	Stages of consumer jour	ney Risks and harms
	Approach Incentives to attend Occurs in relaxed environment	Consumers are unprepared Consumers have little awareness of timeshare Consumers are actively approached by operator's representative
Approach	Sales presentation Strong, persuasive sales tactics Incentives to buy Easy access to finance	Consumers attend to receive incentive Consumers make same-day purchase, deciding to spend large sums of money with ongoing financial commitments Consumers have little time to understand product and assess suitability Consumers are not aware they got financial advice
and sale	Cooling-off period starts	<ul> <li>The cooling-off period may be missed because:</li> <li>the cooling-off period is too short</li> <li>the cooling-off period ends before consumers return from holiday</li> <li>consumers don't exercise their cooling-off rights, as membership is untested at this point</li> </ul>
	<b>Membership</b> Complex rules and limits Ongoing fees and costs Changes in personal circumstances Long-term contracts	Consumers may not get the promoted or expected value Consumers may have difficulty meeting ongoing financial commitments
Use	<b>Grievance</b> Difficulties accessing properties Membership fails to meet expectations and needs	Operators encourage consumers to upgrade and purchase more points – spending more money may not be suitable for their situation or resolve their issues
	<b>Exiting</b> Long or indefinite membership Ongoing fees and loan repayments still apply	Consumers are unable to exit without becoming worse off financially. Consumers must: • meet ongoing financial commitments • sell privately (for much less than they paid), or • transfer membership to someone else
Exit	<b>Family transfer</b> Membership term is expected to outlast the life of the member	Financial liability may transfer to the member's estate and to someone who cannot afford it

For more information, see Report 642 Timeshare: Consumers' experiences