

# Shared Ownership Solutions: An alternative approach to hospitality in the Caribbean



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*Sometimes, adversity is  
what you need to face in  
order to become  
successful.*

”

**Zig Ziglar**

Ziglar was right; in times of adversity, we all need to seize opportunities for new income streams and to maximise our marketing and property assets potential.

Our research has confirmed that the reduction in inbound vacation visitors and a more conservative approach to investing in second-home property has revived interest in the shared and co-ownership concept with resorts and hotels looking to diversify their product offering.

The concept of shared ownership is proven to complement and augment the hotel and resort markets in the Caribbean.

## Why consider Shared Ownership today?

- The shared ownership concept began in the 1960s at Superdevoluy, a ski resort in the French Alps.
- The following U.S. oil crisis in the 70's reinforced the logic of buying shared ownership products rather than investing in individual property ownership.
- With the 2008 financial crisis and the current global pandemic, history is yet again being revisited.
- Today, shared ownership projects range from a single timeshare week of ownership to complex longer-stay fractional developments, small group co-ownership and international vacation clubs.
- Many of the world's largest hospitality brands are involved in shared ownership, including Hyatt, Disney, Marriott, Wyndham, and Hilton.
- Owners tend to travel irrespective of the economic environment as they have purchased their vacations on a long-term basis.
- Achieve guaranteed income throughout the year through annual fees.

## How does Shared Ownership work?

- 1 Divide your property type, house, villa or apartment into equal shares and sell those shares to individuals. Anything from one share to 52 shares can be sold.
- 2 Each individual will pay a one-time up-front amount to own their rights to occupy the time they have bought. The seasonality dictates the prices, peak season will sell for more than the lower season.
- 3 Each owner will also pay an annual fee per week, month or quarter, depending on the type of ownership, the size of the accommodation, and the amount of ownership they have purchased.
- 4 Each owner can use, gift, rent, sell or will their ownership.
- 5 You may choose to offer an external exchange system so your owners can swap their Barbados ownership for other countries.

## Key Shared Ownership Industry Statistics (for the U.S. market) \*

- **1,580** shared ownership resorts in the U.S.
- **9.6 million** U.S. households own one or more
- 11 per cent of owners earn **\$100K** or more
- Average price of an interval is **\$21,455**
- **\$80.7 billion** contributions to U.S. economy
- **540,410** full- and part-time jobs
- **\$29.9 billion** in income and wages and \$10.8 billion in tax revenue
- **\$7.2 billion** spent by owners and guests during their vacations
- **\$2.88 billion** spent onsite at resorts and \$4.35 billion spent off-site
- **80.8 per cent** average occupancy (2018 hotel occupancy was 66.2 per cent\*\*)

\* AIF State of the Vacation Timeshare Industry: United States Study, 2019 edition (reflecting 2018 data); AIF Economic Impact of the Timeshare Industry on the U.S. Economy, 2018 edition (reflecting 2017 data); AIF Shared Vacation Ownership Owners Report, 2018 edition (reflecting 2017 data)

\*\* Smith Travel Research

## How Shared Ownership Solutions can help hotels, resorts and condominiums in Barbados

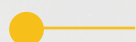


Unexpected difficult market conditions have shown that a reliance on one type of vacation product (e.g. hotel rooms or condos) can be extremely challenging.

**Shared ownership** is an effective means for developing tourism, especially when the project is well planned, carefully developed, and properly marketed and sold.

**Shared ownership** developments combine the best of both worlds - the core hotel or resort offering with a complementary portfolio of annual fee-paying shared ownership options.

In many cases, **shared ownership** is also a first stepping-stone before purchasing a vacation property or second home.



## Who are Shared Ownership Solutions?

Shared Ownership Solutions has been established to help you diversify and generate new opportunities for your hotel or resort business and to:

- Deliver our extensive years of experience, industry knowledge and critical connections in all aspects of the shared ownership business.
- Deliver our comprehensive range of services designed to assist local developers and hoteliers increase their revenue opportunities.
- Deliver a proven, trusted and robust business model
- Attract overseas hospitality brands to add timeshare, fractional or private residence accommodation to their extensive portfolios.

**CEO Michael Ashton has over 25 years' knowledge and experience within the shared ownership vacation industry covering different geographical markets, including the U.K., Europe, the U.S., Canada and Asia.**

**Our team provides expert advice and consultancy services to Barbados hotel and property owners, developers and agents that have not readily been available locally.**

To identify opportunities for your business, contact **us today to find out more:**



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Follow us on **LinkedIn**

## Our team's expertise covers:



- Product development
- Sales
- Marketing
- Resort operations
- Owner services
- Resort software
- Exchange



## In addition, through Shared Ownership Solutions partners, we can offer:



- Product development
- Feasibility studies
- Ownership structures
- Usage plans
- Independent trustee structures
- Club administration
- Collection services
- Compliance