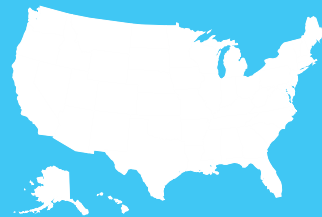


2015 U.S. Membership Profile

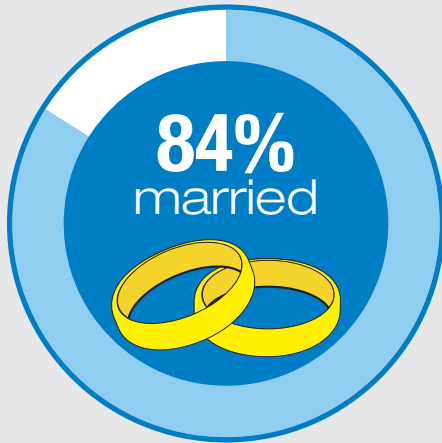


The *2015 U.S. Membership Profile* analyzes certain key metrics of Interval International's U.S.-resident member base. These metrics include demographics; leisure travel habits, preferences, and patterns; future purchase characteristics; desirability of alternative vacation experiences; and the use of social media and technology.



DEMOGRAPHICS

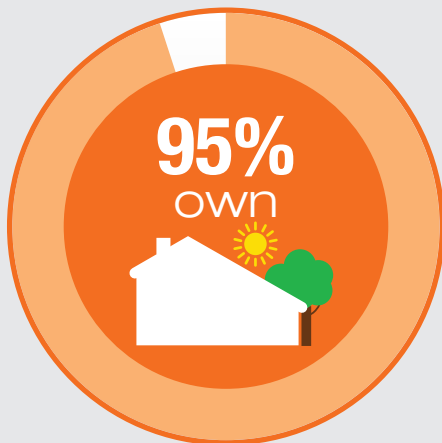
Marital Status



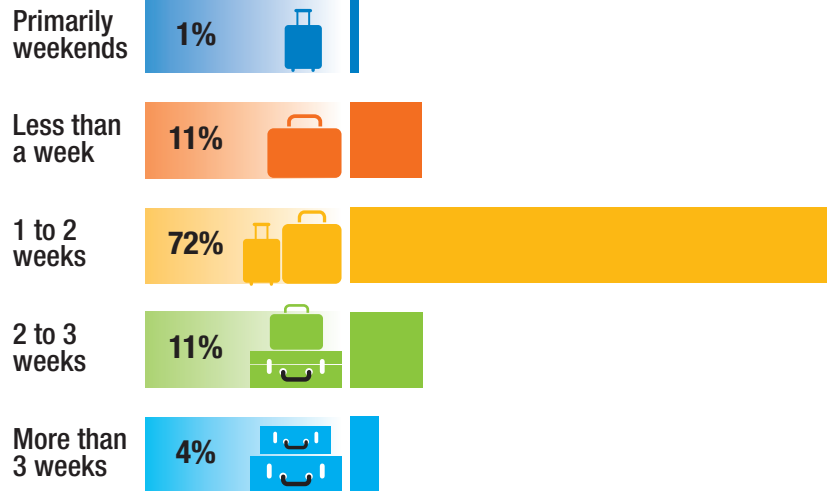
Household Income



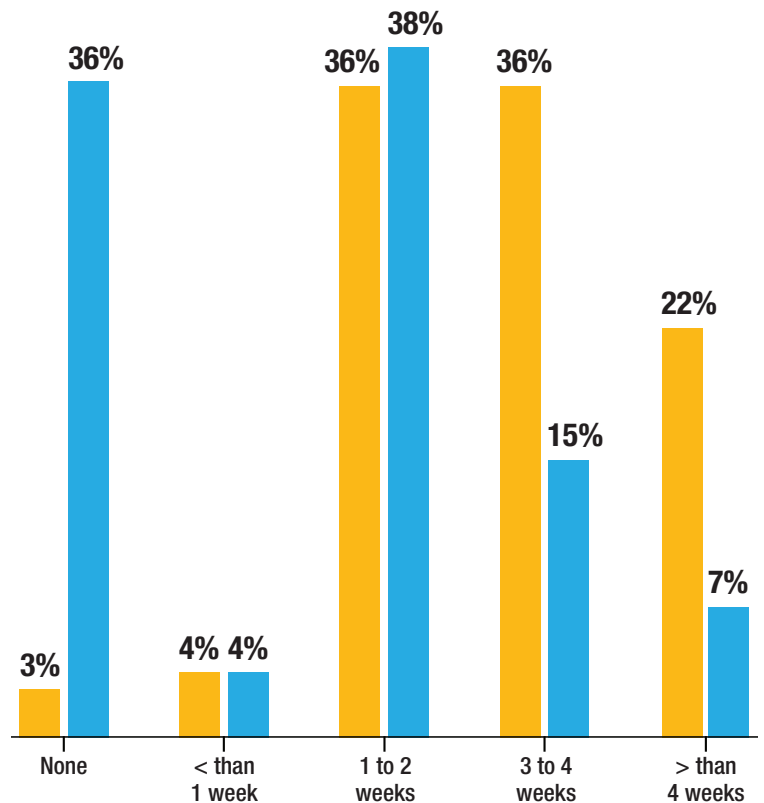
Home Ownership



LEISURE TRIP DURATION*



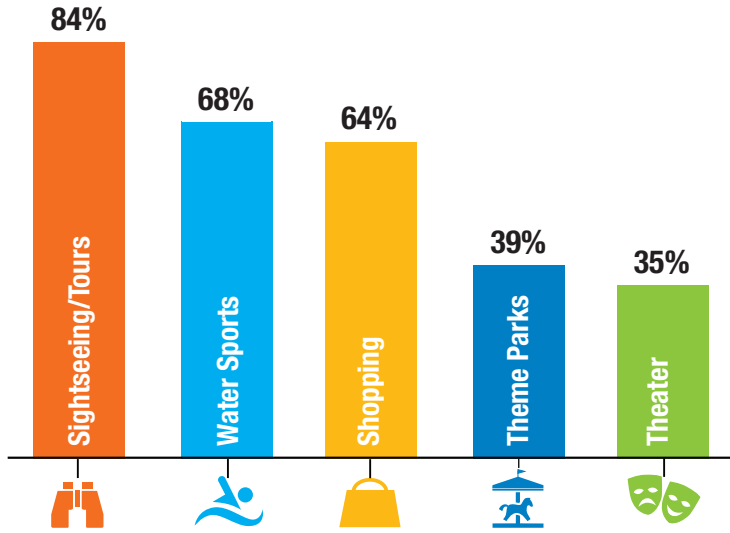
DOMESTIC AND INTERNATIONAL TRAVEL *



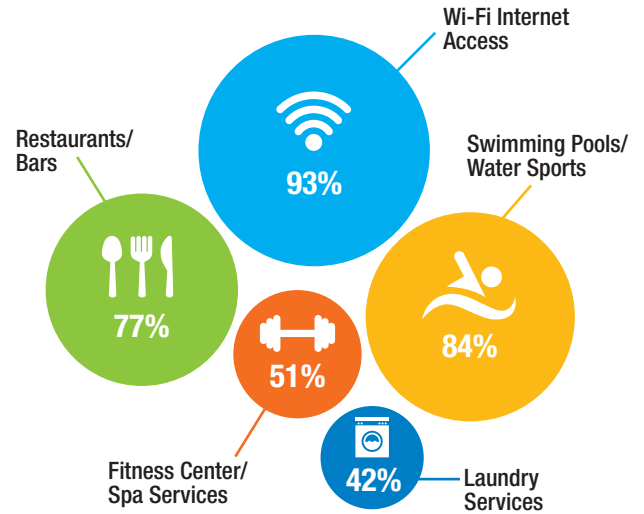
Domestic
U.S.-resident members travel domestically for leisure an estimated 23 nights per year.

International
U.S.-resident members travel internationally for leisure an estimated 11 nights per year.

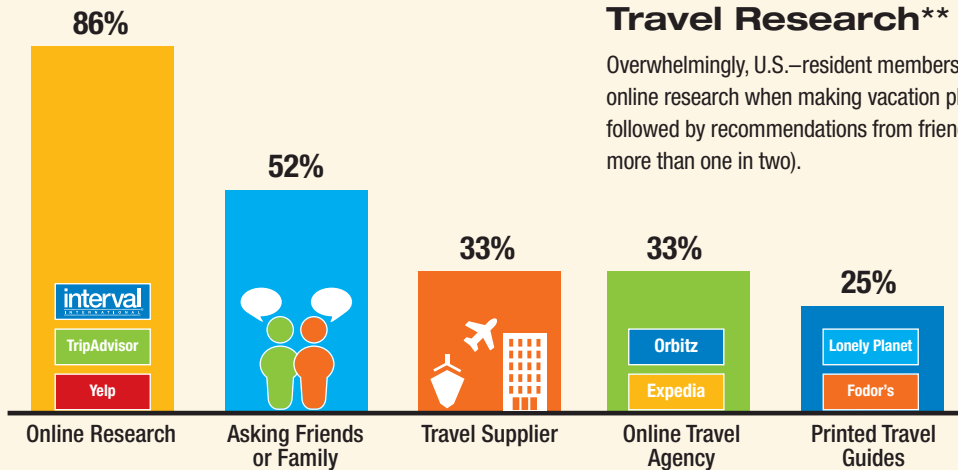
TOP 5 VACATION ACTIVITIES**



TOP 5 RESORT AMENITIES**



TECHNOLOGY

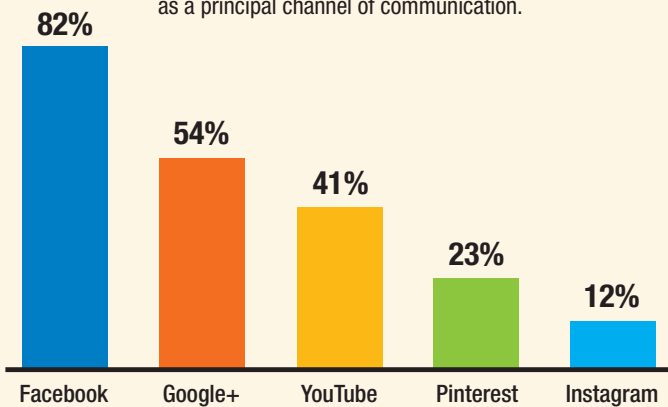


Travel Research**

Overwhelmingly, U.S.-resident members rely on their own online research when making vacation plans (nearly nine in 10), followed by recommendations from friends or family (slightly more than one in two).

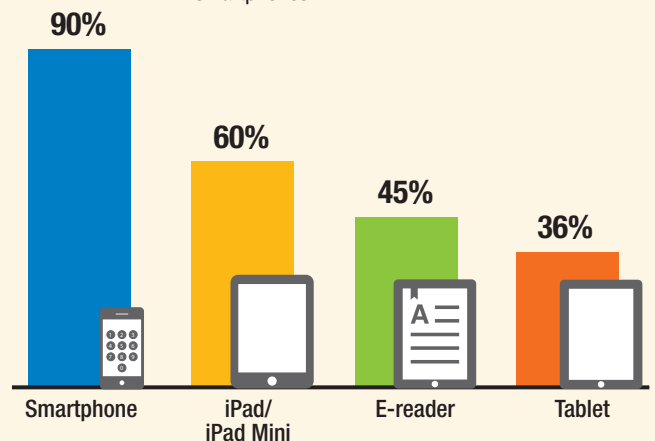
Social Media**

Social media is widely used among U.S.-resident members, with more than eight in 10 citing Facebook as a principal channel of communication.

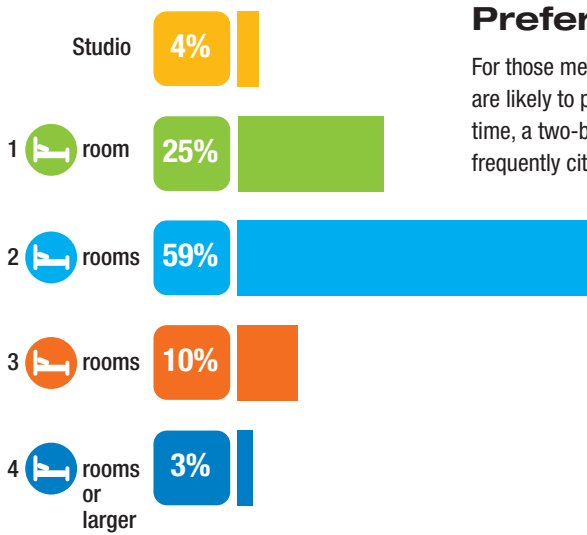


Electronic Devices**

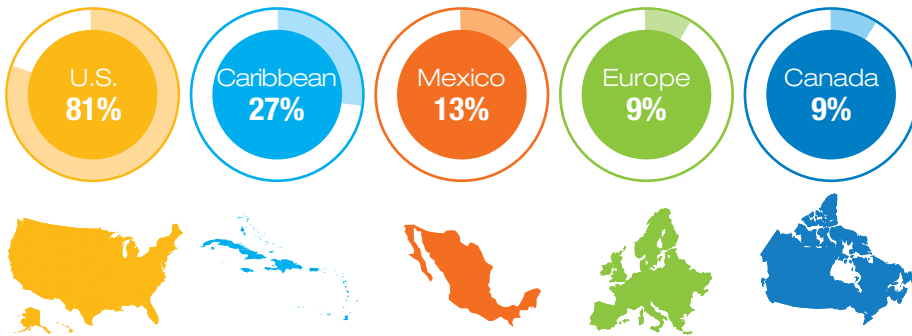
Nine in 10 U.S.-resident members own smartphones.



FUTURE PURCHASE*

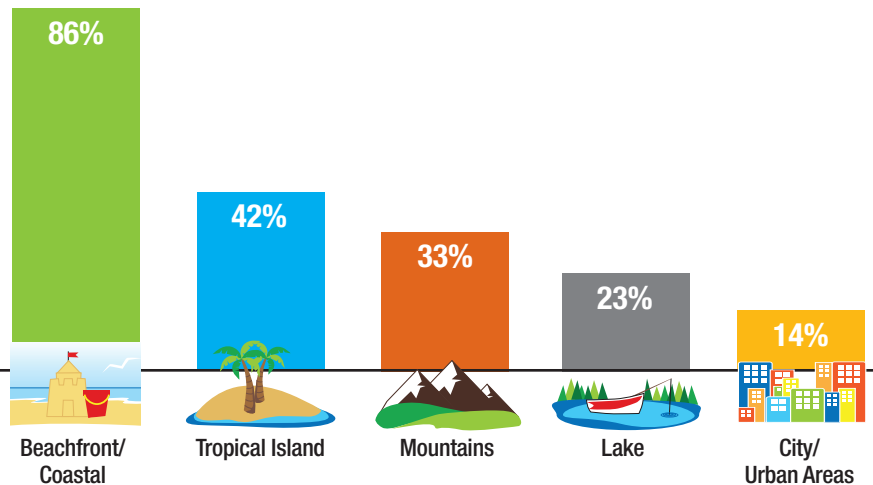


Top 5 Markets**



More than eight in 10 who said that they are likely to purchase additional vacation time indicated the U.S. as one of their preferred markets. The U.S. was followed by the Caribbean (nearly three in 10) and Mexico (more than one in eight). U.S.-resident members' interest in purchasing in the Caribbean or Mexico is further supported by the popularity of beach and tropical-island locations (see below).

Top 5 Geographical Characteristics**



ALTERNATIVE VACATIONS

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.

PURCHASE CHARACTERISTICS

- 1 Quality of Resort
- 2 Location
- 3 Purchase Price

The most important factors U.S.-resident members considered when purchasing a timeshare.

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

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

WHERE THEY'RE GOING

Most-visited destinations by area (through exchanges or Getaways)



U.S.:
Orlando, Florida



Europe:
Costa del Sol, Spain



Caribbean:
Aruba



Asia:
Phuket, Thailand



Mexico:
Cancún



Australia:
Gold Coast, Queensland



South America:
Cartagena and
Santa Marta, Colombia



Middle East:
Dubai,
United Arab Emirates

WHAT THEY'RE SAYING

"Thanks, Interval, for many great years of travel!"
— ThirdScreenName

"I have learned so much and like sharing the love of travel with other members."
— annigan

"There are so many happy memories of trips with family (and friends) that we would not have had the opportunity to enjoy if not for our membership with Interval!"
— rumrunner53

"Love escaping with Interval!"
— MrsMB

"Love all of the possibilities that Interval provides! Interval has great 'reasons' to make us take life breaks from work and see the world with family!"
— Muirfield

With the exception of the information presented in the Think Globally section, data was accumulated from an online survey of Interval International's U.S.-resident member base fielded from December 2014 through February 2015. Members were invited to participate at random, via email. A total of 1,502 respondents participated, resulting in an estimated overall sampling error of ± 2.5 percent, at a 95-percent confidence level.



IntervalWorld.com
ResortDeveloper.com

