

Timeshare – the Physical Product - Bigger Units

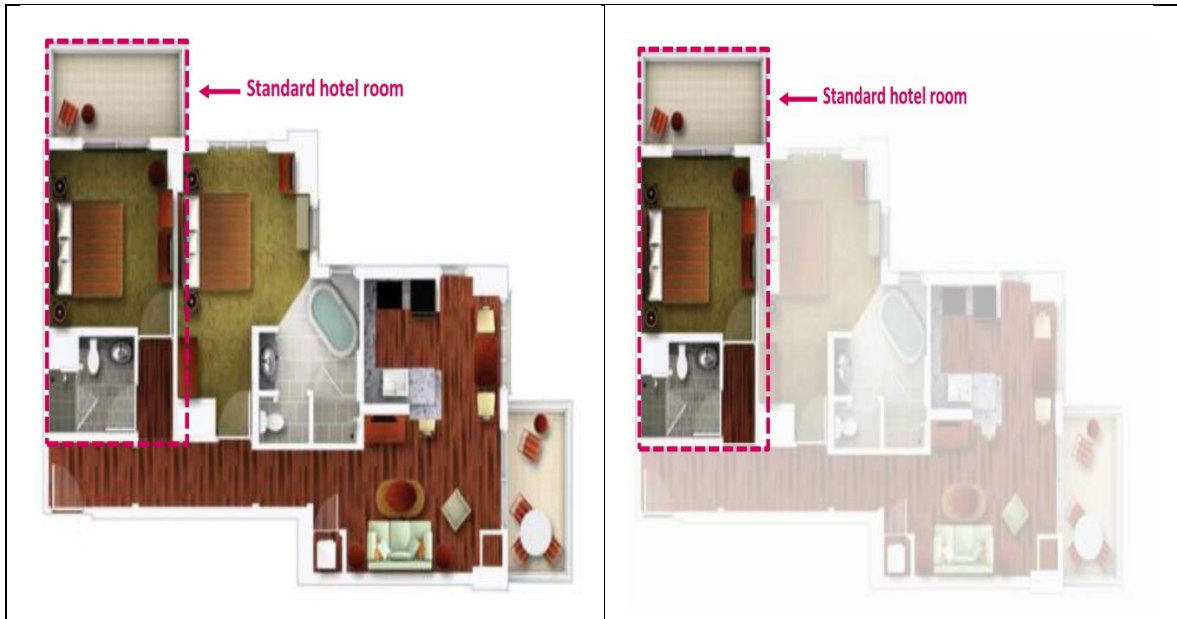
In planning a resort development, it is prudent to offer an appropriate mix of unit sizes aligned with the references of your target markets. Two-bedroom units tend to be the most popular, catering for the family or allowing friends to share a holiday, but in privacy.



Unit design

A timeshare unit should be seen as a significantly different product as compared to a traditional hotel room. This distinction also applies to interior design features where the differences focus upon colour, furniture and theming. Consumers should have a sense of arrival when they enter a timeshare unit. Colour can be used to reflect the resort locality and seek to move the emotions. In contrast to hotels with muted colours, often dictated by a corporate office or brand standard for system-wide use, a timeshare resort should reflect a unique look, appealing to its target markets. A good interior designer can create a look that can satisfy incoming owners as well as make an impact on sales prospects.

By design, a timeshare resembles a home, with a kitchen, living and dining area, bathrooms and bedrooms, far more than a hotel room or suite. The intent is for a timeshare to be a luxurious home away from home – something that purchasers aspire to in their lives, and which they feel they deserve, if only during their holiday, after working hard all year.



The two layouts above graphically demonstrate the spatial differences between a standard hotel room and a timeshare Apartment.

Purpose-built units often include items such as terraces, balconies and fireplaces, and may come equipped with Jacuzzis and saunas. They are equipped to a high standard of luxury, with home entertainment centres, several videos and televisions.

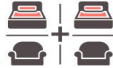


SIZE DOES MATTER

WHEN IT COMES TO YOUR VACATION ACCOMMODATION

THE AVERAGE SIZE OF A TIMESHARE UNIT

<p>1 BEDROOM: 700 sq ft</p>	<p>2 BEDROOM: 1,160 sq ft</p>	<p>3 BEDROOM: 1,590 sq ft</p>
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MAYBE IT'S TIME TO EXPERIENCE A TIMESHARE VACATION!

<p>61% OF ALL TIMESHARE UNITS</p>  <p>are 2-bedrooms—9% have 3+ bedrooms.* Spread out! The kids or other family members have the room they need.</p>	<p>350 sq ft THE AVERAGE SIZE OF HOTEL ROOMS</p>  <p>No need to cram everyone into one hotel room. Mom and Dad have the privacy they want on vacation.</p>	<p>91% OF VACATIONERS</p>  <p>said a kitchen improved their vacation experience.* Saves costs, great with kids, convenient.</p>
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The master bathroom is also an excellent area for making a statement in a timeshare resort. It should be large and emphasise all the extra luxuries not always found in homes —such as jacuzzis, large mirrors, double washbasins and shower areas. The kitchen will often be the focal area of activity during occupation and this is an area where purpose-built timeshare units really do deliver, with spacious, well-appointed kitchens such as you would expect to find in a true second-home environment.

KITCHENS: THE KEY TO A HAPPIER VACATION!



90%*
of vacationers said a kitchen improved their vacation experience

WHY KITCHENS?

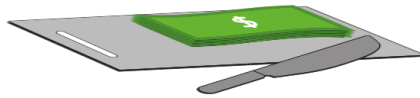
PERFECT FOR FAMILIES WITH YOUNG CHILDREN

They eliminate the hassle of eating every meal out, and meals are at convenient times, meaning there is less pressure to be on a schedule



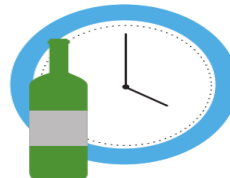
CUTS VACATION COSTS

Eating out adds up. Having a kitchen allows you to save money on meals



ALLOWS FOR ADULT DINING TIME

A family meal is great for bringing everyone together, but sometimes you need a break. Give the kids an earlier dinner and enjoy some well-deserved adult time and conversation



GREAT OPTION FOR THOSE WHO LOVE TO COOK!

A resort truly feels like a home away from home with a favorite family meal

For added flexibility, many leading resort developers introduced the 'lock-off unit' as shown in the floorplans above. This is, in effect, a clever combination of two smaller units which have inter-connecting access doors, which can be sold as one large unit. The two principal exchange companies have produced their own guidelines as to minimum unit sizes in the interest of ensuring some degree of uniformity in the marketplace.

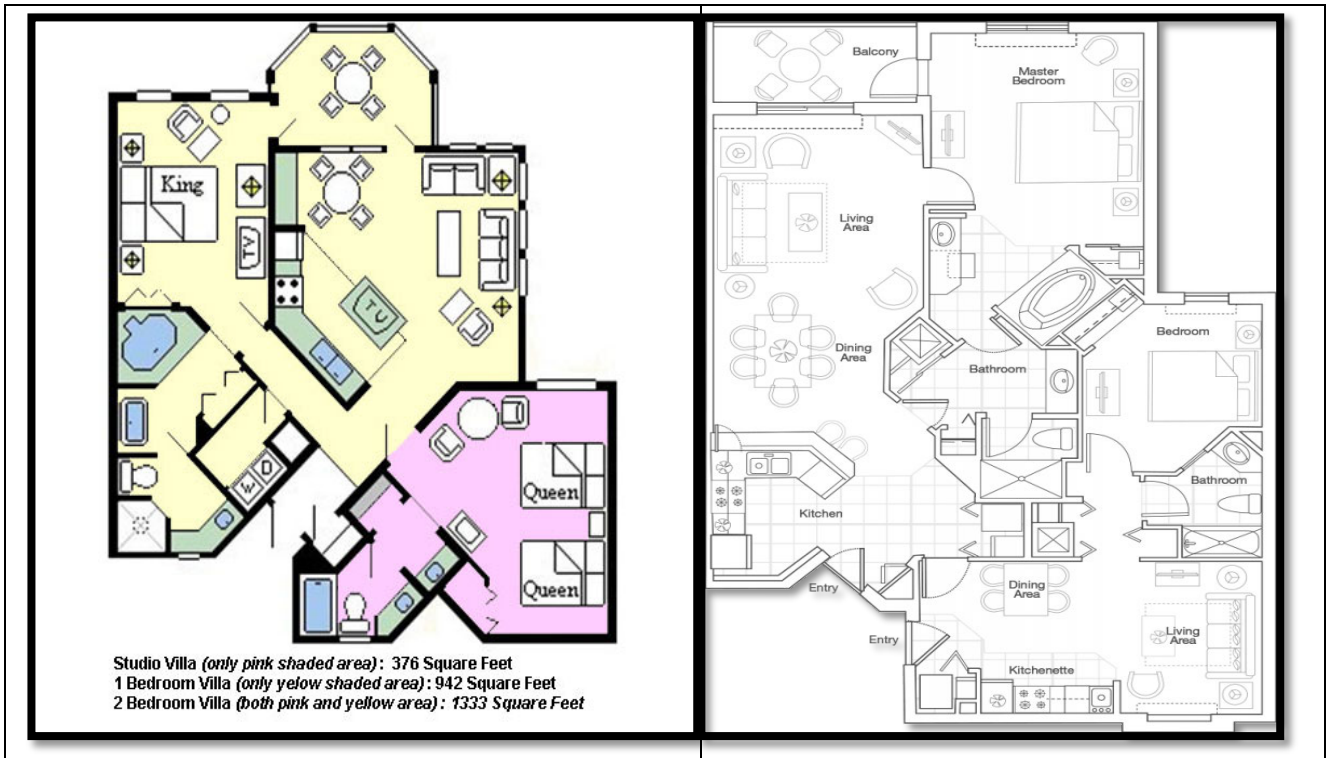


Table 1: Interval International Unit Size Guidelines - (excluding Urban Sites)

Unit Type	Maximum Occupancy (Privacy)		Standard Sq.Feet (m ²)		5 Star Sq.Feet (m ²)		5 Star Plus Sq.Feet (m ²)	
	2	(2)	300	(27.9)				
Hotel Unit	2	(2)	300	(27.9)				
Studio	2	(2)	350	(32.5)	425	(39.5)	550	(51.1)
1 Bed	4	(4)	500	(46.5)	600	(55.7)	850	(79.0)
1 Bed	4	(2)	400	(37.2)				
2 Bed	6	(6)	950	(88.3)	1,050	(97.5)	1,300	(120.8)
2 Bed	6	(4)	900	(83.6)				
3 Bed	8	(6)	1,400	(130.1)	1,550	(144.0)	1,750	(162.6)
3 Bed	8	(8)	1,250	(116.1)				

Table 2: RCI Minimum Size Guidelines

Unit Type	Maximum Occupancy (Privacy)		Standard Sq.Feet (m ²)		Premium +20% Factor Sq.Feet (m ²)	
	2	(2)	250	(23.2)	300	(27.9)
Hotel Unit	2	(2)	250	(23.2)	300	(27.9)
Studio	2	(2)	250	(23.2)	300	(27.9)
1 Bed	4	(4)	450	(41.8)	540	(50.2)
1 Bed	4	(2)	340	(31.6)	408	(37.9)
2 Bed	6	(6)	650	(60.4)	780	(72.5)
2 Bed	6	(4)	510	(47.4)	612	(56.9)
3 Bed	8	(6)	680	(63.2)	816	(75.8)
3 Bed	8	(8)	850	(79.0)	1,020	(94.8)