

Vacation Ownership (Timeshare) Industry Report: 2012 Edition

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Abstracts

The vacation ownership or timeshare industry, which is a major segment of hospitality industry, represents significant growth opportunity in the future, driven by growing interest in vacationing and increasing disposable income. Developed countries like the US and Europe represent the major markets for vacation ownership. However, other developing countries in the Middle East and Asia Pacific region are also gaining popularity.

The global vacation ownership industry is currently in the recovery stage and both the demand and supply factors in the industry have recorded significant growth recently. However, the growth of demand in the industry is much faster compared to the supply side factors. Specifically, the increase in the factors like occupancy rates, average daily rate (ADR), and revenue per available room (RevPAR) have contributed to the growth of the industry.

Saving on future vacation costs is one of the main reasons behind the popularity of buying timeshare over hotel stays as owning timeshare properties makes much more financial sense for families travelling on a regular basis. Along with that, the availability of preferred locations also plays a significant role in choosing vacation ownership over hotel stays.

The vacation ownership industry in the US has witnessed decline in the overall sales during 2007 to 2009. However, in the last two years the industry has returned to its growth trajectory. Within the US, provinces like Florida, California, and Hawaii have gained popularity and witnessed significant footfalls of vacationers recently.

The report provides an analysis of the vacation ownership market. It discusses major

market trends, growth drivers and challenges. It presents the competitive structure of the industry and profiles major players in the vacation ownership market with a discussion of their key business strategies.

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.

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