeshare, continues to lead in the hospitality and leisure industry with steady growth, as the large part of the industry's constant innovation developed in response to consumer lifestyle needs and vacation preferences. It is one of the most evolving and profitable sectors in the hospitality market, holding vast growth potential. This sector was once dominated by private developers selling one-week fee intervals, but now includes publicly-traded hospitality companies actively developing a full range of offerings at different price points in resort and urban destinations.

The key factors driving growth of the global vacation ownership industry include rising number of HNWI and employed population, growing demand for leisure and recreation, increasing internet penetration, ameliorating global economic condition and zealous international tourism in the US. Some of the noteworthy trends and developments of this industry are enhanced buyer's protection, shifting profitability from hotel stays to timeshare buying, growing popularity for eco-friendly timeshare resorts and fast pace recovery of respective industry in the developed markets after recession. However, the growth of vacation ownership market is hindered by a number of factors including low resale value and stringent government regulations.

At present, the global vacation ownership industry is recovering at a fast pace and both demand and supply factors are poised to observe substantial growth in the years to come. However, as the trend suggests, supply is growing relatively slower in comparison with demand. Increase in the factors like occupancy rates, average daily rate (ADR), and revenue per available room (RevPAR) have made significant contribution to the growth of the industry.

The report offers an analysis of the global vacation ownership market along with the study of US hotel and vacation ownership industry. It discusses major market trends, growth drivers and challenges. The market for vacation ownership is personified by intense competition, with numerous large and regional players competing on the basis of quality and location of timeshare resorts, flexibility of usage, and other services offered by them.

Wyndham Worldwide Corporation is the leading player in the global vacation ownership market in terms of revenues, number of resorts, and number of owners. The other leading players include Marriott International, Starwood Hotels, Hilton Hotels, and Hyatt Hotels, among others. The report contains a comprehensive analysis of the global timeshare industry along with the study of regional markets.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables, and tests.

## Contents

### 1. OVERVIEW

- 1.1 Hospitality Industry
- 1.2 Vacation Ownership Industry
  - 1.2.1 Introduction
  - 1.2.2 Operations of Timeshare Business
  - 1.2.3 Stages of the Timeshare Concept
  - 1.2.4 Fractional Ownership
  - 1.2.5 Factors Influencing Timeshare Purchase Decision

### 2. VACATION OWNERSHIP MARKET STRUCTURE

- 2.1 Global Vacation Ownership Market
  - Market Overview
  - Ownership Penetration
  - Demographic Trends
- 2.2 The US Market
  - 2.2.1 The US Hotel Industry
    - Industry Revenue Growth
    - Key Performance Indicators
  - 2.2.2 US Vacation Ownership Market
    - Industry Revenue Growth
    - Resort Size
    - Maintenance Fee
    - Average Selling Price
    - Other Industry Statistics
  - 2.2.3 Economic Impact of Vacation Ownership Industry

### 3. MARKET DYNAMICS

- 3.1 Growth Drivers
  - 3.1.1 Growing Global Economy
  - 3.1.2 Increasing Internet Penetration
  - 3.1.3 Rising Global Employed Population
  - 3.1.4 Rising High Net Worth Individuals
  - 3.1.5 Increasing Urban Population
  - 3.1.6 International Tourism Industry

## 3.2 Industry Trends

- 3.2.1 Slow Resort Supply Growth
- 3.2.2 Fast Paced Recovery of Timeshare Industry in the Developed Markets
- 3.2.3 Enhancing Buyer's Protection
- 3.2.4 Higher Profitability in Buying Timeshare Compared to Hotel Stays
- 3.2.5 Growing Popularity for Eco-Friendly Timeshare Resorts

## 3.3 Issues and Challenges

- 3.3.1 Economic & Market Environment
- 3.3.2 Liquidity Constraint and Low Resale Value of Timeshare Properties
- 3.3.3 Seasonality and Cyclicity
- 3.3.4 Stringent Government Regulations
- 3.3.5 Other Risks Associated with the Hospitality Industry

## 4. COMPETITIVE LANDSCAPE

### 4.1 Overview

### 4.2 Comparison in Vacation Ownership Industry

## 5. COMPANY PROFILES

### 5.1 Wyndham Worldwide Corporation

- 5.1.1 Business Overview
- 5.1.2 Financial Overview
- 5.1.3 Business Strategies
  - Growth through Strategic Acquisitions
  - Expanding Wyndham Exchange Business
  - Focus on Increasing Global Footprint

### 5.2 Marriott Vacation Worldwide

- 5.2.1 Business Overview
- 5.2.2 Financial Overview
- 5.2.3 Business Strategies
  - Maximize Cash Flow & Optimize Capital Structure
  - Compelling for New Business Opportunities

### 5.3 Starwood Hotels & Resorts Worldwide Inc.

- 5.3.1 Business Overview
- 5.3.2 Financial Overview
- 5.3.3 Business Strategies
  - Performance Measurement, Repositioning and Updation
  - Accelerating Footprint around the Globe

## 5.4 Hyatt Hotels Corporation

### 5.4.1 Business Overview

### 5.4.2 Financial Overview

### 5.4.3 Business Strategies

#### Strategic Acquisitions

#### Performance Evaluation and Improvement

## 6. MARKET OUTLOOK

### 6.1 Market Forecast

### 6.2 Forecast Methodology

#### 6.2.1 Dependent and Independent Variables

#### 6.2.2 Correlation Analysis

#### 6.2.3 Regression Analysis

## List Of Charts

### LIST OF CHARTS

Hospitality Industry Structure  
Timeshare Industry- Relationship between Consumer, Developer and Exchange Network  
Distribution of Use Plans  
Global Timeshare Ownership Penetration  
Reason of Buying Vacation Ownership  
Number of Timeshare Weeks or Equivalent Owner (2013)  
The US Hotel Industry Revenue and Annual Growth (2006-2013)  
The US Hotel Industry Revpar (2006-2013)  
The US Hotel Industry Occupancy Rate (2006-2013)  
US Hotel Average Daily Rates and Annual Growth (2006-2013)  
The US Timeshare Industry Sales (2006-2013)  
Average Resort Size in the US (2006-2013)  
Maintenance Fee Charged per Interval in the US (2005-2013E)  
Average Sales Price per Interval in the US (2005-2013)  
Resort Distribution in the US by Region (2012)  
Sales Distribution in the US by Region (2012)  
Average Sales Price per Interval in the US by Region (2012)  
Resort Distribution in the US by Location Type (2012)  
Sales Distribution in the US by Location Type (2012)  
Average Sales Price per Interval in the US by Location Type  
Global GDP (2006-2013)  
World GDP per Capita (2006-2013)  
Internet Users in the World by Region (2012)  
Regional Internet Penetration Rate (2012)  
Internet Penetration in the Americas (2012)  
Global Employed Population (2005-2013E)  
Global HNWI Population and Annual Growth (2007-2013)  
Global Urban Population (2007-2013)  
International Tourist Arrivals in the US (2007-2015E)  
Wyndham's Revenue by Business Segments (2013)  
Wyndham's Net Revenue and Net Income (2009-2013)  
Marriott's Revenue Share by Business Segments (2013)  
Marriott's Revenues and Net Income (2009-2013)  
Starwood's Revenue Share by Business Segments (2013)

Starwood's Revenues and Net Income (2009-2013)  
Hyatt's Revenue Share by Business Segments (2013)  
Hyatt's Revenues and Net Income (2009-2013)  
The US Vacation Ownership Sales and Annual Growth (2010–2017F)

## List Of Tables

### LIST OF TABLES

Factors Affecting the Timeshare Purchase Decision  
The US Vacation Ownership Industry Size (2011-2013)  
Economic Impact of Vacation Ownership Industry on the US Economy (2013)  
UHNWI Population by Region (2013 and 2023)  
Resort Breakdown According to the Time of Opening (2013)  
Cost Outlay Comparison of Timeshare and Hotels  
Competitive Landscape (2012)  
Dependent & Independent Variables (2009-2013)  
Correlation Matrix  
Model Summary – Coefficient of Determination  
Regression Coefficients Output



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