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## ***Media Statement***

### **Euro timeshare survey mirrors Australian experience**

AN international study has found that timeshare owners overwhelmingly rate timeshare holidays over other self-catering holidays.

The online survey by the Organisation for Timeshare in Europe found 97 per cent of timeshare owner believed timeshare holidays were as good as, or better than, staying in a hotel while 67 per cent said timeshare was good value for money compared with other holidays they have taken.

More than 30,000 timeshare owners from Spain, the UK, Italy, Germany, Austria and Switzerland completed the survey.

Australian Timeshare and Holiday Ownership Council president Ramy Filo said the results came as no surprise to anyone involved in the timeshare industry.

“If you repeated the survey in Australia you would walk away with the same results and for the same reasons,” he said.

Survey respondents cited the guarantee of quality, destination choices and the range of facilities and services on offer, a situation Mr Filo said was also representative of Australian owners.

He said these findings were backed by the Economic Significance of the Australian Timeshare Industry report, compiled by the Australian Economic Consultants Group for ATHOC last year.

The study found that 94 per cent of Australia owners were satisfied with their timeshare purchases and the satisfaction rate in Australia is now among the highest in the world.

The Timeshare Industry is now enjoying resurgence in popularity throughout Australia and New Zealand. The Economic Significance of the Australian Timeshare Industry report found that during the past six years the number of timeshare owners had increased 50 per cent to more than 125,000, the number of resorts had increased from 57 to 73, and average annual net sales of timeshare have grown to \$173 million.



“These figures are all expected to double within the next decade,” said Mr Filo.

“It’s predicted that the number of Timeshare Resorts in Australia could grow to 136 by 2015 with a sales value of \$479.7million a year, while the number of Timeshare Owners will grow to 311,500 .”

The Gold Coast is the epicentre of the Australian timeshare industry, with the region being home the head offices of Holiday Club, Trendwest, APVC, Classic Holidays, RCI, I.C.E. Asia Pacific and Dial’N’Exchange.

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