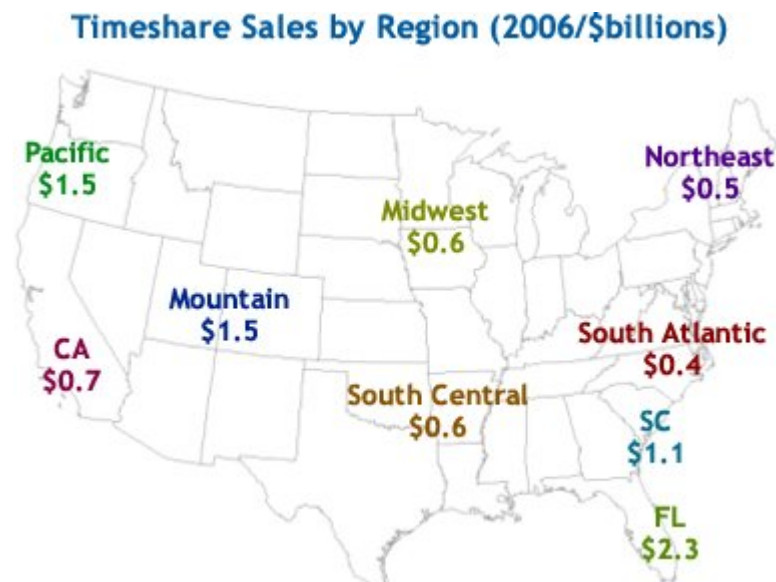


## Timeshare Industry Booming in the States

Nearly 4.5 million Americans own timeshares, up from 4.1 million just two years ago. Increasingly, Americans are recognizing the advantage of investing in leisure time. Today, almost 4% of U.S. householders own a timeshare, according to the [American Resort Development Association \(ARDA\) International Foundation](#).

In 2006, timeshare sales reached \$10 billion in the U.S. California, Florida and South Carolina, the top timeshare states, accounted for \$4 billion of those sales, almost half. The Mountain and Pacific areas are primed to give them a run for their money. In 2006, these two regions attracted \$1.5 billion in new sales and are slated to gain nearly 20,000 new units in coming years (see bar chart below).

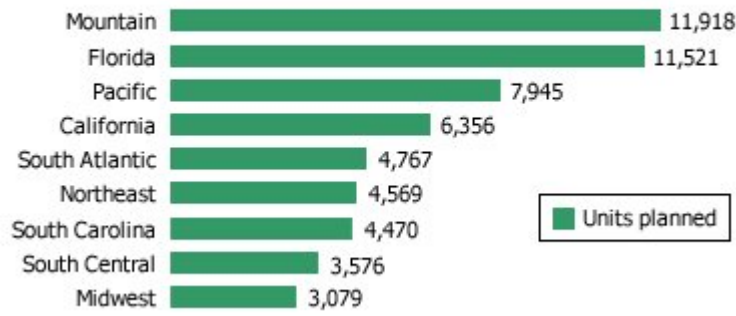
Here's ARDA's breakdown of timeshare sales in 2006:



Timeshare sales in the U.S. are booming, according to ARDA. Additional timeshare units are planned for development across the country with an emphasis on the mountain states, Florida and the Pacific area. Combined, these three prime areas will account for more than half of the 58,000 new timeshare units to be constructed.

Here's ARDA's breakdown on planned timeshare development in the near future:

**Timeshare Units Planned by U.S. Region (2007 and beyond)**



Source of both charts:  
*State of the Vacation Timeshare Industry: United States Study 2007, prepared by Ernst & Young for AIF. Survey sent to more than 1,600 timeshare resorts in the United States, results based on 625 responses (a 39% response rate).*