

# THE COMMUNITY BENEFITS

Of Resort Timesharing



# Summary Of Key Findings

*Timeshare vacations in Canada generate significant economic benefits for resort communities. Each year, owners of timeshares in Canada and their guests spend an estimated \$98 million in local communities during their vacations, plus another \$56 million in annual maintenance fees. Timeshare owners enjoy high incomes, show strong repeat-visit loyalty to the resort area, stay for long periods, and generate high occupancy rates.*

*Note: All figures are reported in Canadian dollars.*

## WHO ARE THEY?

Owners of Canada timeshares report median incomes of \$86,000 annually and a median age of 54 years. Some 52% report at least one household member with a Bachelor's degree or higher education, and 95% are homeowners. Affluent and primarily without children living at home, they can afford substantial vacation expenditures.

### Timeshare Owner Profile

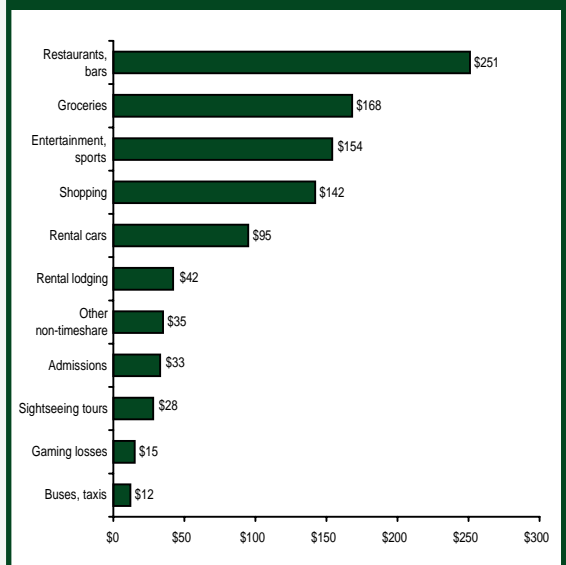
Married	86%
Homeowners	95%
No children at home	66%
Bachelors degree or higher education	52%
Aged 40 or over	90%
Median income	\$86,000

## HOW MUCH DO THEY SPEND?

The average Canada timeshare travel party spends \$975 in the local community during their vacation, or \$119 per day. Spending in local communities by the 95,000 owners of Canada timeshares and their guests totals about \$98 million annually.

In addition, Canada timeshare owners pay an estimated \$56 million each year to maintain and operate their resorts, much of this spent in local resort communities.

### Timeshare Vacation Spending Per Stay



**HOW DOES OWNING AFFECT TIME IN THE RESORT AREA?**

Owners of Canada timeshares report that they visit the resort area where they purchased their timeshare 63% more often after buying their timeshare. Average length of stay increases by 59%. This results in an average 159% increase in the total number of nights they spend in the area each year.

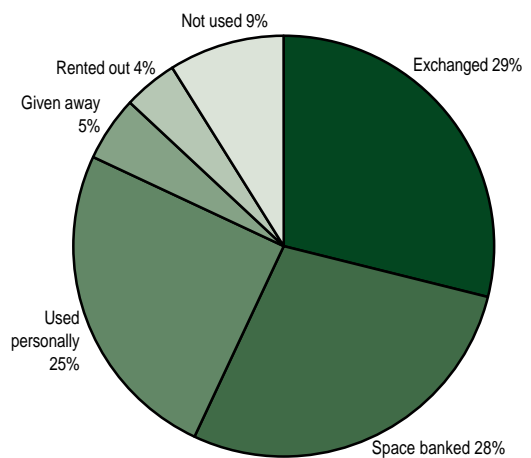
**Increased Visitation With Purchase of Timeshare**

	5 Years Before Purchase	5 Years Since Purchase	% Change
Number of Visits	3.0	4.9	+63%
Average Nights per Visit	3.7	5.9	+59%
Total Nights	11.1	28.8	+159%

**WHAT ARE THE OCCUPANCY RATES?**

Owners report using 91% of the time available in their Canada timeshares. When not using their timeshare intervals personally, they exchange for holidays in other locations, space bank (put up their time for use by another owner, so they have twice as much time the next year), give their time away for others to use at no charge (typically friends, relatives, or charities), or rent out their time. High timeshare occupancy rates result in strong year-round utilization, which reduces seasonal fluctuations in resort area employment.

**How Canada Timeshare Owners Utilize Their Time**



*This report is based on 1,821 responses to a survey of randomly selected RCI members who had owned timeshares in Canada for at least one year as of October 2001.*

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**RCI (RCI.com)** is the world's leading global provider of products and services to the timeshare industry, with more than 3,700 affiliated resorts in 100 countries. In pursuit of its mission to be the market maker in global travel and leisure, RCI offers the world's leading timeshare exchange services through RCI Points, the first worldwide points-based exchange system, and RCI Weeks, RCI's traditional week-for-week exchange system. In 2001, more than 2.1 million exchanges were booked through RCI, sending an estimated 7.5 million people on vacation. RCI provides integrated timeshare solutions in addition to exchange including consulting, travel agency and technological support. RCI is a subsidiary of Cendant Corporation.

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