



# Ride the Ripples or Get Soaked: How to Capitalize on Disruptive Trends

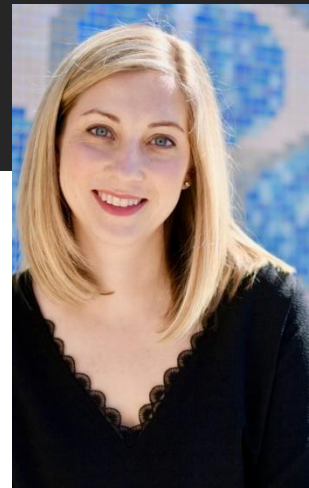
20|20

Research Uncomplicated

**Lori Georganna**  
Senior Director, Consumer  
Insight and Research  
Wyndham Destinations



## Today's Speakers



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Vice President, Insights  
20|20 Research

So, what's the deal with **disruption** (and why won't it go away?)



# The Life Cycle of a Buzzword

## *A Not-Very-Scientific Summary*



### Mysterious

All the cool kids say it, but no one really knows what it means, so it **MUST** be really smart. Maybe I should start saying it, too.

Elicits enthusiastic head nods.

### Ubiquitous

Everyone has the hang of it now. I use it without even thinking—it's become a part of me!

Elicits a brief nod and everyone moves on.

### Annoying

Oh, no. That again? Again with the meaningless filler? Causes you to tune out when you hear it.

Elicits eye rolls, not nods.

### Over

Elicits laughs when featured in comedy sketches of boring business meetings.

See also gamification, social listening, big data, synergy.

# TECHNOLOGY + INNOVATION + RISK = DISRUPTION

*“Disrupters are creative and innovative. They are champions for change. Disrupters embrace ever changing **technology**.“*

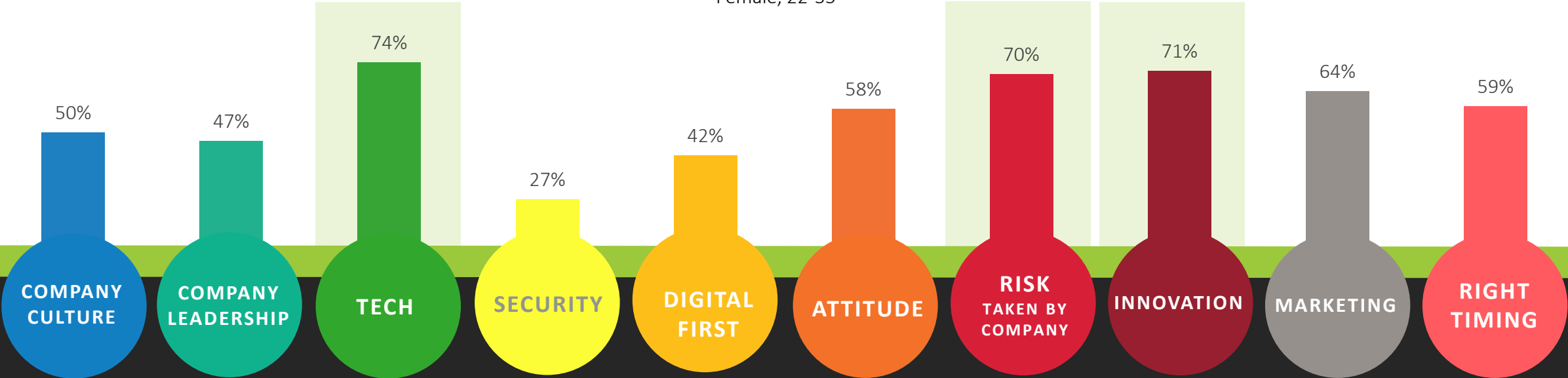
- Female, 54-72

*“I think about a disruption as a way of **innovating** in a stagnant industry. Entrepreneurs are thinking outside of the box and coming up with groundbreaking ways to provide products and services...”*

- Female, 22-35

*“Challenging the status quo. A **radical** change to how business is done or a product is marketed to customers.”*

- Male, 22-35



When done for a consumer need or in anticipation of a need, this is the perfect recipe for disruption. Without a commitment to these ingredients, brands are perceived as stuck and static.



## The Point of Tension

Consumers and brands talk about disruption in two distinct ways.

# Disruption vs. **d**isruption



*“Disruption requires **creativity**. It also requires identifying an actual problem that needs changing. It’s also somewhat **inspiring** because they not only want to create a different brand/product/experience, they want to force other companies to do it differently.”*

# The 5 Ripples of Disruption



Serve the  
Segment of One



Eliminate  
Friction



Know the Story  
Have a Villain  
Be the Hero



Earn it  
Every Time

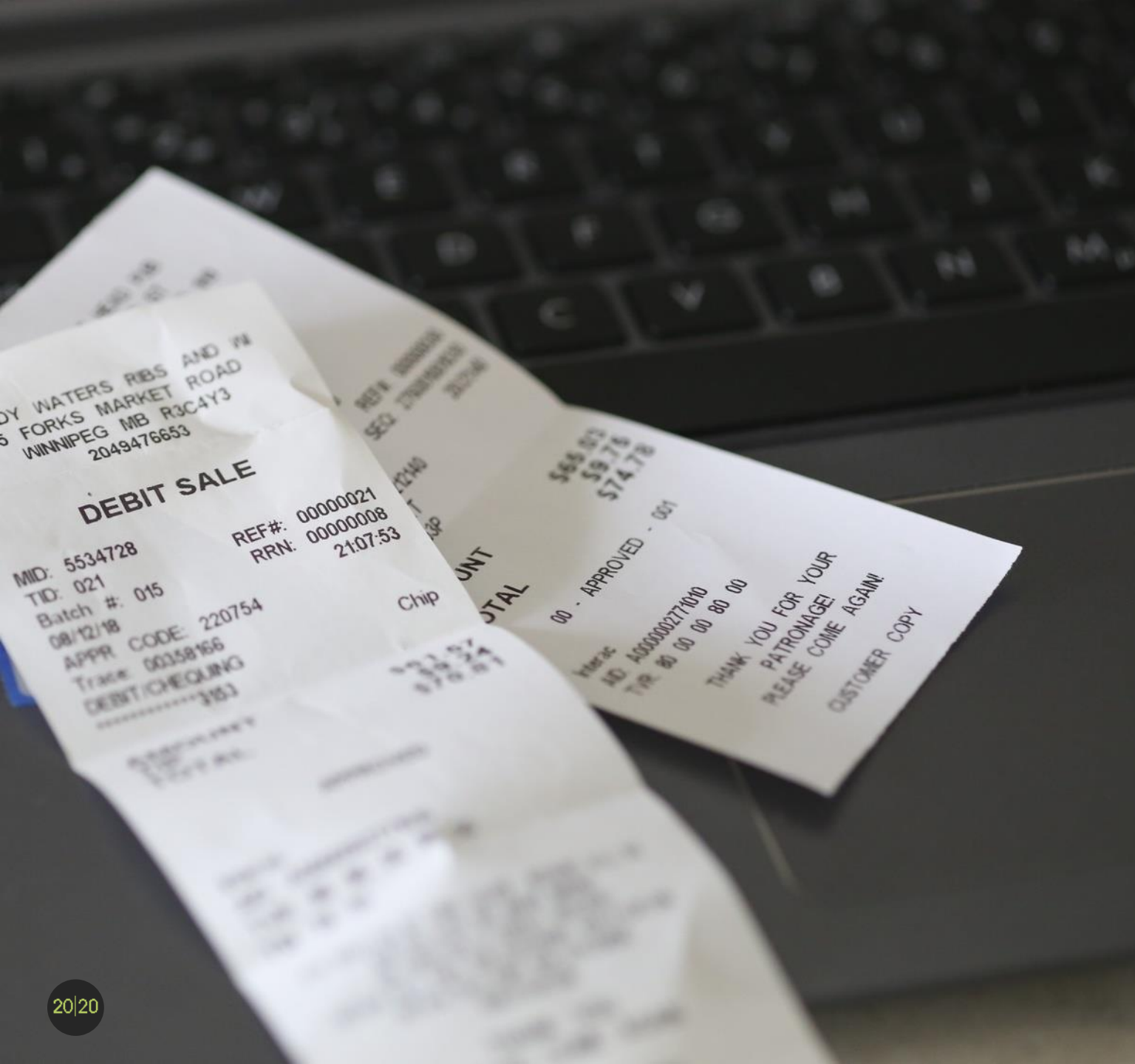


Own the  
Experience



## Eliminate Friction: Paper Receipts





Be the Hero: Our Pizza Stinks

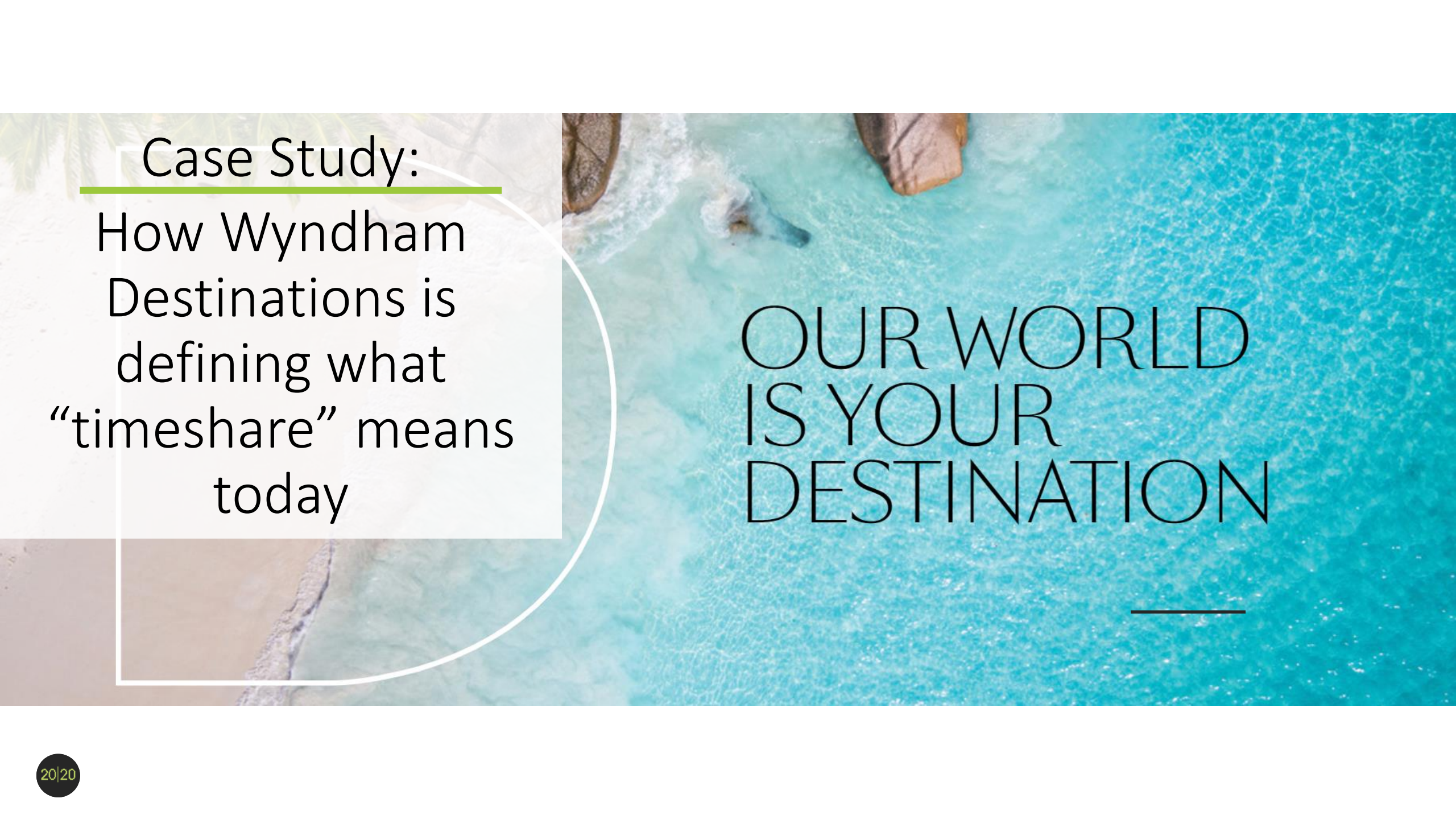




Serve the Segment of One

The Real Challenge? How To Begin.

**START**



Case Study:  
How Wyndham  
Destinations is  
defining what  
“timeshare” means  
today

OUR WORLD  
IS YOUR  
DESTINATION

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## Why the Timeshare Industry Can't Shake its 'Hard-Sell' Reputation

Those who follow the ebbs and flows of the timeshare industry, and observe the events that continue to impact its attempts at evolution, are aware that a portion of the still much-needed change involves battling the image that has long been attached itself to the timeshare industry. Public perception remains a significant issue, which continues to impact the industry even today.

The writing **was**  
on the wall

## Timeshares Don't Generate Income

When you buy a timeshare, you have a fractional interest in the property that is rented out. But it's important to understand that this does not give you all the benefits that owning real estate normally has.

## Timeshares Worth it?

At all the rage. For a reasonable price, you can visit the same (or some) property and have a spot guaranteed for you. Well, at least that's what they tell you. Is it worth it? The short answer is no.



## The Approach

QualBoard Discussion +  
QualMeeting Interviews

Engaging a multi-generational mix of owners, past owners, property visitors and presentation attendees to discuss what timeshare means today.

44

44 respondents

92%

92% respondent engagement

1,066

1,066 posts + 5 IDs

# Critical Disconnect

Across generations, consumers want a greater measure of control over their timeshare investments.

Vacation locations are typically praised. Criticism is laser-focused on the purchase experience and contract terms.

## What consumers want:

- A sense of true ownership
- A value proposition that lasts beyond the sales presentation
- A feeling of partnership between themselves and the company
- Capped or predictable annual fees
- Exit or buyout options

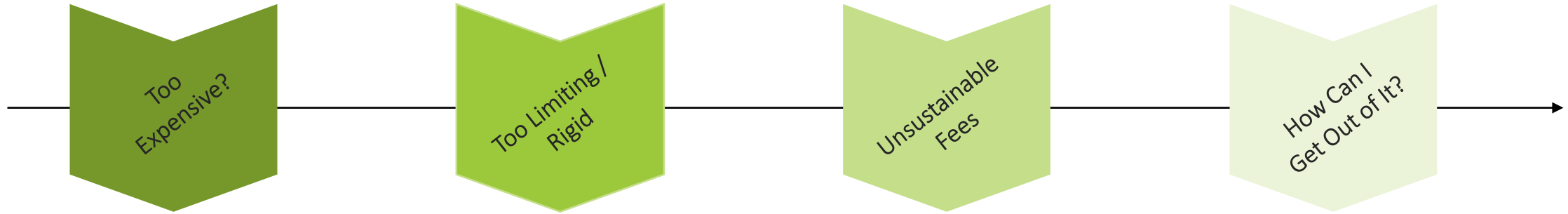
## What consumers experience:

- High pressure sales process
- Barriers to the use and enjoyment of locations
- Annually increasing fees
- Limited or no opportunity for ROI
- Timeshare lawyers



# Generational Differences

Though they share concerns, each generation is looking at timeshare through its own lens.



## Gen Z

Timeshares are fun to visit as a guest, but ownership is too much of a financial burden to consider now—and they've heard it's expensive.

## Millennial

Most have formed an opinion about whether ownership is for them or not. They value vacationing in a constant variety of ways (cruises, home rentals, trekking excursions).

## Gen X

Making the best of what they've got and wondering if rising timeshare fees are going to be sustainable as they age.

## Boomer

Realizing no one wants to inherit their timeshare, some seek to exit ownership. Preferably, without hiring a lawyer.

# Timeshare in the eyes of Gen Z

## Positive Experiences Aren't Enough

Enjoying timeshare with family or friends leaves a good memory of the location and amenities but doesn't translate into plans to buy.

### What They've Heard:

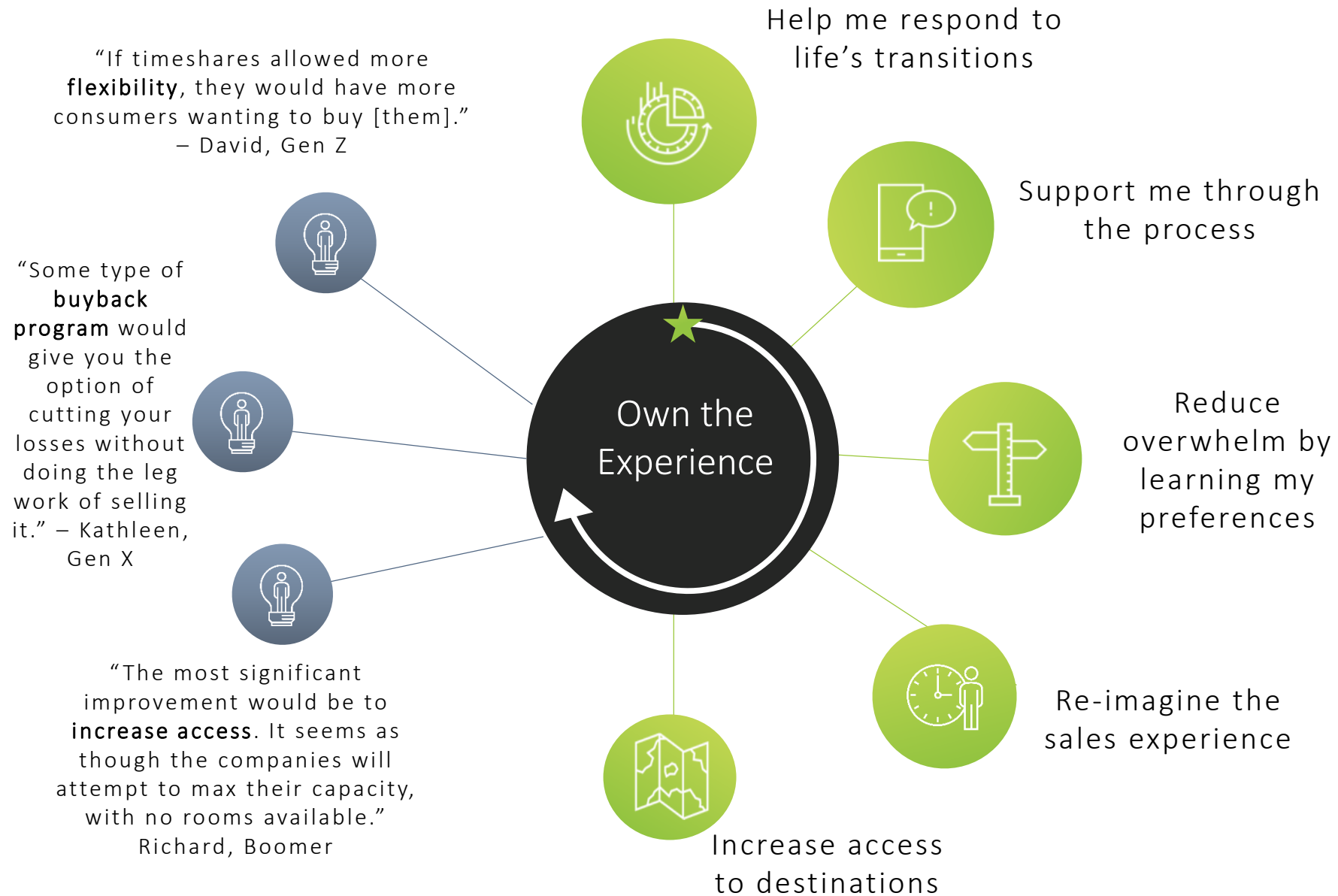
- Expensive
- Hassle to Maintain
- High-Pressure Sales
- Loses Value Over Time
  - Strict Terms
- Unfavorable for the Consumer

*From what I've heard it can be very costly and a hassle to keep up with. It generally just sounds like a waste of time and money.*

*Hannah, Gen Z*

*Timeshare seems to be a bit unfavorable for the consumer in my opinion. The costs to have it for a week out of the year are pretty high and the **terms are quite strict**. The methods of recruiting people into timeshares seem to use more **high-pressure tactics** as well. Giovanni, Gen Z*

# Opportunities to Own the Experience



“

*For long-time owners, find ways to tie back to their original experience of discovery at various points during [the] stay...(maintaining a database of likes, comments, pictures) and celebrating that when returning or finding similar new items for them [to try].*

*Be transparent about the costs and provide budget assumptions...have a plan for an owner's year and explain why and what could be done to reduce costs in the future. Be accountable for the plan and willing to discuss it.*

”

*– Jeff, Gen X*

# How Wyndham Destinations can Own the Experience

With over 220 club resorts and access to 4,300 destinations in 110 countries, Wyndham is well situated to change the timeshare landscape.

By listening to consumers, Wyndham Destinations can adjust the experience from end to end to build community and increase a sense of partnership and trust with buyers.

Evolve the sales process

Make it easier to access worldwide properties

Promote shared values

Personalize the user experience

Rekindle the joy of discovering a new place, a new way to vacation

Offer different options as customer needs change





Activate Disruption



## Make it Portable

Good ideas are most impactful when they are portable, easy to remember and easy to retell.

# The 5 Ripples of Disruption



## Serve the Segment of One

The consumer feels a brand or experience has been **customized** to their individual needs and preferences. Offerings feel **personalized** and may be based on AI/systematic logic that makes recommendations based on purchase history or other users with similar preferences.



## Eliminate Friction

A conscious **removal of known or anticipated obstacles**, extra steps, or burdensome process. Often, solving an “unsexy” problem leads to increased customer satisfaction, heightened engagement and a source of surprise and delight.



## Know the Story Have a Villain Be the Hero

A **self-aware brand state** where their role in this equation is known and expressed to consumers. Typically, brands desire “hero” status, but disruption can also be effective when the brand is both “villain” *and* “hero”, or “villain” if approached with honesty, a bit of self-deprecation and a willingness to change.



## Earn it Every Time

The consumer is not obligated to commit to an annual (or longer) locked-in contract, but **still chooses the brand time and time again**. Payment may be month-to-month or as-you-go. The brand commits to keeping service levels and product quality high, so that the consumer *chooses* to come back to this brand time and time again.



## Own the Experience

The brand offers a specific service or product, but has also found a way to **engage their consumer beyond that service or product**. Consumers may have initially come to the brand for one thing, but now the brand successfully integrates into and touches many aspects of their life.





## Start With “Presearch”

Set priorities and examine criteria for success through the lens of the 5 Ripples of Disruption.



## Common Thread

Do distinct research studies have disruptive themes in common?



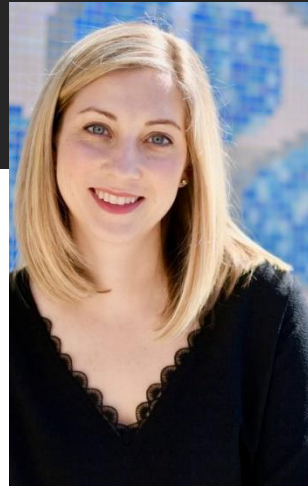
## Navigate

Use the framework to generate rich ideas grounded in real research.

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Questions?



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