

Assessment of Economic Impact
of the Vacation Ownership Industry



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[Foreword]

Message from AIRDA

One of the things about keeping your ear close to the ground is the importance of picking up the indicators of change on emerging markets, new entrants, new trends, and new customer profiles. It is also useful to know which way the industry is heading in its evolution curve.

With this in mind, we at AIRDA constantly see the need to carry out meaningful surveys on the impact of timeshare and vacation ownership. The need to know gains relevance when it comes to assessing the economic benefits where our timeshare resorts are located. AIRDA has thus taken a lead role in “knowledge quest” and our newest study was in the areas of Coorg, Uttarakhand, and Goa, with a specific focus on the vacation ownership industry. One of the key findings here was the extent of economic activity generated and the consequent creation of jobs, which was found to be extremely significant. Our study also reveals that the economic contribution is directly linked to the “holiday-spends” of people on vacation.

In the ultimate analysis what we have on the table is a very encouraging picture based on information gathered and the analysis done on these focus markets.

I thank all AIRDA members, design & artwork resources and the content provider for producing a report that is informative and illustrative in terms of statistics and analysis. According to me this is another chapter in our effort to understand the space we operate in.

I would also like to make a special mention of Mr. Ashok R Sankethi and his team from Knowledge Base for giving us new windows of information and understanding.

B. S. Rathor
Chairman, AIRDA



[the context]

The All India Resort Development Association is the industry body for the vacation ownership industry, more commonly known as the timeshare industry in India. As part of its ongoing efforts to enhance the conditions under which the industry operates, AIRDA wished to quantify the economic impact of the industry on the society at large.

To this end, three rounds of studies were carried out across different parts of the country over a period of 24 months. The studies were aimed at assessing the economic value added by the industry in each of

these three areas (the states of Uttarakhand and Goa, and the district of Coorg in the state of Karnataka).

The findings from the three studies have been compiled and projected to an all-India estimate.

This document is the summarized report of the all-India estimate of the Economic Impact of the vacation ownership industry and its close cousins – non-timeshare resorts, leisure hotels, and home-stays – on the economy of the region where they operate.



[appendix]

About KAYBASE

Kaybase is a research based consulting firm with an excellent track record of handling assignments of strategic importance. The Kaybase team includes professionals from market research, brand management and communication backgrounds.

Kaybase's client list includes large corporates such as Mphasis, Infosys, Mahindra Holidays, Lucas TVS, Emami, and several Murugappa group companies as well as owner-driven small business entities such as Sansar, Shanti's, Rasvihar, etc.

Our range of work spans customer satisfaction enhancement, employee relationship management, new product demand estimation, customer retention analysis and B2B brand development.

Some of our key clients include -

- Lucas Indian Service
- Club Mahindra
- Mphasis
- EID Parry
- Hello FM
- Ambadi Industries
- Malayala Manorama
- Viveks
- AIRDA
- And several smaller but highly professional players such as regional retail chains and real estate companies.

[bibliography]

- www.airda.org
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- www.sbreb.org
- www.oxfam.org
- Ministry of Tourism
- Kaybase's desk research on multiple published studies on Indian affluence
- Business.gov.in

Disclaimer: The figures mentioned in this report have been derived from secondary research and primary research. Wherever figures have been quoted from secondary research, the source has been mentioned. The figures have been taken from sources which are believed to be reliable and we have not tried to independently validate the figures and do not guarantee that the information is accurate or complete.

The primary research findings are based on sample surveys and could suffer from sampling errors, as well as human data reporting and collection errors. All reasonable precautions have been taken to ensure that the primary research data collection and analysis have been done using industry best practices and with adequate quality checks. Despite this, some errors could have crept in. These figures are to be taken as indicative and not as exactly accurate.

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