



PERFIL DEL COMPRADOR EXTRANJERO

Preparado por Manuel Palomera



Fundada en 1976
Oficinas en 15 países
Mas de 1,500 empleados

3,200 desarrollos afiliados

En 80 Países

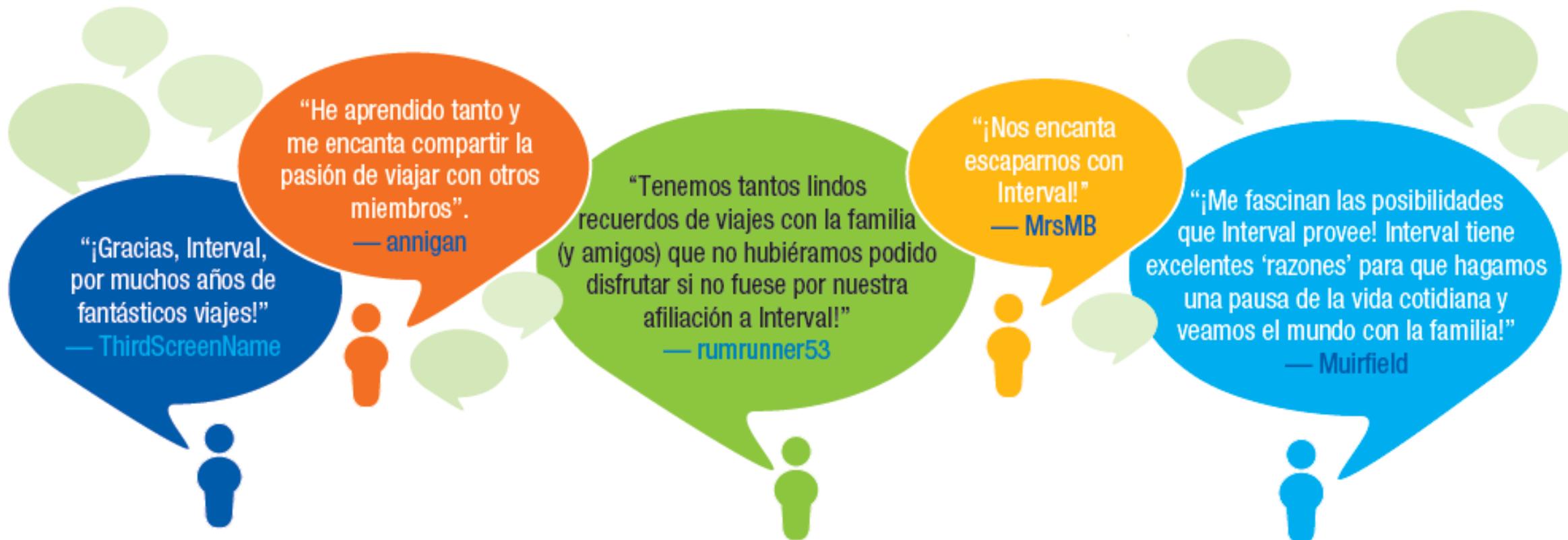


Casi 2 millones de familias socias alrededor del mundo



194

países conforman los hogares
de los miembros de Interval





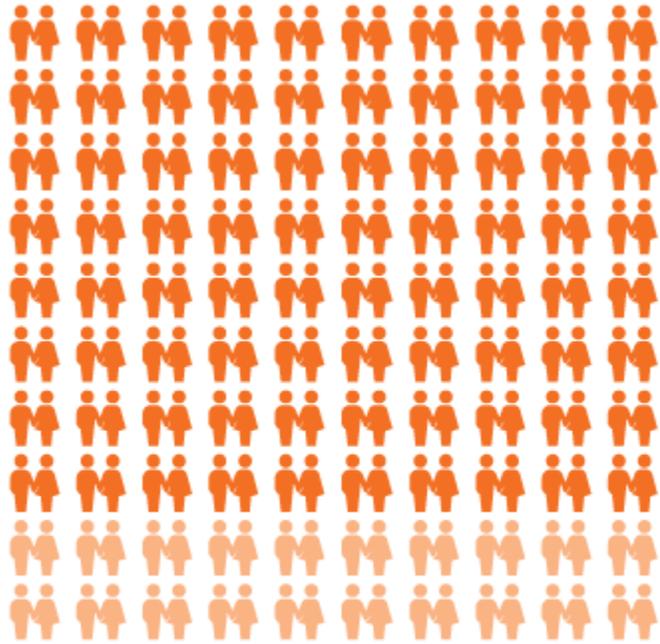
- Encuesta a socios.
- Perfil de los Afiliados:
 - **EUA ***
 - **México ***
 - **Brasil ***
 - **Colombia ***
 - **Europa**
 - **Reino Unido**
 - **Asia**
 - **Australia**
- Firma HVS analiza los resultados



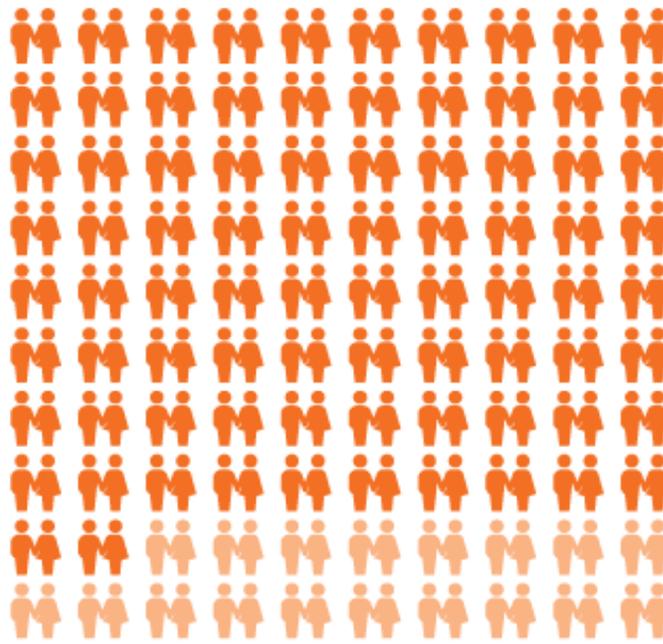
Perfil del Socio



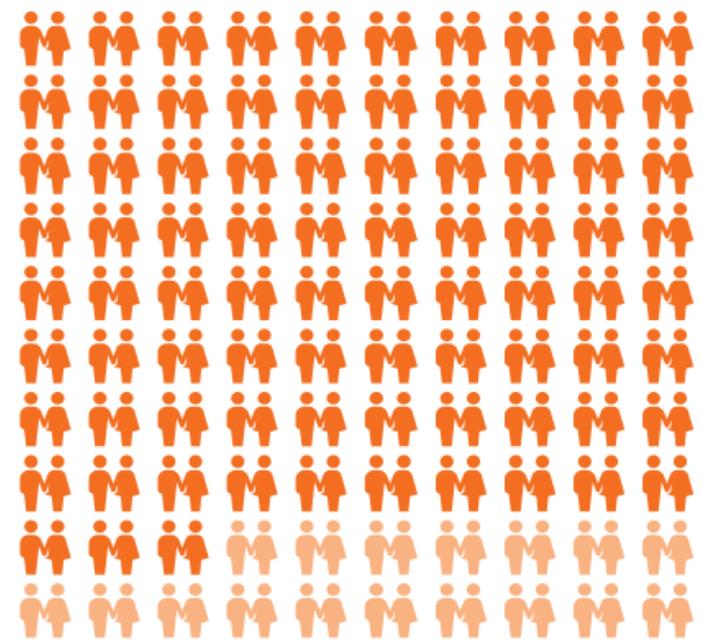
- Estado civil – Casados



80%
Brasil



82%
Colombia



83%
EUA

Ingreso Promedio Socio Residente EUA



52%

> US \$ 100,000

**En el 2016 la media
de EUA era de:
US \$ 57,617**



**El afiliado típico residente de
Brasil, Colombia y EUA.
Vive en un grupo familiar
De 4 Personas**





Porcentaje de socios que son dueños de su residencia principal



94%

**EUA, Brasil y
Colombia**

Porcentaje de socios que son dueños de una casa de vacaciones

EUA 19 %

México 28 %

Colombia 32 %

Brasil 54 %



Duración de la titularidad

Colombia

50%



10 Años

México

54%



10 Años

Brasil

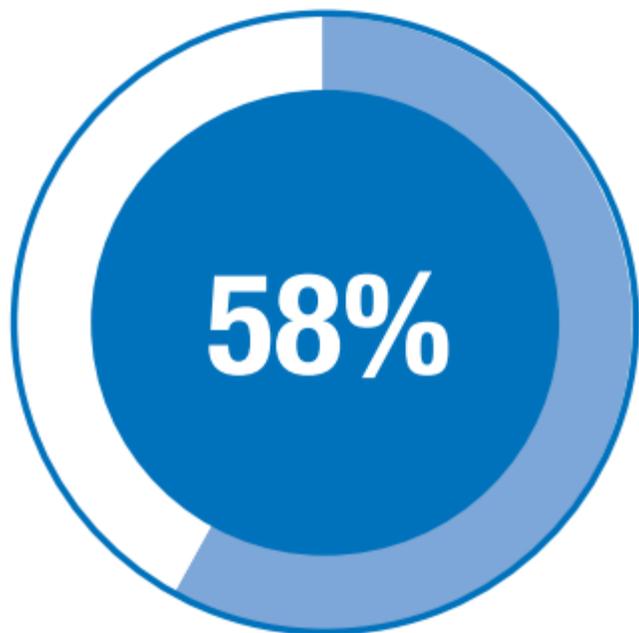
58%



5 Años



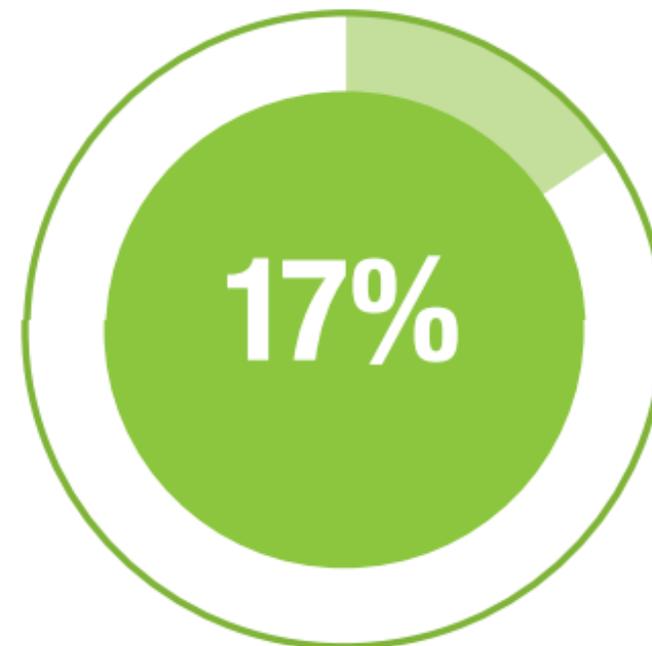
Tipo de Membresía Socio de EUA



Semanas

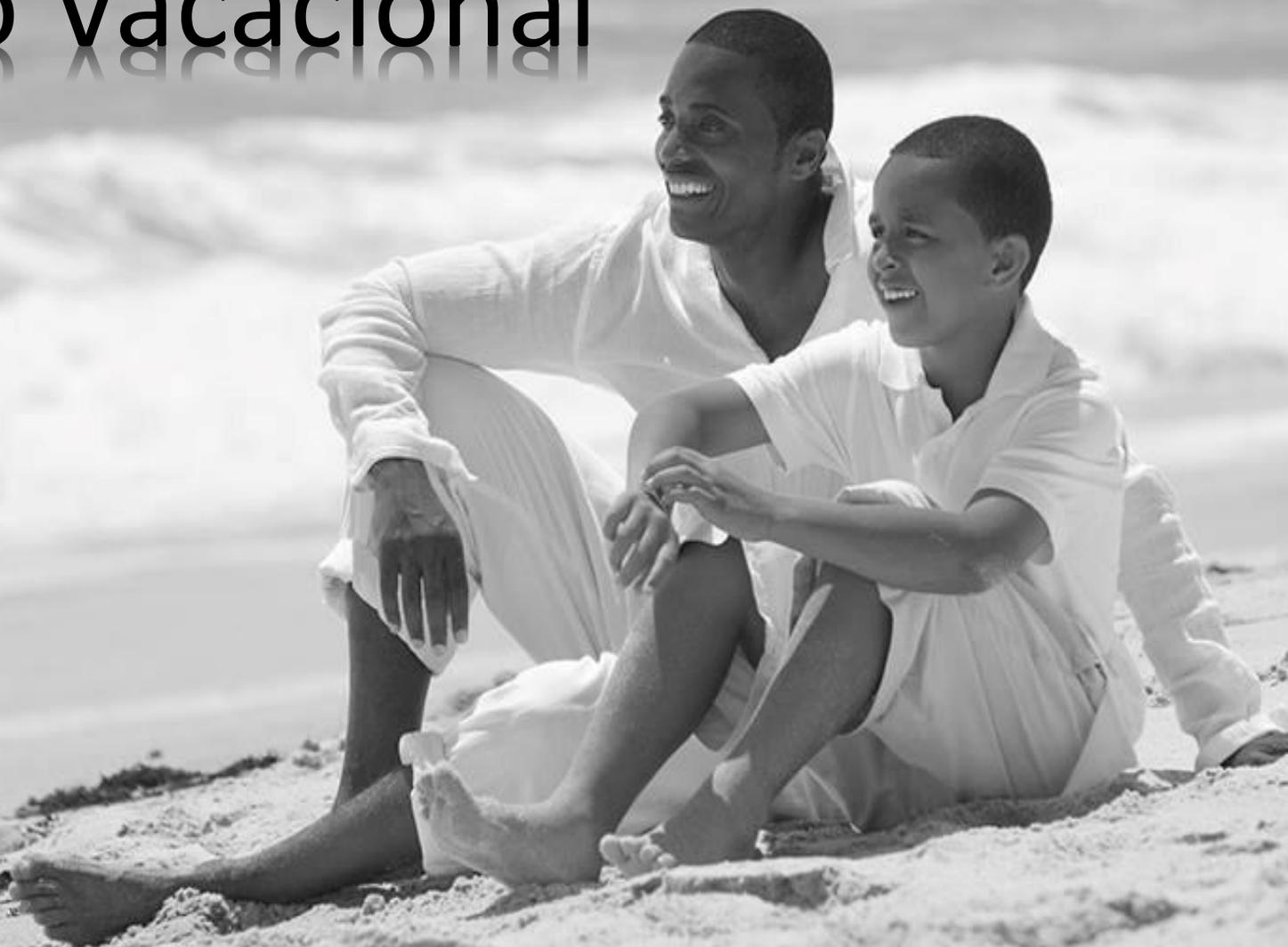


Puntos



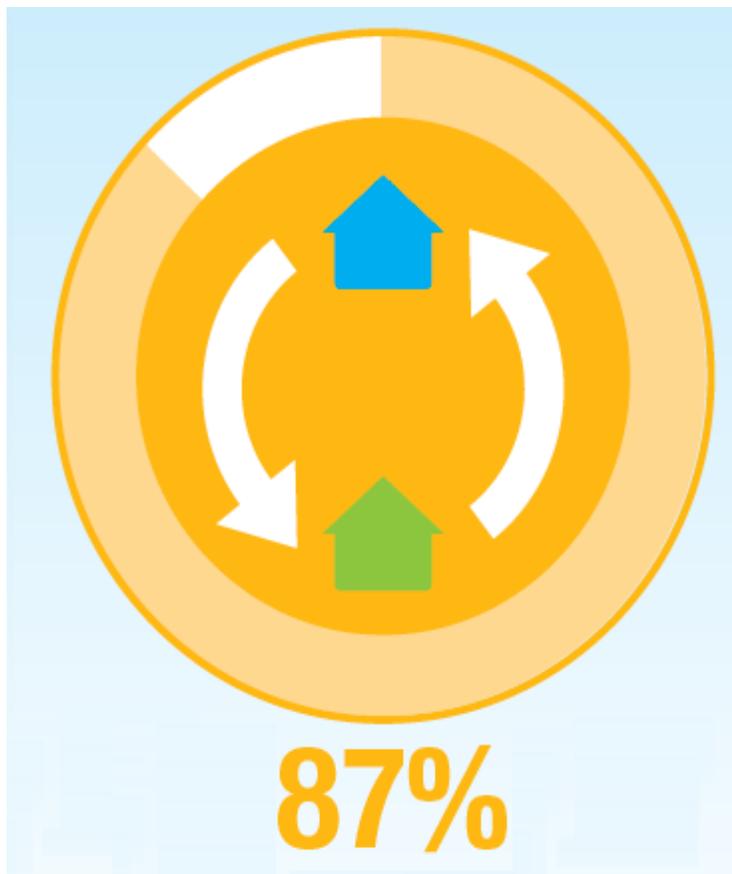
Combinación

Intercambio Vacacional

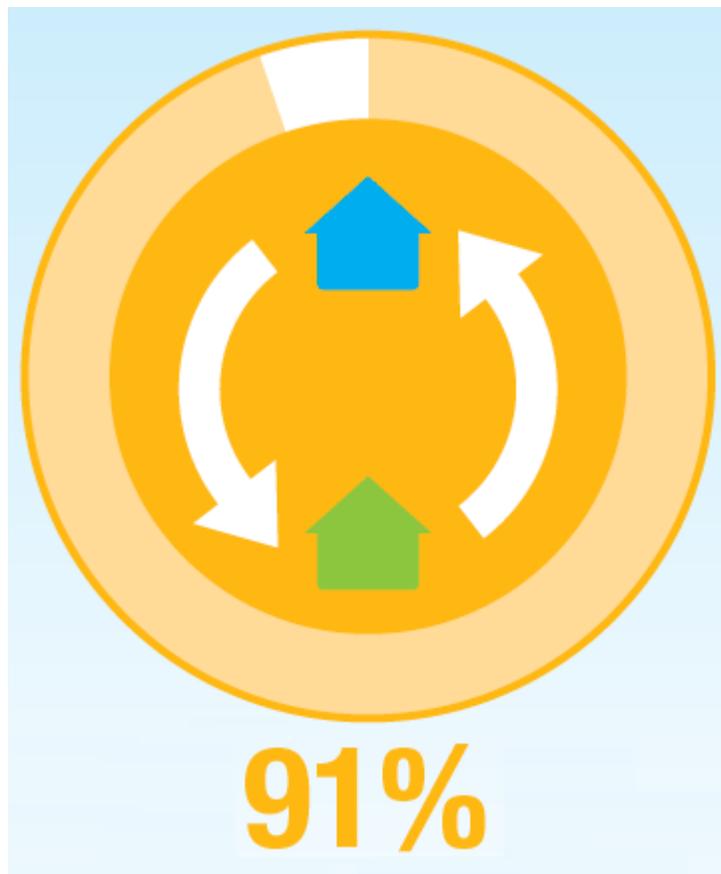




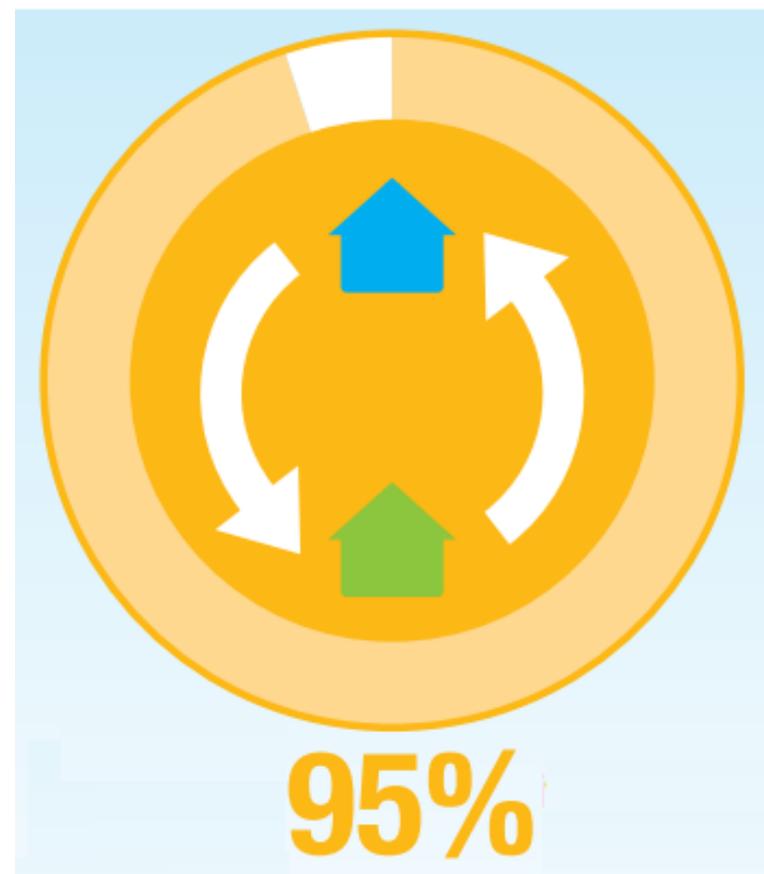
Importancia del Intercambio



Colombia



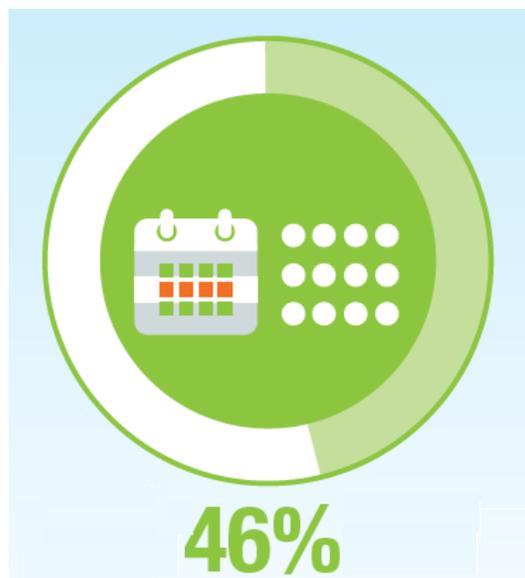
Brasil



EUA



Intención de Intercambio



46%

México



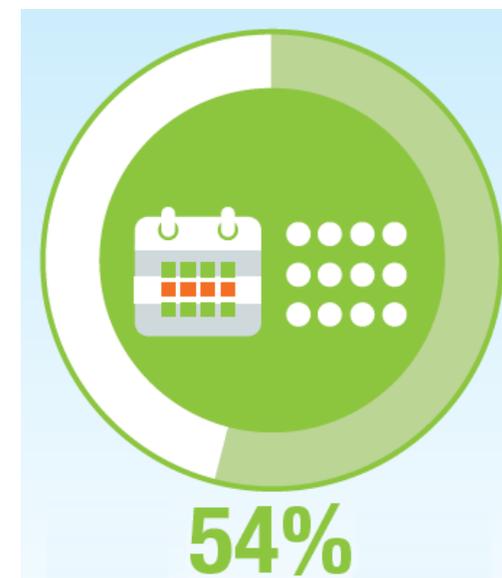
50%

Colombia



52%

EUA



54%

Brasil

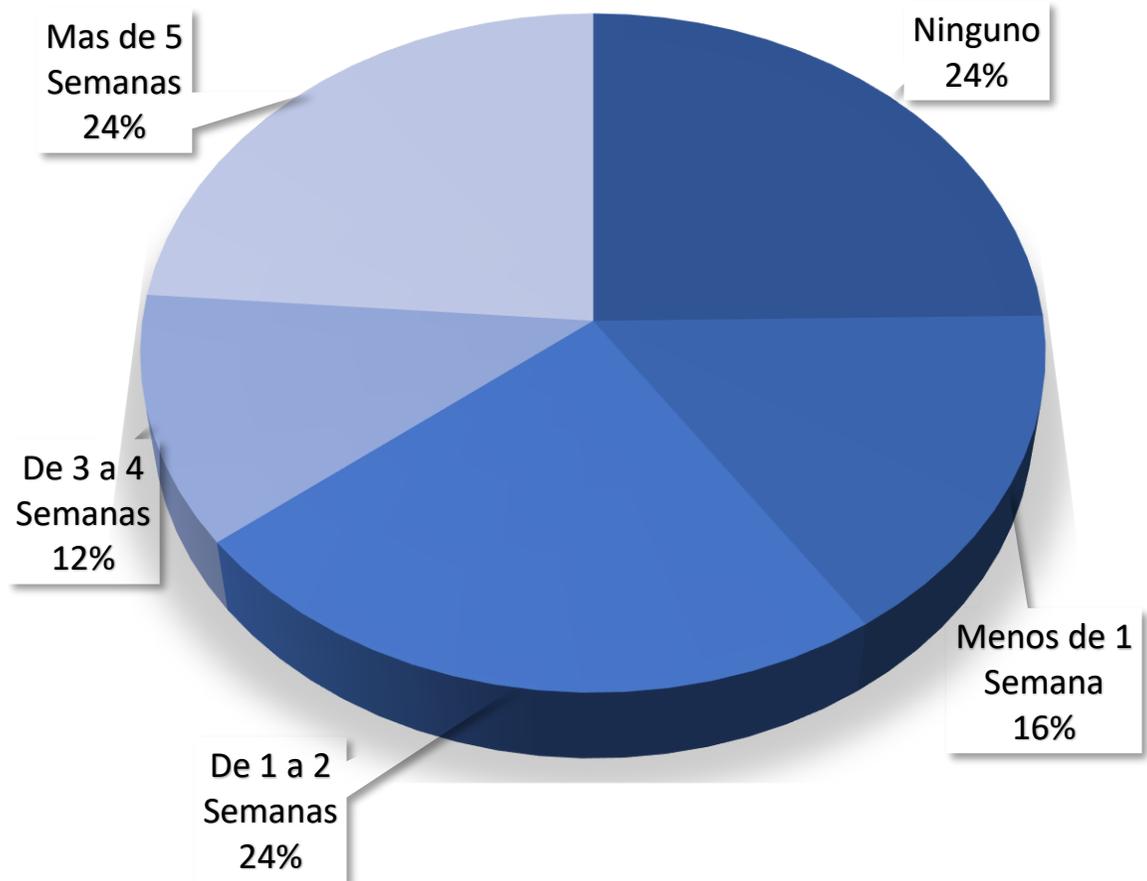


Hábitos de Viaje

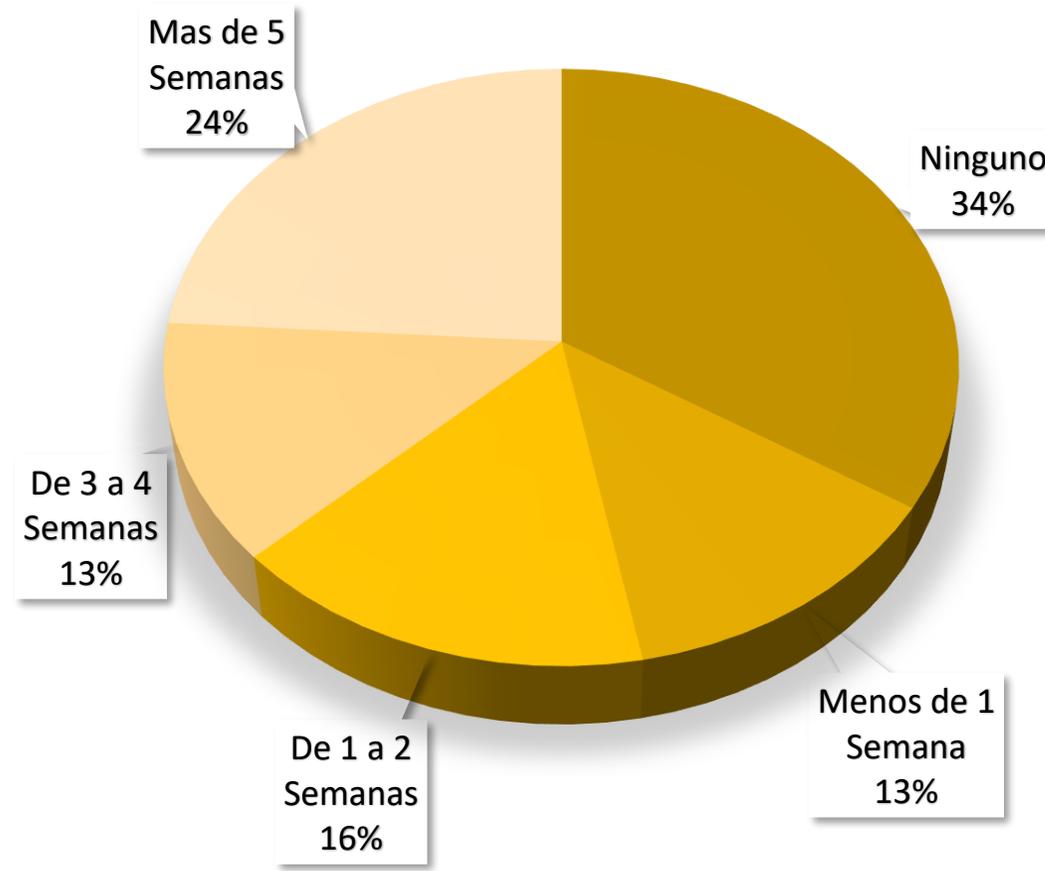




Nacional

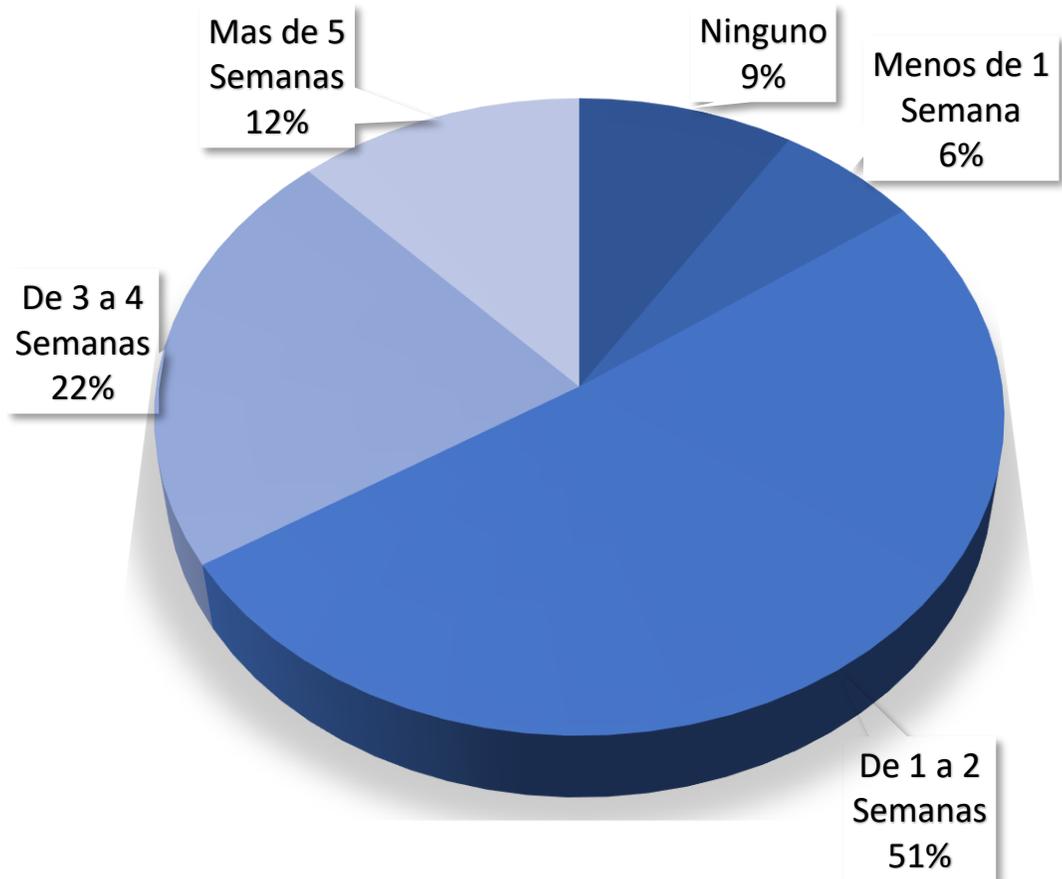


Internacional

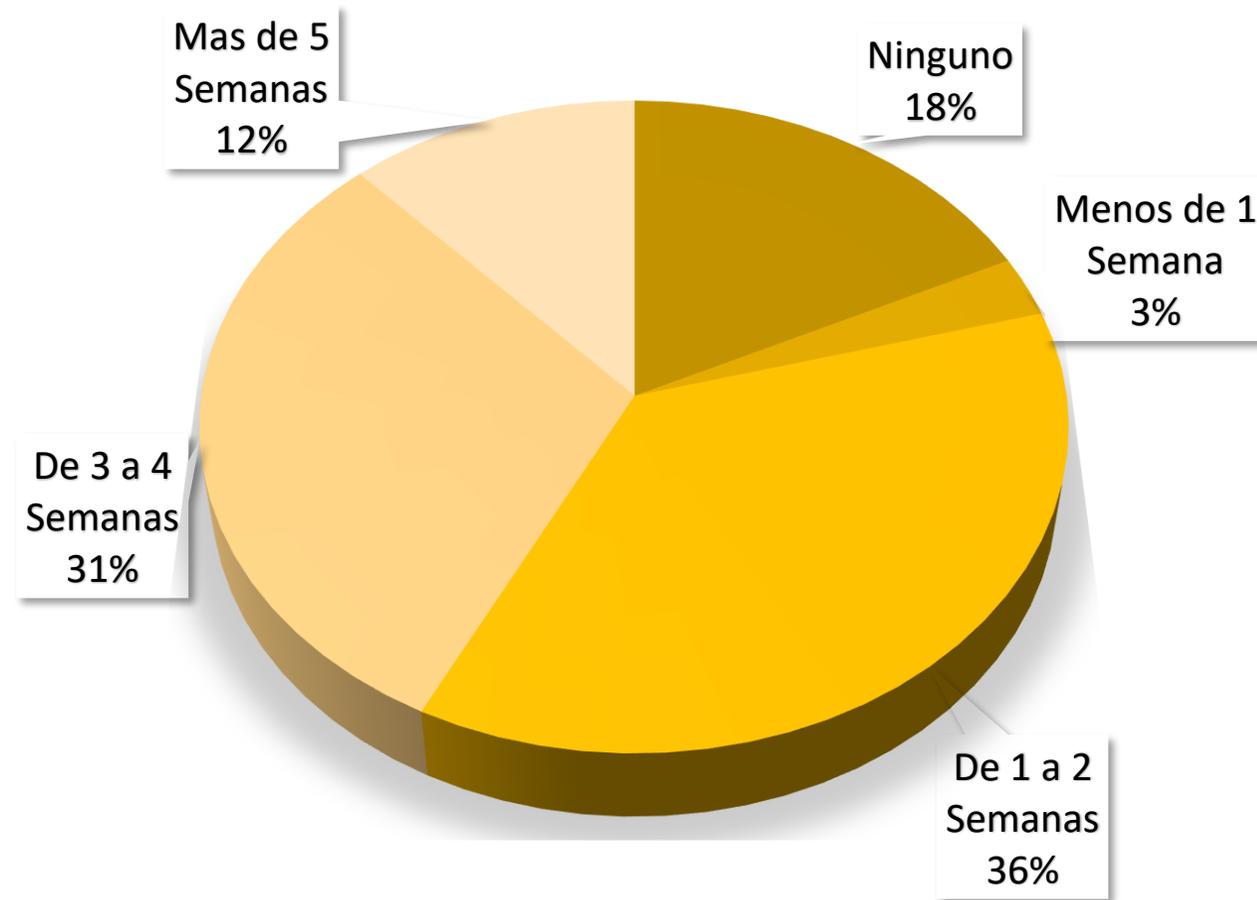




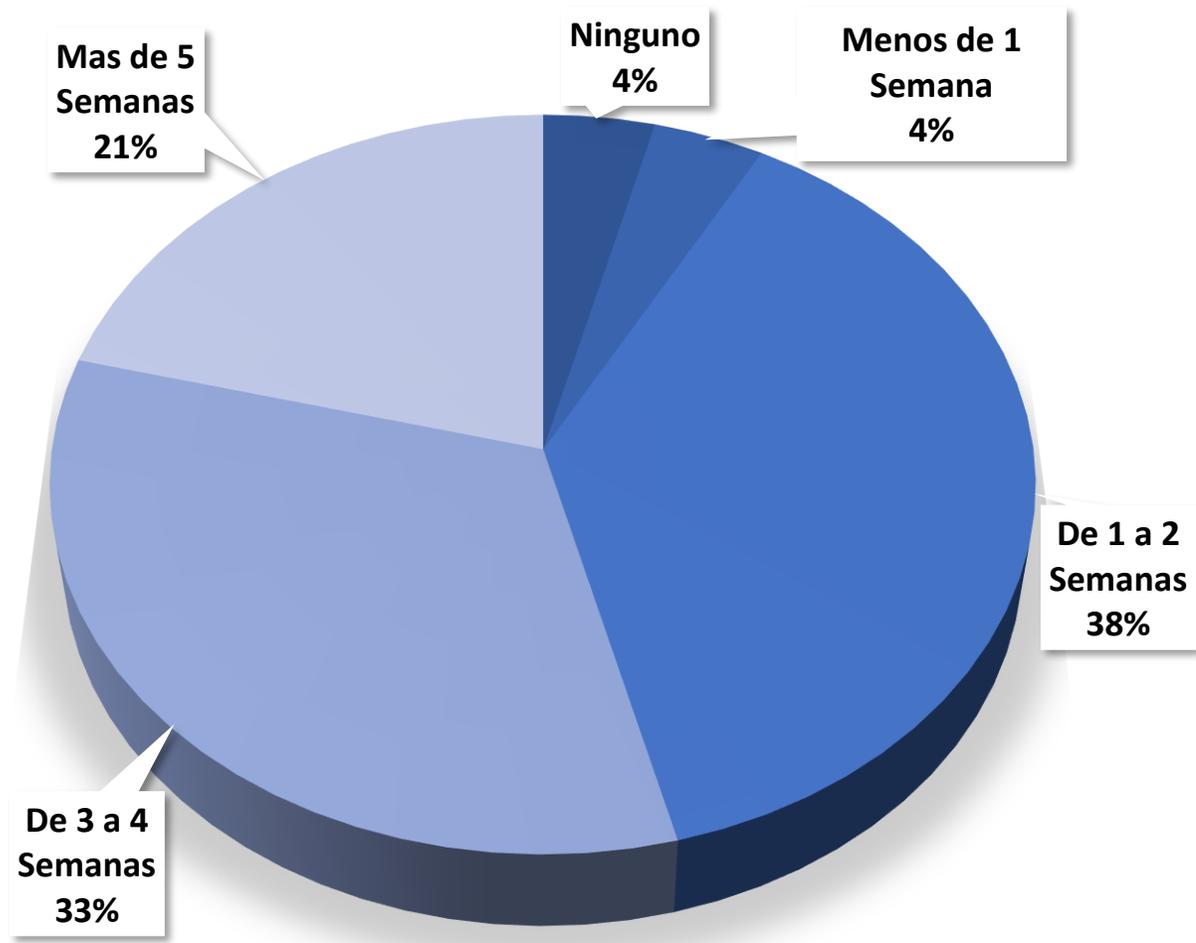
Nacional



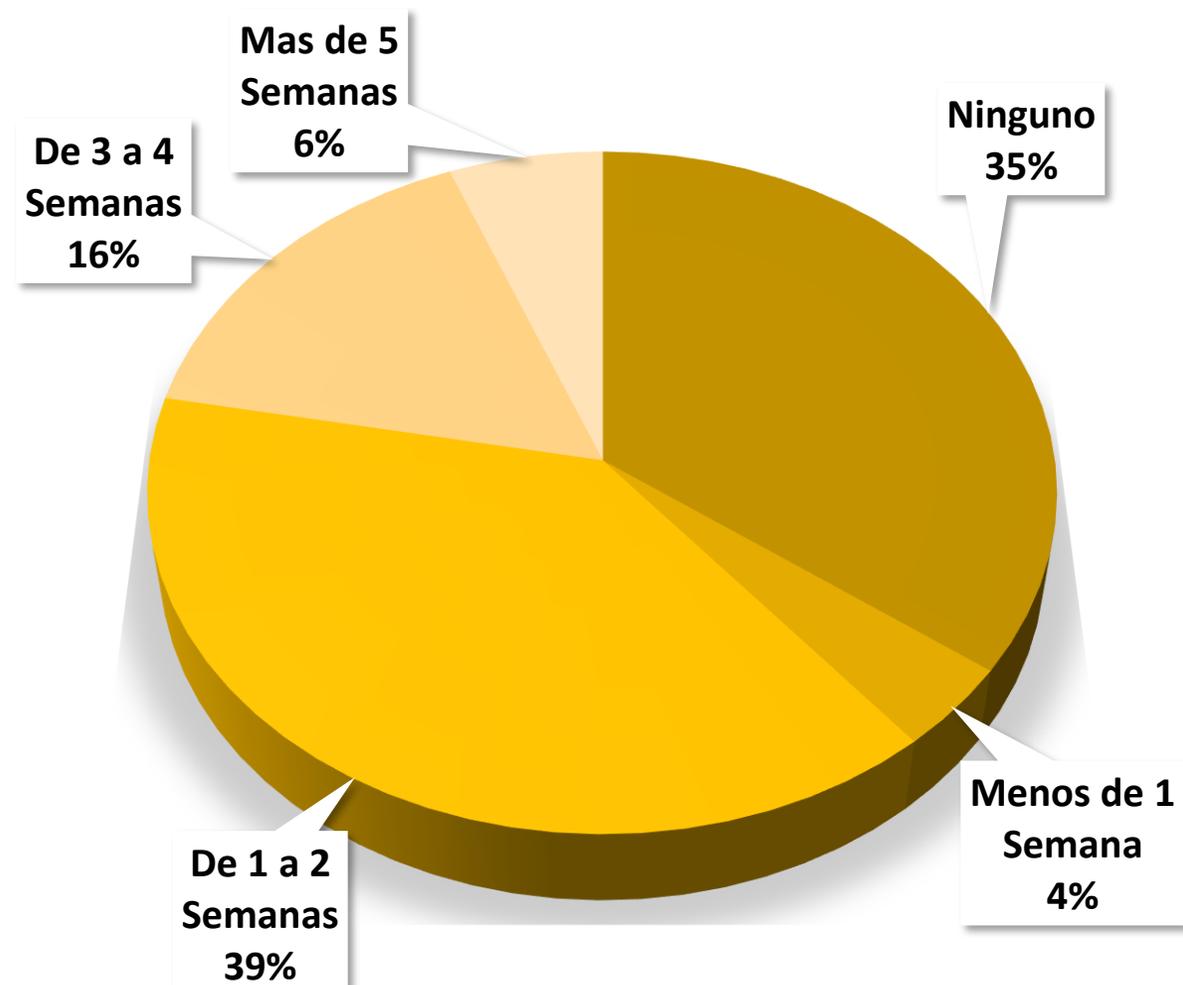
Internacional



Nacional



Internacional





Duración Promedio de Viajes de Recreación



Fines de Semana

- EU 2%
- MX 2%
- CO 4%
- BR 3%



Menos de 1 Semana

- EU 12%
- MX 8%
- CO 8%
- BR 7%



1 a 2 Semanas

- EU 73%
- MX 81%
- CO 62%
- BR 59%



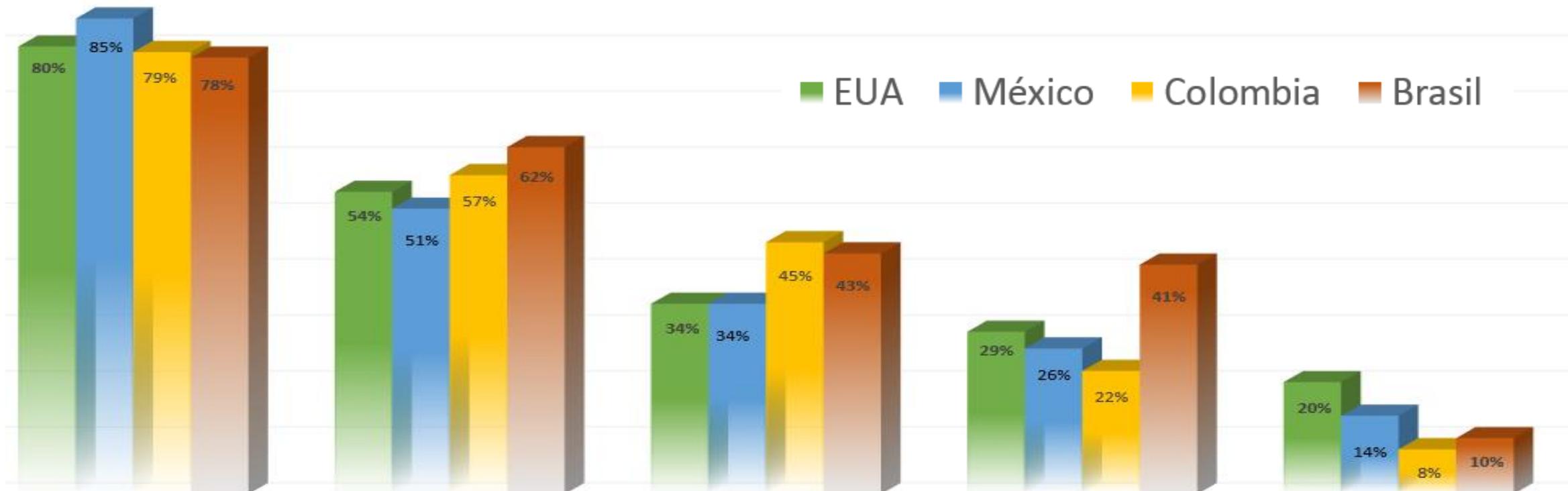
2 a 3 Semanas

- EU 10%
- MX 7%
- CO 18%
- BR 26%



Mas de 3 Semanas

- EU 45
- MX 2%
- CO 8%
- BR 5%



Playa/
Costa



Ciudad/
Áreas urbanas



Golf

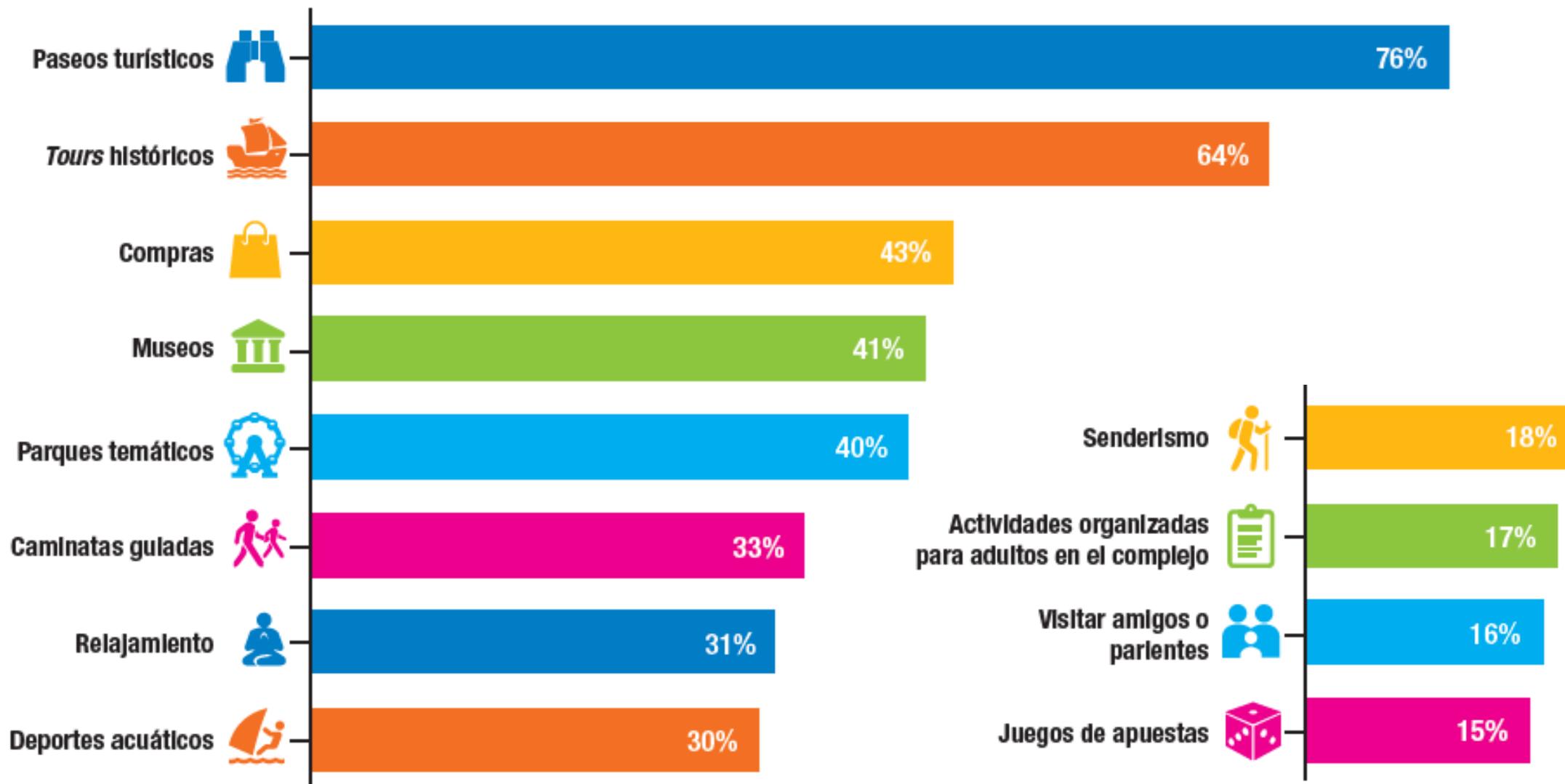


Zona rural



Desierto

Principales Actividades Vacacionales







Destinos Vacacionales Preferidos a Futuro

Residentes EUA

Residentes LATAM



Europa

36%

63%



Estados Unidos

79%

66%



Caribe

45%

27%



América del Sur

16%

22%



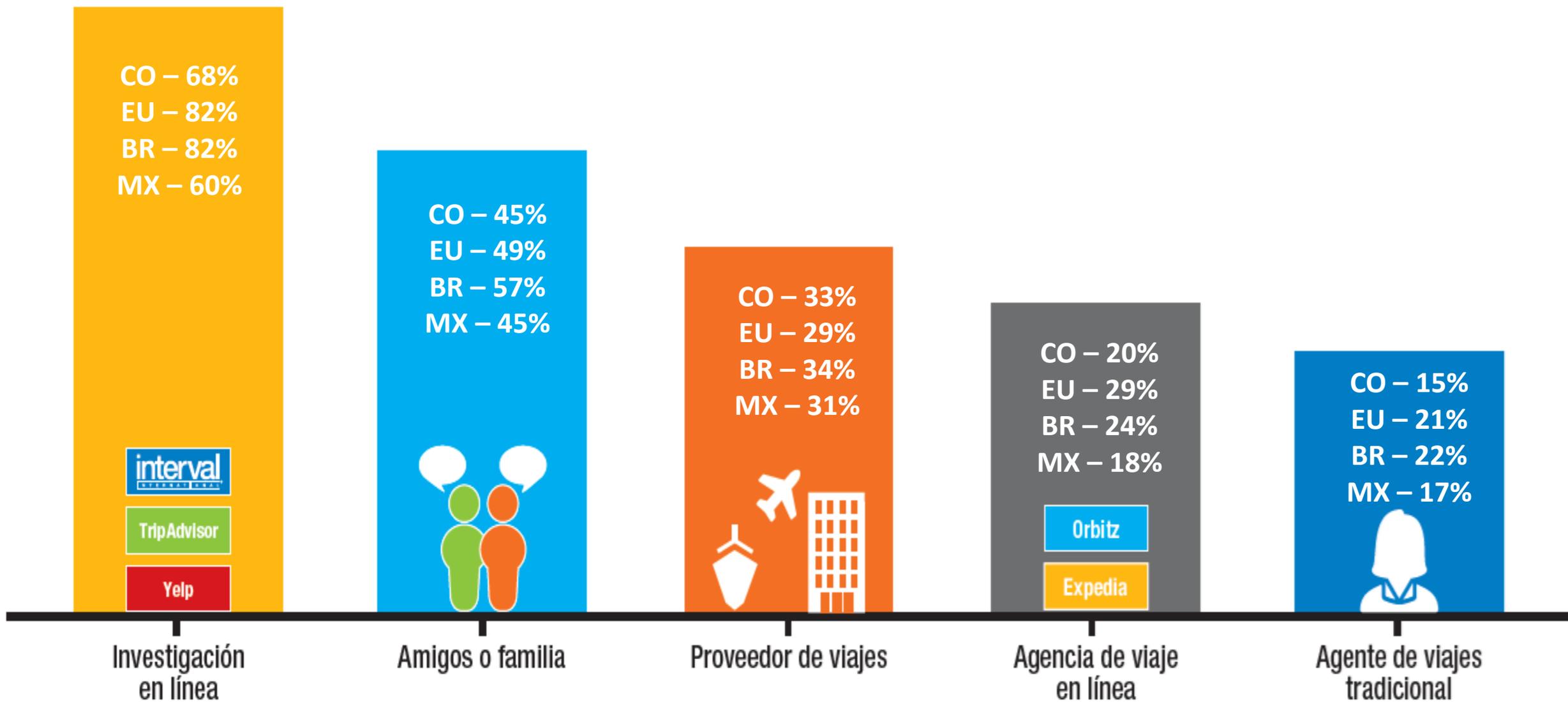
México

21%

23%

Investigación y Tecnología







80%

Hijos o Nietos



LATAM

Facebook 71%

Youtube 54%

Instagram
26%

Google+ 52%

Twitter
25%

EUA

Facebook 66%

Google+ 36%

Pinterest
24%

YouTube 33%

Instagram
20%

www.resortdeveloper.com



The screenshot shows the website header for interval resortdeveloper.com. The logo 'interval' is in white on a blue background, with 'INTERNATIONAL' in smaller letters below it. To the right, 'resortdeveloper.com' is written in a light blue font. A search bar is located in the top right corner. Below the search bar are links for 'Portal Login' and 'Language: Select:'. A dark blue navigation bar contains the following menu items: HOME, ABOUT US, PRODUCTS & SERVICES, RESOURCES & TOOLS, EVENTS, EASY, and PORTAL. A dropdown menu is open under 'RESOURCES & TOOLS', listing: RECOGNITION & INCENTIVES, HOA SUPPORT, AFFILIATE ADVANTAGES, TRAVEL DEMAND INDEX, RESEARCH (highlighted in green), INDUSTRY ASSOCIATIONS, and PUBLICATIONS. The background of the page features a blurred image of a calculator and a pen.

interval
I N T E R N A T I O N A L



Gracias