

Interval Member Profile Highlights



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Member Research

interva

"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:

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Attrition/Retention

Fuel Impact

Publications

Mobile Devices

2

- Member Profile Study
 Travel Intent
- Communication Is Key
- Travel & Exchange Attitude
 Going Green
- Product Panel
- Product/Benefit Value
- Home Exchange
- Transactor/Non Transactor
- Members are highly responsive to surveying, with response rates yielding up to 40%.



<u>US</u>









Mexico





Colombia













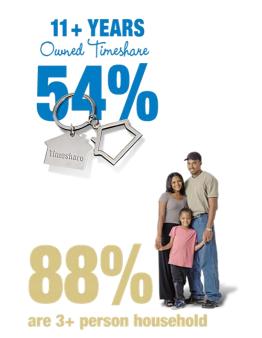


<u>US</u>





Mexico





own a vacation home



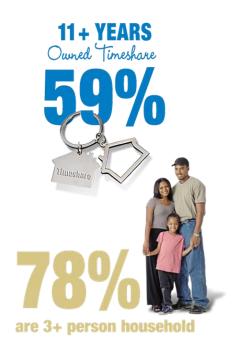


are 3+ person household



own a vacation home

Rest of LATAM





own a vacation home

4



<u>US</u>







<u>Mexico</u>





Colombia





Vacation of 1 weel or more







US





PURCHASE INFLUENCERS



Mexico





PURCHASE INFLUENCERS EXCELLENT GOOD AVERAGE PRICE



Colombia





PURCHASE INFLUENCERS



Rest of LATAM





PURCHASE INFLUENCERS







VACATION PLANING









VACATION PLANING



yelpe



Colombia



VACATION PLANING



Use Digital Wallet

Rest of LATAM



VACATION PLANING





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77% are satisfied with vacation ownership





Mexico

83% are satisfied with vacation ownership







71% are satisfied with vacation ownership





74% are satisfied with vacation ownership





<u>US</u>

Member Profile Highlights





Mexico



Colombia





