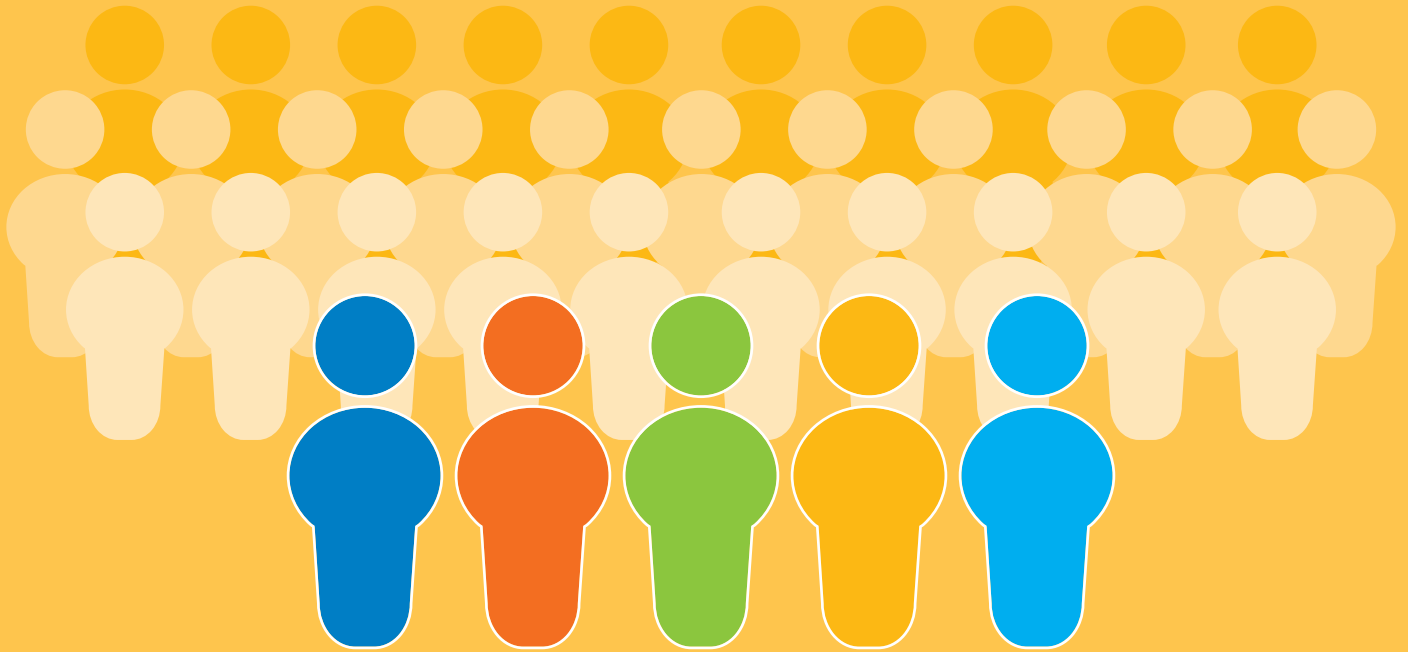


2015 Membership Profile Brazil Edition

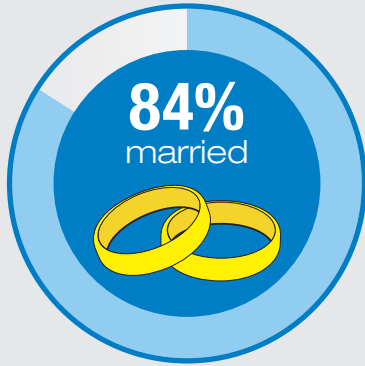


The 2015 Membership Profile – Brazil Edition analyzes certain key metrics of Interval International's Brazilian-resident membership. These metrics include demographics; leisure travel habits, preferences, and patterns; future purchase characteristics; desirability of alternative vacation experiences; and the use of social media and technology.

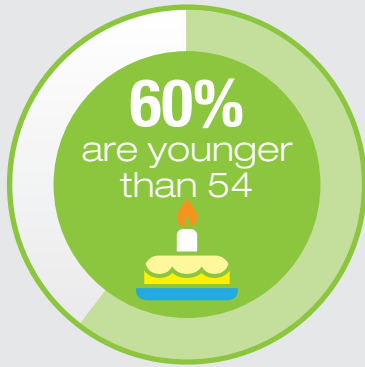


DEMOGRAPHICS

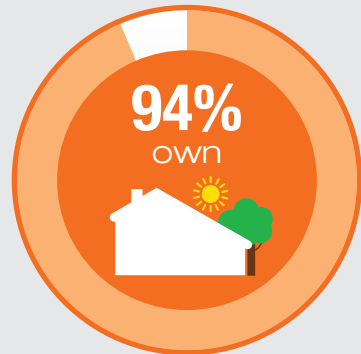
Marital Status



Age



Home Ownership

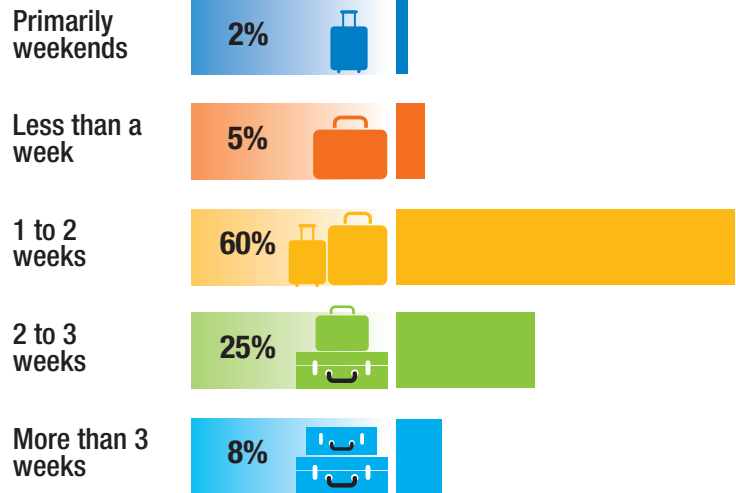


Household Size



The typical Brazilian-resident member has a household size of approximately three people.

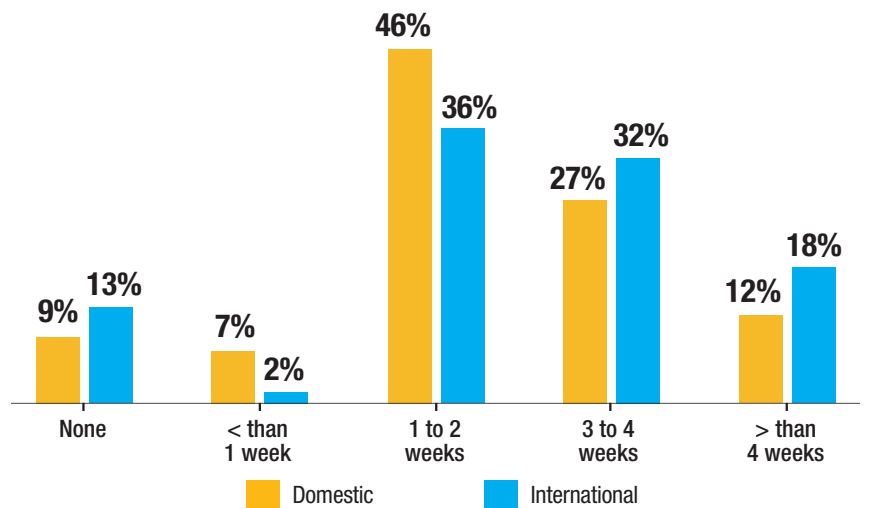
LEISURE TRIP DURATION



DOMESTIC AND INTERNATIONAL TRAVEL *

Total time reported for leisure travel

Nearly nine in 10 Brazilian-resident members reported traveling domestically and internationally one week or more per year.



51%

own just one week
of timeshare.



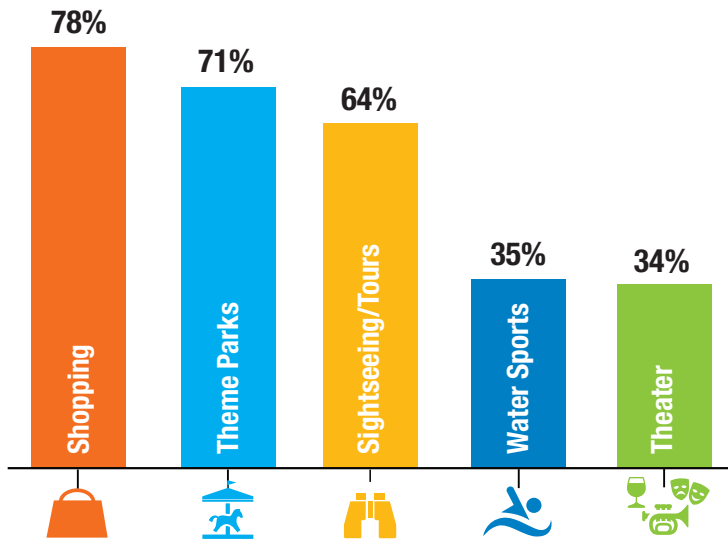
PLANNING

79%

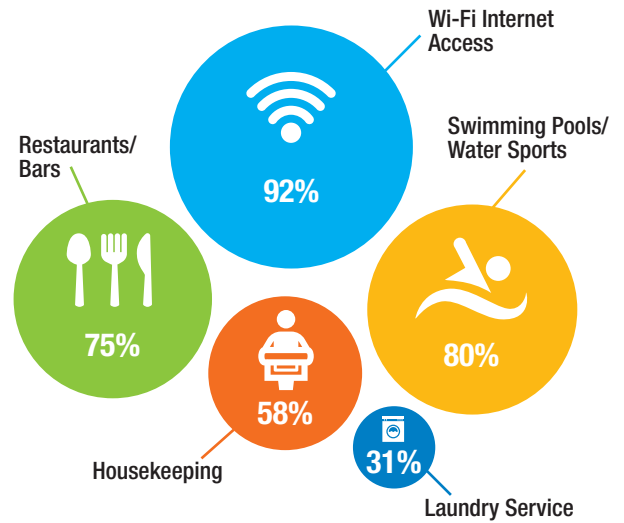


describe their children or grandchildren as having an influence on the family's travel plans.

TOP 5 VACATION ACTIVITIES**



TOP 5 RESORT AMENITIES**



TECHNOLOGY

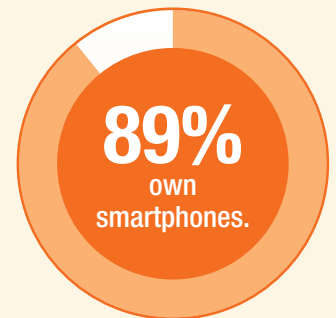
Top 5 Methods of Travel Research

Overwhelmingly, Brazilian-resident members rely on their own online research when making vacation plans, followed by recommendations from friends or family.



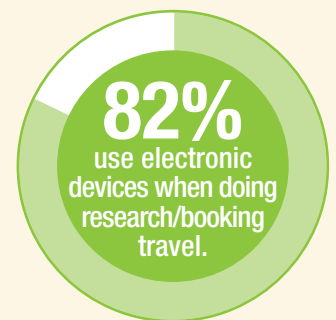
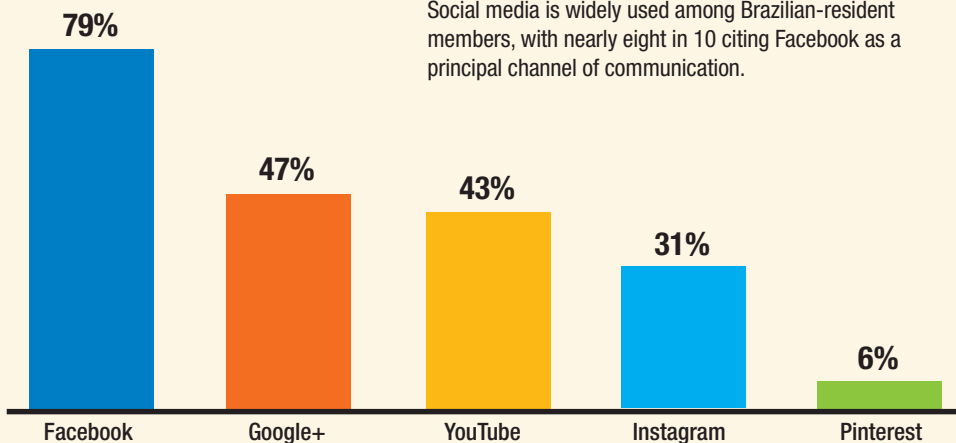
Electronic Devices**

Android tablet/Windows tablet, E-reader (Kindle, Nook), iPad/iPad Mini, and smartphone (iPhone, Android, Blackberry).



Social Media**

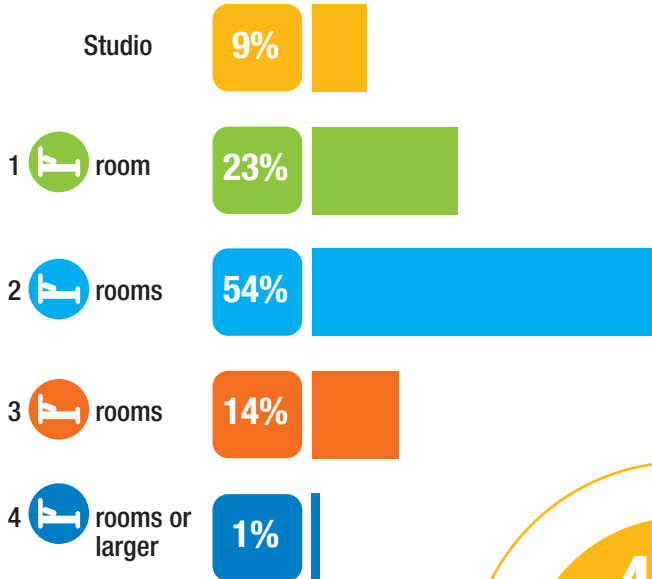
Social media is widely used among Brazilian-resident members, with nearly eight in 10 citing Facebook as a principal channel of communication.



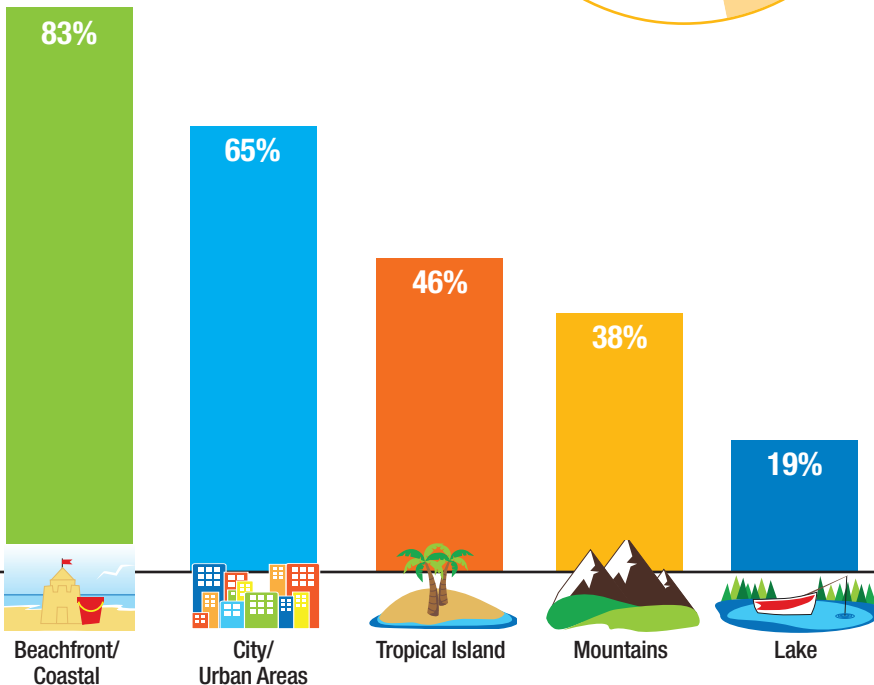
FUTURE PURCHASE*

Preferred Unit Size

For those members who indicated that they are likely to purchase additional vacation time, a two-bedroom unit was the most frequently cited.



Top 5 Geographical Characteristics**



*Due to rounding, percentages do not add to 100.
**Multiple responses permitted.

ALTERNATIVE VACATIONS

Cruise



report interest in a cruise in the next two years.

All-Inclusive Purchase Interest



68% of Brazilian-resident members report interest in an all-inclusive vacation during the next two years.



are likely to recommend the timeshare purchase to friends and family members.

THINK GLOBALLY

While the U.S. is Interval's biggest market, members reside all over the world. And Interval membership affords them the opportunity to travel near and far from their country of residence.

WHERE THEY'RE FROM



198

Number of countries
Interval members call home

WHAT THEY'RE SAYING



Residence data as of June 30, 2015; destination information is from 2014; and all member quotes (and screen names) are from Interval's online Community forum.

U.S.

Cruise



report interest in a cruise
in the next two years.

All-Inclusive Purchase Interest



More than one in
every three

U.S.-resident members report interest
in an all-inclusive vacation during the
next two years.

MEXICO



are likely to
recommend
the timeshare purchase to
friends and family members.

82%



are satisfied with the services
and benefits that
Interval International
offers.

With the exception of the information presented in the Think Globally section, data was accumulated from an online survey of Interval International's Brazilian-resident member base fielded from December 2014 through February 2015. Members were invited to participate at random, via email. A total of 343 respondents participated, resulting in an estimated overall sampling error of ± 5.3 percent at a 95-percent confidence level. Data for the markets presented was accumulated from online surveys of Interval International's U.S.– and Mexican-resident memberships, respectively. All studies were fielded from December 2014 through February 2015. Members were invited to participate at random, via email. For the U.S., a total of 1,502 respondents participated, resulting in an estimated overall sampling error of ± 2.5 percent at a 95-percent confidence level. For Mexico, a total of 462 respondents participated, resulting in an estimated overall sampling error of ± 4.6 percent at a 95-percent confidence level.



IntervalWorld.com
ResortDeveloper.com

