

2018 Timeshare Survey Results

Objectives

- To learn about timeshare sales tactics
- How often people purchase or don't and why
- Gain insight into timeshare ownership
- Share information to help inform decisions

Special thanks to Fritz Gilbert of [TheRetirementManifesto](#) and Kathe Kline of [RockYourRetirement](#) for their help with distributing this survey.

Question 1

Have you ever attended or been invited to attend a timeshare presentation (sales pitch)?

ANSWER CHOICES	RESPONSES
▼ Yes, I've attended (please continue)	93.67%
▼ I've been invited but have not attended (answer #2 only - thank you)	5.06%
▼ No, I've never been invited (no need to answer any more questions - thank you)	1.27%

Question 2

How do you rate your knowledge of timeshares prior to your opportunity to attend a presentation?

ANSWER CHOICES	RESPONSES
▼ Knowledgeable	13.92%
▼ Somewhat knowledgeable	62.03%
▼ Not knowledgeable	24.05%

Question 3

What factored into your decision to attend the presentation? (Check all that apply)

ANSWER CHOICES	RESPONSES
▼ Promise of a free gift (a free stay, gift card, etc)	90.67%
▼ Limited space, sign up now	0.00%
▼ The presentation would be short	20.00%
▼ Felt obligated	4.00%
▼ I wanted to attend regardless	6.67%
▼ Other (please specify) Responses	10.67%

Other:

- Discounts on many activities like dinner cruises, snorkeling cruises, helicopter rides, etc (Hawaii - Maui)
- Curious how it worked
- Invited by friends
- Marriott offered a low price on our weekend stay if we attended

Question 4

Did you feel pressured or intimidated during the presentation?

ANSWER CHOICES	RESPONSES
▼ Yes	66.22%
▼ No	33.78%

Comments:

- High pressure sales and sales agent felt personally hurt if I did not buy.
- They were trying to put on the pressure by coming up with new "deals" that had recently come up.
- They use very high pressure tactics even though I let them know I'm there only for the free trip. A few have gotten very aggressive at the end after they realize they can't bully me into making a purchase but the majority have been pleasant and want to get through it as bad as I do so they can move onto their next customer.
- We were there for 2 hours and they applied the pressure the whole time. They finally gave up and ended the presentation. We were exhausted from the constant pressure.
- Just the normal sales pressure at the end. no follow-up after
- Of course! Pressure to purchase the offered product/property.
- It is a high pressure sales pitch, that really is the only way they can sell them
- Hard core sale tactic. I was young and swore to never attend another one, and I haven't
- Have to make up your mind now. No calling friends, doing research
- Buy now or else...
- If you say NO, then they brow beat you and the pressure starts.
- Intimidated is too strong of a word. But pressure is part of the presentation particularly when they bring a second party in to encourage you to sign up.
- Quite a bit of pressure although also a bit insulted when he realized we were mostly women so assumed we couldn't afford it - there were two engineers, a lawyer and a pharmacist at the table
- A little; Marriott rep kept adding sweeteners but we were not psychologically ready to buy, even though financially we could.

- Persistent salespeople and escalation to other people when we declined

Question 5

Did you purchase a timeshare?

ANSWER CHOICES	RESPONSES
▼ Yes	37.33%
▼ No (please move on to #8 - thank you)	62.67%

Comments:

- Interested in forcing ourselves to vacation.
- I purchased my time share before I ever attended a presentation. Later I attended several follow up presentations where there try to sell me more points.
- 15 yrs ago. Bought at local Colorado mtn site to have availability to park underground while skiing. Used points at non-Colorado locations.
- I declined the big offer, and then they asked me to meet with the developer's representation to provide feedback. This was simply another sales pitch. They offered a discovery membership (Wyndham) for a much smaller amount and said it was a trial option. I bought it because it seemed like a good way to try it out.
- It was a lousy deal.
- Getting locked into a maintenance fee is not worth it to me.
- Great \$ opportunity
- Location
- Not right for our family, and real expensive.
- A friend in real estate reviewed the contract and said it was a good deal.
- Too expensive; too long commitment
- 30 years ago, it was a good way to force us to take a yearly vacation
- Rip-off
- I bought it from a friend of mine who was the original owner. I did buy an upgrade from the timeshare sales person.
- Originally was a good time of year to take vacation and the price was reasonable to us for the location.
- High fees. Probably wouldn't use it that much. I'd rather own my property than share it.
- Waste of money and almost impossible to get rid of if your needs change
- Stupid at the time and believed the spin.
- We loved the resort. Our financial advisor has suggested we buy a vacation home because we're doing so well and work too much. I felt this was a cheaper way of obligating us to vacation some.
- We have a couple but now we say no.

Question 6

If you made a purchase, what happened?

ANSWER CHOICES	RESPONSES
▼ I still own it	76.67%
▼ No longer own it (please indicate in comments why and how you dispositioned it)	13.33%
▼ Canceled within the allotted cancellation period	10.00%

- I have owned my time share for 16 years and love it. We have used it over 100 times since we purchased it.
- Best choice we've ever made
- can't get read of it; now trying to do a deed in lieu of foreclosure
- Owned it for 10 years. Just sold it for pennies compared to the cost.
- Gave it back after 20+ years, yearly fees kept going up, places too trade became more difficult
- The trades have been great!
- I was able to do a deed back to the association after 30 years of ownership

Question 7

How long have you owned it or did own it (in years)?

ANSWER CHOICES	RESPONSES
▼ Less than 1	13.33%
▼ 1 - 5	10.00%
▼ 6 -10	10.00%
▼ More than 10	66.67%

Question 8

How satisfied are you with your overall timeshare experience?

VERY SATISFIED	SATISFIED	NEUTRAL	NOT SATISFIED	VERY UNHAPPY
11.94%	25.37%	26.87%	28.36%	7.46%

- Pressure after the presentation was tremendous
- Satisfied, but if I could do it over I would not buy.
- We knew we were going to suffer a hard sell ... but the experience was worth it
- Was promised a stay at nice place. After presentation we were sent to a place we didn't feel safe nor would I of ever stayed at even for someone I didn't like. Their attitude was oh well. Really soured us on attending any more.
- Pressure wasn't too bad on initial sales pitch, but the "developer's representative" routine felt slimy, once I realized what they had done. Also really disliked finding out how they treat discovery members vs. long-time owners. So unfair, and I didn't want to be a part of it and didn't want to join the club of long-time owners to be treated so poorly.
- It took a lot longer than they originally said, but we did get the discount on tickets that we were trying to get.
- I go in with my eyes wide open and know what to expect. We have stayed at some very nice places for free or close to free.
- Difficult to trade
- I inherited several timeshares from my father's (it was almost a hobby with him). They are impossible to get rid of!

- It's a small studio timeshare with a Murphy bed and a fold out couch, but it beats out hotel prices on west Maui.
- It forces you to take vacation.
- I feel like it's an impulse buy; too many unknowns.
- You need some push to take a vacation; it is not the worst deal.
- I am becoming less satisfied. Established fees increase every year. In addition there are fees for any changes or if you want to trade. The ability to trade my unit for other properties (which was one of the reasons I bought it) has increased in price and seems limited compared to other years.
- Crunching the numbers I believe we have more than gotten what we put in.
- We enjoyed and used the time share. Was not able to exchange for what we wanted thru Interval International and the maintenance fees got to be higher than we liked.
- Confirmed that this would be a poor use of my finances.
- Marriott guys were professional; there was selling pressure but not overboard
- The trapped us there by putting us on a bus to the location and it wasted a couple of hours of valuable vacation time. Last time to get the free stuff this way. Time is now more valuable than money.
- A high-pressure sales event is an awful thing to be subjected to.
- Ownership has changed 4 times and the experience is not the same.
- Not happy about the total secrecy of how and where funds are spent. If we're on the hook for all expenses, they should be totally transparent about their expenses, including salaries. And there should be a member elected board of directors. Still love the resort and we've used all but one year.
- It is only worth it if you use it. I wish there was some way to get out of it that was not a scam.