

BEST HOTEL OR RESORT FOR A LONG VACATION (MORE THAN 5 NIGHTS)

- 1 Sheraton Maui Resort & Spa
Kā'anapali, Maui
sheraton-maui.com
- 2 Hilton Hawaiian Village Waikiki Beach Resort
Waikiki, O'ahu
hiltonhawaiianvillage.com
- 3 Hilton Waikoloa Village
Waikoloa, Hawai'i Island
hiltonwaikoloavillage.com
- 4 The Westin Kā'anapali Ocean Resort Villas
Kā'anapali, Maui
westinkaanapali.com

- 5 Turtle Bay Resort
North Shore, O'ahu
turtlebayresort.com
- 6 Travaasa Hāna
Hāna, Maui
travaasa.com/hana
- 7 Kā'anapali Beach Hotel
Kā'anapali, Maui, kbhmaui.com
- 8 Grand Wailea
Wailea-Mākena, Maui
grandwailea.com
- 9 Aulani: A Disney Resort & Spa
Ko'Olina, O'ahu
resorts.disney.go.com

- 10 The Westin Maui Resort & Spa
Kā'anapali, Maui
westinmaui.com
- 11 Honua Kai Resort & Spa
Kā'anapali, Maui
honuakai.com
- 12 Hyatt Regency Maui Resort & Spa
Kā'anapali, Maui
maui.hyatt.com
- 13 Sheraton Kauai Resort
Po'ipū, Kaua'i
sheraton-kauai.com
- 14 Four Seasons Resort Hualālai
Kona, Hawai'i Island
fourseasons.com/hualalai
- 15 Kauai Marriott Resort
Lihū'e, Kaua'i
marriotthawaii.com



THE CLIFFS AT PRINCEVILLE

New to the Best Vacation Timeshare Property lineup this year are the 129 cozy and quiet condominium-style units of The Cliffs. Set on a trade-wind-grabbing bluff in one of the northernmost locales of the main Hawaiian Island chain, one- and two-bedroom home away from homes in three-story building blocks front the uninterrupted sea. Perhaps The Cliffs' best amenity—in addition to its spa, putting greens, swimming pool as well as tennis, basketball and shuffleboard courts—is its location: just a short, complimentary bike ride away from many north shore Kaua'i diversions.

BEST VACATION TIMESHARE PROPERTY

- 1 The Westin Kā'anapali Ocean Resort Villas
Kā'anapali, Maui
westinkaanapali.com
- 2 Diamond Resort's Kā'anapali Beach Club
Kā'anapali, Maui
diamondresorts.com
- 3 Marriott's Maui Ocean Club
Kā'anapali, Maui
marriott.com
- 4 Marriott's Ko'Olina Beach Club
Ko'Olina, O'ahu
marriott.com
- 5 Lagoon Tower by Hilton Grand Vacations Club
Waikiki, O'ahu
hiltongrandvacations.com

- 6 Aulani: Disney Vacation Club
Ko'Olina, O'ahu
resorts.disney.go.com
- 7 Kaua'i Coast Resort at the Beachboy by Shell Vacations Club
Kapa'a, Kaua'i
shellhospitality.com
- 8 Pono Kai Resort
Kapa'a, Kaua'i
ponokairesort.com
- 9 Marriott's Kaua'i Beach Club
Lihū'e, Kaua'i
marriottvacationclub.com
- 10 Wyndham at Waikiki Beach Walk
Waikiki, O'ahu
clubwyndham.com
- 11 Kona Coast Resort
Kailua-Kona, Hawai'i Island
konacoastresorts.org

- 12 The Cliffs at Princeville
Princeville, Kaua'i
cliffsatprinceville.com
- 13 Wyndham Shearwater
Princeville, Kaua'i
extraholidays.com
- 14 Lāwa'i Beach Resort
Po'ipū, Kaua'i
lawaiibeach.org
- 15 Marriott's Waiohai Beach Club
Po'ipū, Kaua'i
marriott.com

BEST BED & BREAKFAST OR INN

- 1 Shipman House Bed & Breakfast Inn
Hilo, Hawai'i Island
hilo-hawaii.com
- 2 Hale Maluhia Country Inn
Kailua-Kona, Hawai'i Island
hawaii-bnb.com
- 3 The Plantation Inn
Lahaina, Maui
kbhmaui.com/plantation-inn
- 4 Walp'o Rīm B&B
Honoka'a, Hawai'i Island
walpiorim.com
- 5 Po'ipū Plantation
Po'ipū, Kaua'i
bedandbreakfastkauai.com

BEST HOTEL OR RESORT SPA

- 1 Grand Wailea
Wailea-Mākena, Maui
grandwailea.com
- 2 Travaasa Hāna
Hāna, Maui
travaasa.com/hana
- 3 The Westin Maui Resort & Spa
Kā'anapali, Maui
westinmaui.com
- 4 The Ritz-Carlton, Kapalua
Kapalua, Maui
ritzcarlton.com
- 5 Aulani: A Disney Resort & Spa
Ko'Olina, O'ahu
resorts.disney.go.com
- 6 Hilton Hawaiian Village Waikiki Beach Resort
Waikiki, O'ahu
hiltonhawaiianvillage.com
- 7 Halekulani
Waikiki, O'ahu
halekulani.com
- 8 Montage Kapalua Bay
Kapalua, Maui
montagehotels.com/kapalua-bay
- 9 Hilton Waikoloa Village
Waikoloa, Hawai'i Island
hiltonwaikoloavillage.com
- 10 St. Regis Princeville Resort
Princeville, Kaua'i
stregisprinceville.com

THE CLIFFS AT PRINCEVILLE

The Top 25 Independent Resorts

By Bob Schmidt

Many people assume that a "branded" timeshare resort (i.e. Hilton, Hyatt, Marriott, etc.) is more desirable than a single independent timeshare resort. The idea that the name-brand resorts offer more value for the consumer was compelling. At Sharket, we wanted to examine this assumption further.

We study the timeshare resale market and have compiled more than 1.2 million sales transactions, including more than 100,000 resale transactions from 2012 onward. We often use these data to publish various lists of top resorts, such as a Top 25 Timeshare Resorts list, and a Top 25 Marriott Timeshare Resorts list.

In this, our first-ever Top 25 Independent Resorts list, we are using our resale data from over 800 independent resorts, so those that made the list are truly a select few worthy of recognition.

We suspect many of the resorts on the Top 25 Independent Resorts list would meet the definition of a legacy resort. *Time-Sharing Today* defines a legacy resort as one originally developed in the 1970s and 1980s that is now run by an owners' association, which means it's under the control of the owners as opposed to a developer.

Based on Resales

At Sharket we don't keep track of the date various resorts were founded, or on the vacation experience. Our analysis is based on resale transaction activity. No doubt a great vacation can be enjoyed at any of the more than 7,500 timeshare resorts around the world, but for our ranking we look only at the num-

ber of actual resale transactions and the typical prices paid.

Our methodology is documented in detail on the sharket.com Web site for all to see. In a nutshell, the more resales and the higher the price, the better the ranking. In practice, we go through a painstaking effort to calculate a Saleability Score on a scale of 1 to 10, with 10 being the best.

The score takes into account both resale activity and average price. Any resort with a Saleability Score of 6 or above generally has good demand in the marketplace with the ability to sell a timeshare in a fairly short period of time, while resorts scoring 5 or below generally sell at a lower price and take longer to sell.

Some Observations

A quick look at the top independent resorts list shows that one state by far dominates the pack. Thirteen of the top 25 resorts are in Florida. California and Hawaii follow with four resorts each, and Colorado has three. One is in Oregon.

Twenty vacation destinations are represented on the list overall and several appear more than once. Three of the resorts on the list are located on Maui; two in Lauderdale by the Sea, FL; two on Longboat Key, FL; and two in Del Mar, CA.

With respect to vacation experience, Beach/Coastal destinations dominate the list with 21 resorts. Three are in the Ski/Mountain category, and one in Theme Parks.

The two highest-ranking resorts, Jupiter Beach Club in Jupiter, FL; and Las Olas Beach Resort of Cocoa Beach, FL, each have a Saleability Score of 8. This

score is earned by resorts that transact easily, although they don't command prices as high or have as many resale transactions as resorts scoring a 9 or 10 in the world of Sharket rankings.

How Scoring Works

To score at a level of 8, a resort must have one of three possible combinations of typical price and resale transactions. It may have a typical price of \$5,000 or more and transaction volume of 50 to 99 transactions per year, a typical price of \$4,000 to \$4,999 and between 100 and 199 resale transactions per year, or a typical price of \$3,000 to \$3,999 and more than 200 transactions per year.

Resorts scoring 8 typically qualify as "broker quality," meaning that their product is easy enough to sell that a resale broker will likely be interested in listing the timeshare and finding a buyer. (About one percent of resorts—fewer than 20—in Sharket's overall database score an 8.)

The remaining Independent resorts have a Saleability Score of 6 or 7 indicating either a low dollar amount for the typical price, or a relatively high typical price but low transaction volume. Fifty-two resorts or about 3.5 percent score a 7 in Sharket's database, including 14 represented in the Top 25 Independent Resorts list. Nine others on the list are among the 157 (about 10 percent) of resorts with a score of 6.

Among the Top 25 Independent Resorts, we see typical prices ranging from \$3,000 to \$19,000 and the number of resales annually ranging between nine and 135. Total resale volume ranges from \$102,000 to \$1.2 million annually.

All in all, the Top 25 Independent Resorts have proven to be popular on the resale market, generating \$7.4 million annually in resale transactions.

This robust resale figure indicates that a timeshare resort does not have to be affiliated with a brand to have success and enjoy strong demand on the resale market. The numbers prove it.

Bob Schmidt is chief data officer at Sharket LLC, a timeshare market research firm based in Celebration, FL.

Independent Resort Rank	Resort	City	State	Destination	Scalability Score	Typical Price	Resales (#)	Resales (\$)
1	Jupiter Reef Club	Jupiter	FL	Beach/Coastal	8	\$5,950	50	\$357,732
2	Las Olas Beach Club of Cocoa Beach	Cocoa Beach	FL	Beach/Coastal	8	\$5,000	52	\$261,982
3	St. James Place	Beaver Creek	CO	Ski/Mountain	7	\$18,300	37	\$1,209,500
4	Lighthouse Cove Condominium	Pompano Beach	FL	Beach/Coastal	7	\$3,000	116	\$502,997
5	Lawai Beach Resort	Koloa Kauai	HI	Beach/Coastal	7	\$3,000	135	\$452,078
6	Veranda Beach Club	Longboat Key	FL	Beach/Coastal	7	\$7,000	44	\$445,775
7	Southern California Beach Club	Oceanside	CA	Beach/Coastal	7	\$9,000	41	\$438,163
8	The Resort at Whale Pointe	Depoe Bay	OR	Beach/Coastal	7	\$19,000	16	\$352,225
9	Coronado Beach Resort	Coronado	CA	Beach/Coastal	7	\$7,750	36	\$290,592
10	Lighthouse Resort and Club	Sanibel Island	FL	Beach/Coastal	7	\$5,000	28	\$245,525
11	Maui Sunset	Maui	HI	Beach/Coastal	7	\$9,500	17	\$224,311
12	Rams Horn Village Resort	Estes Park	CO	Ski/Mountain	7	\$11,750	16	\$177,546
13	Costa Del Sol - Lauderdale	Lauderdale-By-The-Sea	FL	Beach/Coastal	7	\$5,000	16	\$167,200
14	The Native Sun	Lauderdale-By-The-Sea	FL	Beach/Coastal	7	\$6,000	16	\$124,050
15	The Banyan Resort	Key West	FL	Beach/Coastal	7	\$5,000	19	\$120,957
16	Villa L'Auberge	Del Mar	CA	Beach/Coastal	7	\$7,000	15	\$105,605
17	Estero Island Beach Club	Fort Myers Beach	FL	Beach/Coastal	6	\$3,500	68	\$398,887
18	Vanderbilt Beach & Harbour Club	Naples	FL	Beach/Coastal	6	\$4,000	42	\$326,600
19	Poste Montane Lodge at Beaver Creek	Avon	CO	Ski/Mountain	6	\$6,000	10	\$294,905
20	Wave Crest Resort (Del Mar)	Del Mar	CA	Beach/Coastal	6	\$3,000	56	\$238,008
21	Maui Lea at Maui Hill	Maui	HI	Beach/Coastal	6	\$4,500	39	\$226,074
22	White Sands of Longboat	Longboat Key	FL	Beach/Coastal	6	\$4,700	23	\$139,976
23	Papakea Resort	Maui	HI	Beach/Coastal	6	\$10,000	9	\$109,552
24	Calini Beach Club	Sarasota	FL	Beach/Coastal	6	\$4,800	19	\$102,909
25	Worldgate Resort	Kissimmee	FL	Theme Parks	6	\$9,450	10	\$101,860

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