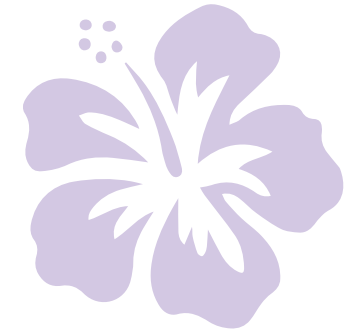




# Timeshare with Aloha:

The Industry in Hawaii and Beyond



Jason Gamel  
President & CEO, ARDA



# The Timeshare Industry

## *At a Glance*

### DEVELOPER SALES & RENTAL

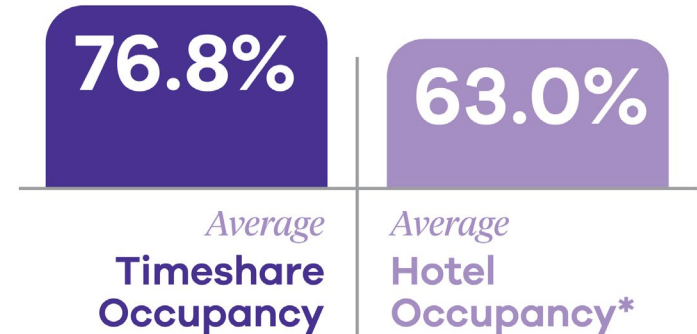
Sales	<b>\$10.6B</b>	<i>Number of Timeshare Transactions</i>	<b>439,130</b>
Rental Revenue	<b>\$3.0B</b>	Nights Rented	<b>12.6M</b>

Total Industry  
Economic Output **\$35.7B**

### INDUSTRY SIZE

U.S. Resorts	<b>1,524</b>
Timeshare Units	<b>200,530</b>
Two Bedroom <i>or More Units</i>	<b>70%</b>

### INDUSTRY OCCUPANCY



\*STR Monthly Hotel Review: December 2023, Smith Travel Research.



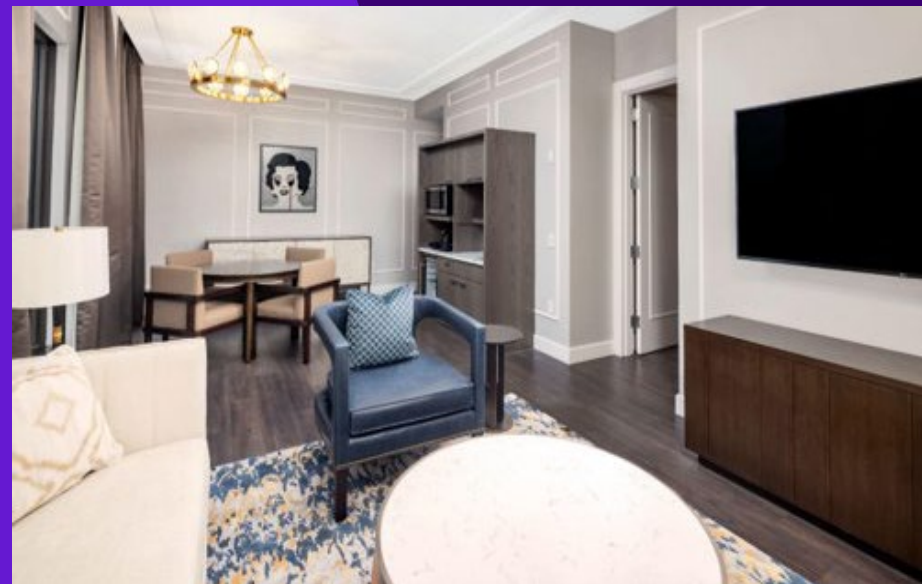
*Marriott's Bali Nusa Dua Terrace*



*Margaritaville Vacation Club Atlanta*



*Elara, a Hilton Club Las Vegas*



*Hilton Club The Quin New York*

# Today's Timeshare Owner



Owners took  
an average of  
**4.3**  
vacations  
in 2023

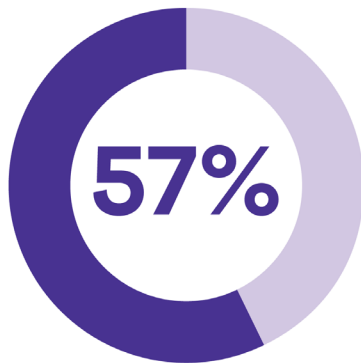


Average  
travel party size  
**3.7**  
people



Over **90%**  
of timeshare owners  
are happy with  
their timeshare  
experience

## GEN-Z AND MILLENNIAL TIMESHARE OWNERS



All  
Timeshare  
Owners



Recent  
Timeshare  
Purchasers

## AVERAGE AGES

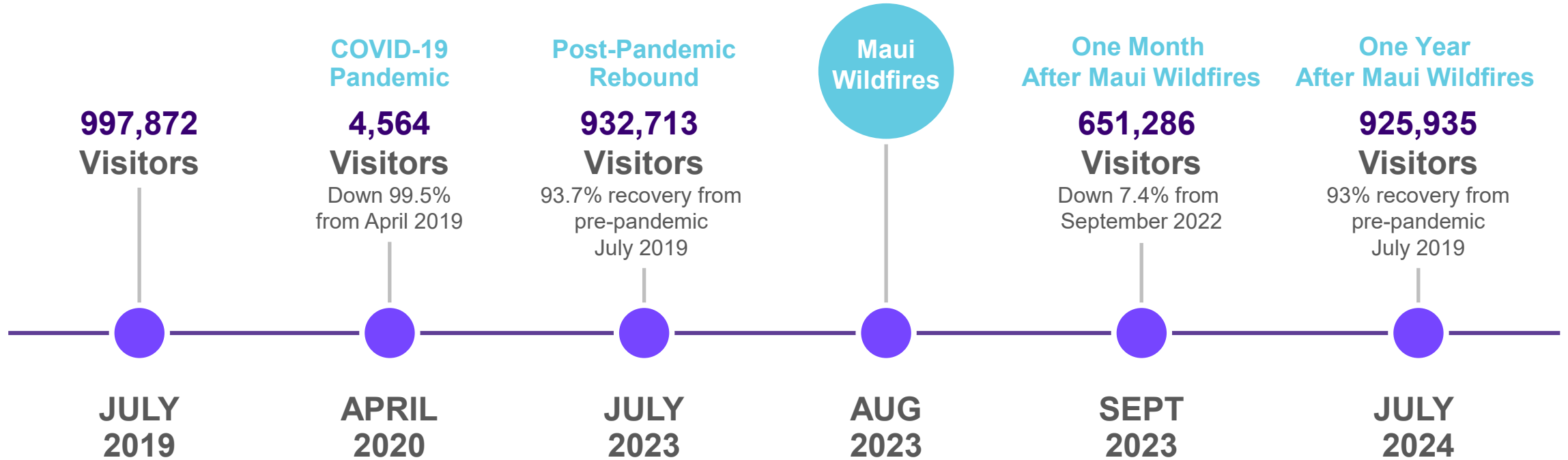
Average age of today's  
timeshare owner **45**

Average age of recent  
timeshare purchasers **39**

# Timeshare in Hawaii

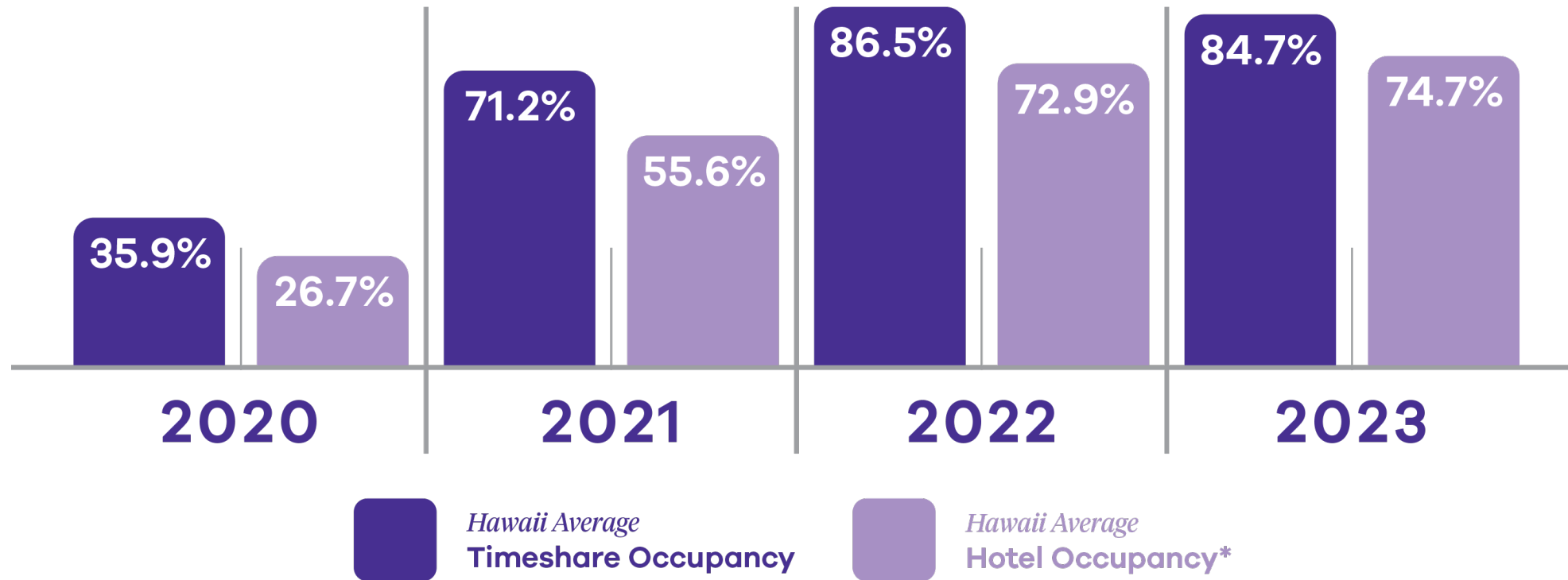
*The Westin Ka'anapali Ocean Resort Villas*

# Recent Impacts on Hawaii Tourism



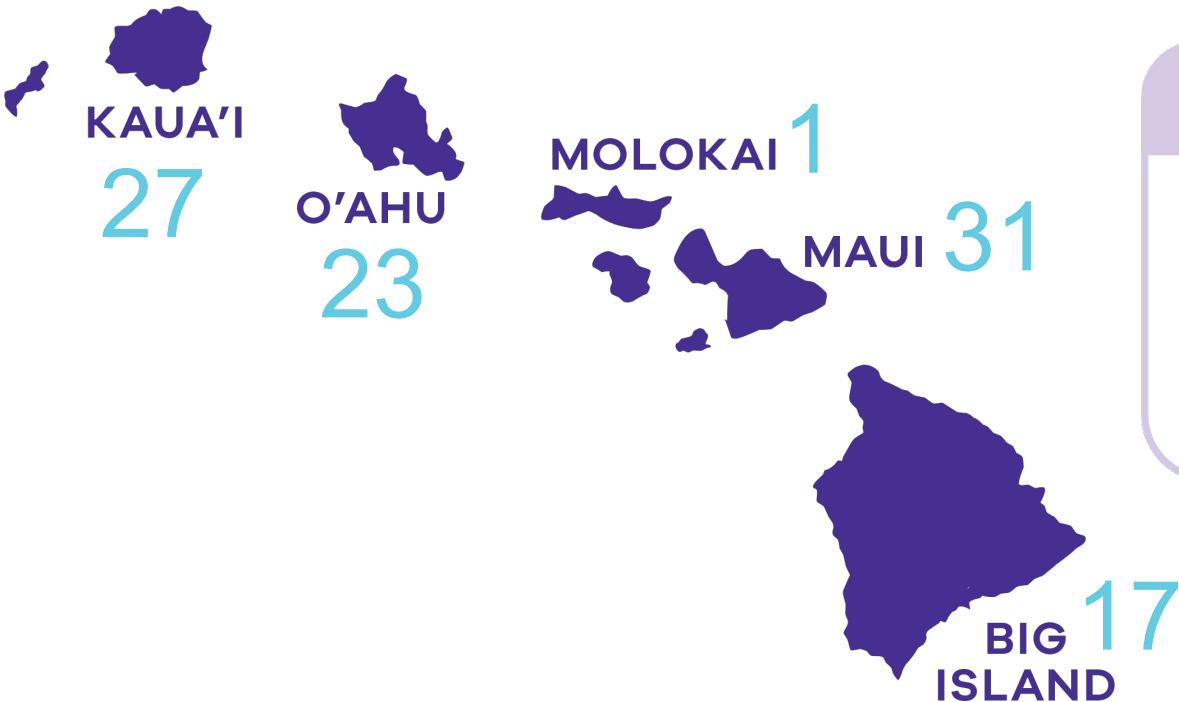
Data provided by Hawaii Tourism Authority

# Timeshare Owners' Return to Hawaii



# Hawaii Timeshare Industry

## *At a Glance*



### INDUSTRY SIZE

Hawaii Resorts	99
Timeshare Units	14,000



An aerial photograph of a resort pool area. The pool is a large, irregular shape with a light blue color, surrounded by a paved walkway with white dashed lines. There are several palm trees scattered throughout the area, and a winding path or stream bed runs through the center. The overall scene is bright and sunny.

# What's Ahead?

*Maui Bay Villas, a Hilton  
Grand Vacations Club*

# Development Continues in Hawaii



*Marriott Vacation Club® , Waikiki*

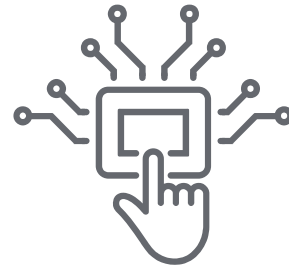


*Maui-Bay-Villas, -a-Hilton-Grand-Vacations-Club*

# Key Trends Shaping the Industry



**Partnerships**



**AI & Tech**



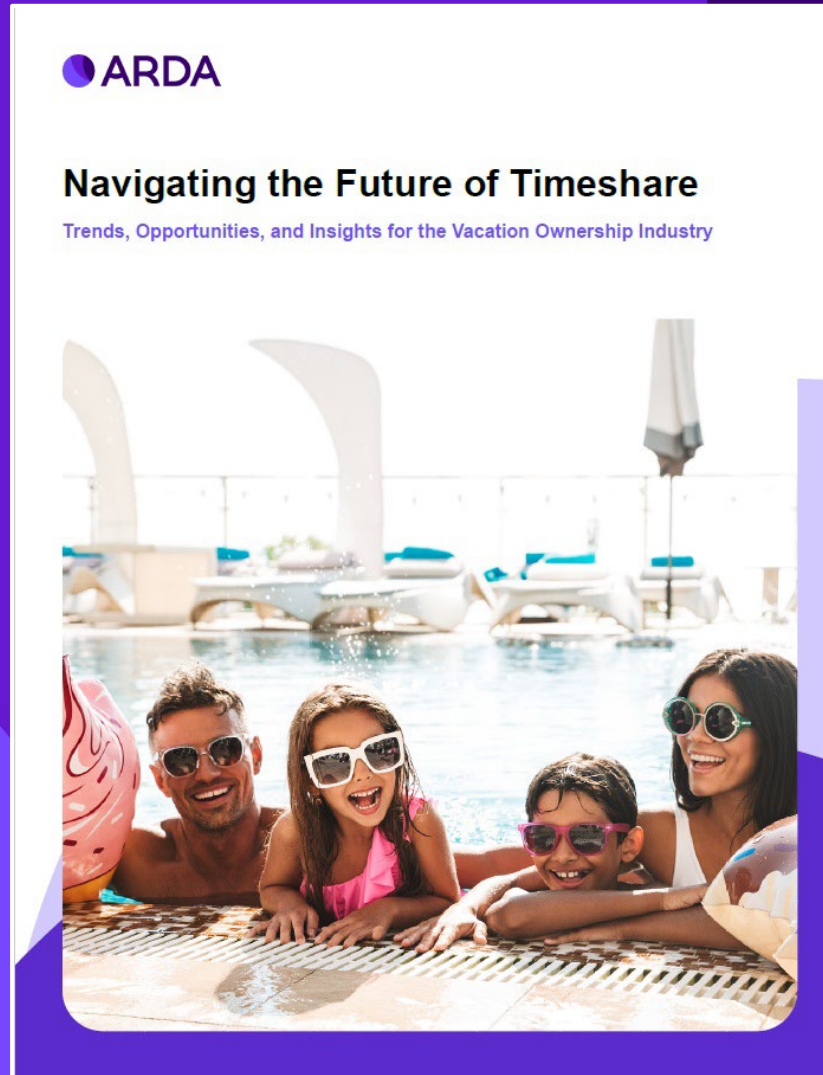
**International  
Growth**

**Independent  
Resorts**



**Owner Engagement:  
The Next Gen of  
Owners**

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**THANK YOU!**



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