

# Interval Member Profile Highlights



Sharon Freed  
Senior Vice President  
Consumer Marketing

SOIC  
Aruba

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## Member Research

“Knowing Thy Customer” is one of the tenants of Consumer Marketing. Maintaining the pulse of the customers ensure that our members’ needs are not just being continuously met, but greatly exceeded.

### Research sources include:

- Surveying
- Focus Groups
- Interval Ideas
- Trend Analysis
- Community
- Product Panels
- Database Mining
- Exchange Evaluation/Resort Experience

### **Past Survey Topics Include:**

- Member Profile Study
- Communication Is Key
- Travel & Exchange Attitude
- Product Panel
- Product/Benefit Value
- Home Exchange
- Transactor/Non Transactor
- Travel Intent
- Attrition/Retention
- Going Green
- Fuel Impact
- Mobile Devices
- Publications

**Members are highly responsive to surveying, with response rates yielding up to 40%.**

## US

**83%**  
  
ARE MARRIED

  
**AVERAGE AGE**  
**63**

**\$130K**  
  
AVERAGE HOUSEHOLD INCOME

## Mexico

**85%**  
  
ARE MARRIED

  
**AVERAGE AGE**  
**56**

**\$86K**  
  
AVERAGE HOUSEHOLD INCOME

## Colombia

**82%**  
  
ARE MARRIED

  
**AVERAGE AGE**  
**56**

**\$83K**  
  
AVERAGE HOUSEHOLD INCOME

## Rest of LATAM

**77%**  
  
ARE MARRIED

  
**AVERAGE AGE**  
**57**

**\$86K**  
  
AVERAGE HOUSEHOLD INCOME

## US

11+ YEARS  
Owned Timeshare  
**66%**



**24%**  
are 3+ person household

**19%**



own a vacation home

## Mexico

11+ YEARS  
Owned Timeshare  
**54%**



**88%**  
are 3+ person household

**28%**



own a vacation home

## Colombia

11+ YEARS  
Owned Timeshare  
**50%**



**88%**  
are 3+ person household

**32%**



own a vacation home

## Rest of LATAM

11+ YEARS  
Owned Timeshare  
**59%**



**78%**  
are 3+ person household

**37%**



own a vacation home

## US

**Children**  
and grandchildren under 18  
**55%**



Children Influence Travel  
**58%**

**87%**  
**VACATION**  
Vacation of 1 week  
or more

## Mexico

**Children**  
and grandchildren under 18  
**66%**



Children Influence Travel  
**80%**

**90%**  
**VACATION**  
Vacation of 1 week  
or more

## Colombia

**Children**  
and grandchildren under 18  
**57%**



Children Influence Travel  
**82%**

**87%**  
**VACATION**  
Vacation of 1 week  
or more

## Rest of LATAM

**Children**  
and grandchildren under 18  
**62%**



Children Influence Travel  
**66%**

**91%**  
**VACATION**  
Vacation of 1 week  
or more

## US

**35%**  
INTERESTED IN



**17%**



**HOME EXCHANGE /  
RENTAL COMPANY**

**PURCHASE INFLUENCERS**



## Mexico

**61%**  
INTERESTED IN



**21%**



**HOME EXCHANGE /  
RENTAL COMPANY**

**PURCHASE INFLUENCERS**



## Colombia

**74%**  
INTERESTED IN



**21%**



**HOME EXCHANGE /  
RENTAL COMPANY**

**PURCHASE INFLUENCERS**



## Rest of LATAM

**69%**  
INTERESTED IN



**21%**



**HOME EXCHANGE /  
RENTAL COMPANY**

**PURCHASE INFLUENCERS**



## US

**22%**



Do not use social media

### VACATION PLANING



**82%**

**48%**

**17%**



Use Digital Wallet

## Mexico

**13%**



Do not use social media

### VACATION PLANING



**60%**

**45%**

**8%**



Use Digital Wallet

## Colombia

**14%**



Do not use social media

### VACATION PLANING



**68%**

**45%**

**11%**



Use Digital Wallet

## Rest of LATAM

**10%**



Do not use social media

### VACATION PLANING



**68%**

**48%**

**6%**



Use Digital Wallet

## US



**77%**  
are satisfied  
with vacation  
ownership

**13%**  
will likely buy more timeshare

## Mexico



**83%**  
are satisfied  
with vacation  
ownership

**42%**  
will likely buy more timeshare

## Colombia



**71%**  
are satisfied  
with vacation  
ownership

**27%**  
will likely buy more timeshare

## Rest of LATAM



**74%**  
are satisfied  
with vacation  
ownership

**29%**  
will likely buy more timeshare



## US

**95%**  
**EXCHANGE**  
*is important*



## Mexico

**88%**  
**EXCHANGE**  
*is important*



## Colombia

**87%**  
**EXCHANGE**  
*is important*



## Rest of LATAM

**89%**  
**EXCHANGE**  
*is important*



