

OSG EMAIL SURVEY OF RIDGE RESORT OWNERS

24 May 2025

1 Introduction

The Ridge Resort Queenstown Owners' Support Group (OSG) started in late January 2025, with the clear intent to support owners get more from their ownership at the Ridge Resort. To do this it was agreed that we needed to get clear feedback from owners as to what they liked and disliked about their current ownership. Classic, with the approval of the BCC Chair, provide a list of all owners. An email was sent to those owners identifying the OSG and asking for feedback on their views about their Ridge ownership. These were recorded in a database to allow for further analysis.

2 Survey results

There are 758 unique owners at the Ridge Resort excluding parcels of units owned by four Classic-related entities which add another 232 units. The latter were ignored in asking for feedback.

Survey size

The OSG request for feedback on owners' experiences was totally open – no explicit questions were asked. Over the Feb-May 2025 period, responses were received from 447 owners. While several merely acknowledged receipt and/or asked to be kept informed, 359 owners (80% of total respondents) provided comments. This was 13% more than the 317 responses to the BCC survey.

As with the BCC survey, owners responded positively on such things as the location and the views, and (not unanimously) with the spas, BBQs, log fires etc. However, the 26 owners in the OSG survey that expressed no concerns with their ownership (6%) was markedly smaller than in the BCC survey (20%-25.4%¹).

333 owners (75% of those who commented to the OSG) indicated that they had concerns about their Ridge ownership.

The desire to sell

In the OSG survey the major issue was clearly the desire to sell their unit. 242 owners (73% of owners who expressed concerns) identified this as a concern or wanting/willing to sell. There was no comparative figure in the BCC survey.

It is interesting to compare these responses with the OSG Facebook page which asked owners how long they saw themselves keeping their unit. Of the 104 OSG FB responses, 26% (27 owners) indicated that they didn't want to keep it any more at all and a further 25% (26 owners) said they saw themselves wanting out within 5 years ie 51% indicated that they wanted to sell within 5 years. Many owners said they have been trying to sell for years without success or had noted the lack of success indicated on the FB pages.

The comparative BCC survey response is somewhat confusing. It initially states that 38% would see themselves using their unit for the next 1-5 years. The BCC interpret this as 38% of owners would like to divest their week within 5 years. They then state that 10% (32 owners) see themselves using their unit for 5 years. Where they have referred to explicit timeframes (5 years, 10 years etc) it appears that they are referring to a maximum timeframe to keep their unit. It is not clear how the 10% figure differs from or relates to the 1-5 year timeframe mentioned earlier.

Either way, responses to the OSG survey shows markedly more owners (51%) want to sell their unit in less than 5 years than the 38% that is indicated in the BCC survey.

¹ Numbers differ within the BCC report.

No-one on the FB page indicated they wanted to keep their unit for the 10-15 year period. Only 23% (24 owners) indicated that they wanted to keep their unit more than 15 years. This compares to 9% of owners in the BCC survey that said they would stay for 15 years.

Reasons stated for wanting to sell included their current financial position, increasing age, disability, not wanting to pass a liability onto their children who either didn't want it or couldn't afford it, not needing a 3 bedroom unit when there was only one or two people travelling and difficulty in accessing the Ridge chalets and paths. Cheaper, more flexible holiday options elsewhere were also identified as a reason for wanting to sell their resort week.

The extent of the difference between the two surveys in terms of when owners want to sell is surprising.

Of particular surprise is the BCC summary of results which states that 52% of owners want to keep using their timeshare unit for more than 10 years. The OSG results indicate less than half that percentage of owners feel this way.

The key difference here is that the BCC seem to have a much higher impression of the number of owners who want to keep their unit than is shown in the OSG survey. This creates difficulties for the two groups to agree on the priority of future strategies to help owners.

Comparison of OSG survey results compared to the BCC survey

Survey item	OSG results		BCC results	
	# owners	% response	# owners	% response
Want to sell immediately	27	26%		
Will sell as soon as there is agreement to sell resort	13	12%		
Want to sell within 5 years	53	51%	119	38%
Want to sell within 10 years	67	64%		
Keep the unit for 10-15 years	0	0	28	9%
Keep using the unit for more than 15 years	25	24%	29	9%
Keep using the unit for more than 20 years			80	25%

Note that the way that the two surveys asked questions makes it difficult to ensure that there can be an exact comparison between the two sets of figures.

Annual operating levy

The second largest issue was the large and increasing level of annual operating levies with 200 owners (60% of owners who expressed concerns) expressing concern about this item. In contrast, the BCC survey indicated that 47% of owners considered the levy to be good value.

Some owners commented positively on the relatively low cost of ownership at the Ridge because they took a group of eight family members or friends to stay for a week. Many other owners commented that they were now on their own or just a couple and they could get cheaper, more appropriate and more flexible accommodation in central Queenstown for less than the annual levy. It is obvious that the best value in using the Ridge is when owners are able to fill the chalet with family or friends. Similar comments appeared in the BCC survey.

Maintenance concerns

The perceived low standard of maintenance was the third largest issue for 85 owners (26%) in the OSG survey. Owners complained about the beds, the TVs, dirty carpets, dirty and worn furniture, worn steps into units, leaks, carparking and general access issues (particularly for older owners).

The only comment that relates to this in the BCC survey states that almost 90% of owners felt that there are no services, facilities and maintenance NOT currently provided that should be added. This is of particular concern to the OSG as it seems to indicate that the BCC believe that raising maintenance standards is not a priority for owners. The OSG does not support this.

It is acknowledged that raising maintenance levels does come at a cost, which means still higher annual levies. Neither survey asked owners if they were prepared to have improved maintenance if this meant still higher levies.

Classic Holidays

As in the BCC survey, Classic Holidays came in for considerable criticism, with this being the 4th largest area of concern, with 44 owners (13%) complaining about poor service. However, there were some positive comments about the staff in the Christchurch office. The OSG FB pages indicate that when service response is transferred to the Classic office in Australia (after 11am each day) the level of service appears to drop considerably.

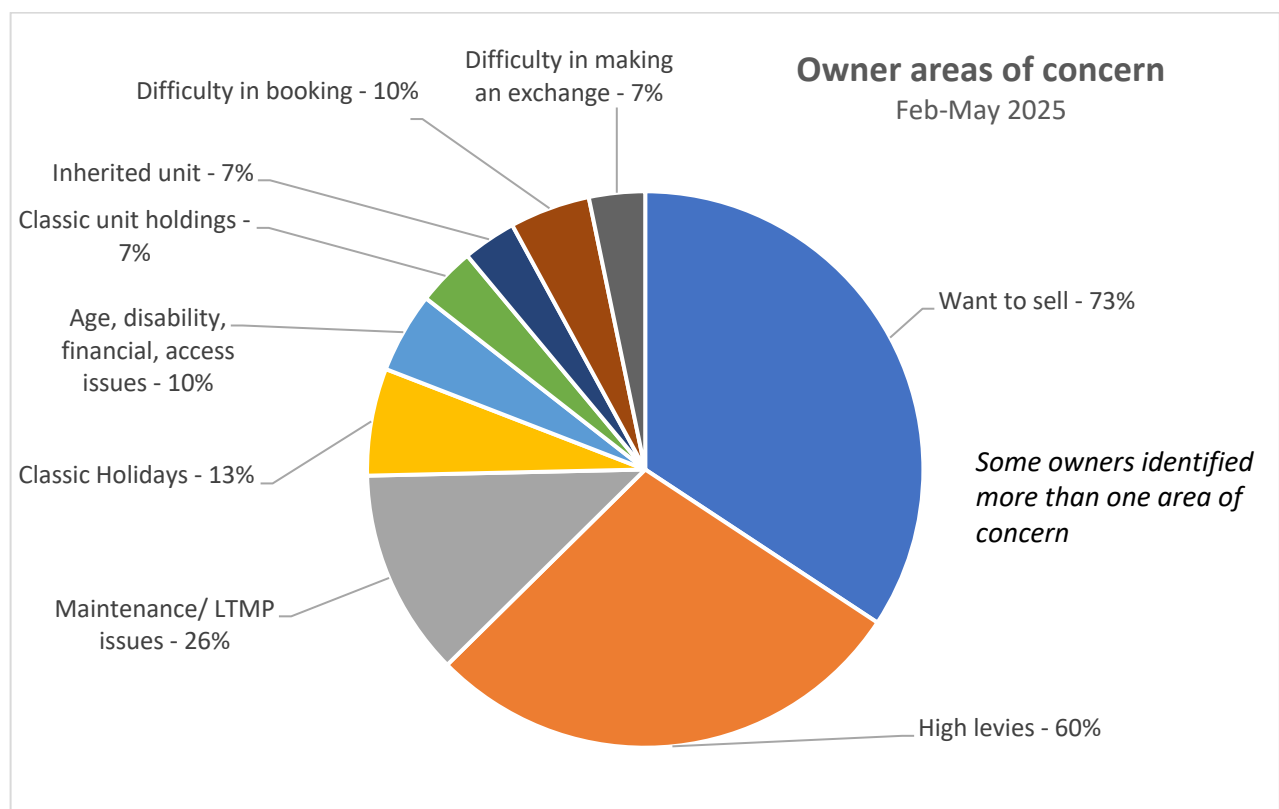
Difficulty in making bookings

This was the next highest issue with 33 owners complaining about the difficulty in making bookings at the Ridge or for exchanges (23 owners). This was particularly the case when owners tried to use a banked week.

Many owners commented that they had never made an exchange in their entire ownership whereas two owners indicated that they had never stayed at the Ridge as they always used it to exchange for somewhere else. Discussion at the Christchurch OSG meeting of owners indicated that many members did not understand how to make bookings at other resorts, particularly those overseas.

Exchanges are an important benefit from timeshare ownership which are poorly promoted at present.

Summary of raw data



3 Summary

The two surveys differed markedly in format: the OSG survey merely asked for (positive and negative) feedback; the BCC survey asked specific questions.

Both surveys indicated the same reasons for why owners liked being at the Ridge – location and views being the top responses. Similarly owners in both surveys indicated that when they could fill the chalet with family or friends, there was good value in a week at the Ridge, especially during peak skiing season.

There were also several major differences in the surveys. The greatest of these would seem to be in the number of owners wanting to sell in the short term: the OSG survey seems to indicate that 73% of owners would sell when the opportunity was presented – and a very high percentage of these want to sell immediately. There are some concerns about the way in which the BCC results are being interpreted here, especially in relation to *when* owners want to sell.

The other major area of difference is the number of owners who expressed satisfaction (7% in our survey; 20%-25% in the BCC survey).

Similarly, the BCC survey seems to indicate that increased maintenance is not a major issue, which is the opposite of the OSG survey result where this was the third largest area of concern.

While owners in both surveys indicated similar concerns, the level of that concern differs markedly between surveys. This makes it difficult for the OSG and BCC to agree on priorities or strategies to improve the way in which owners will gain benefit from their ownership.

Appendix – OSG raw data

Area of concern	# owners	Percentage
• Want to sell their unit	242	73%
• High and increasing costs of ownership	200	60%
• Deteriorating maintenance/LTMP concerns	85	26%
• Dealing with Classic Holidays	44	13%
• Increasing age, disability, access & decreasing financial resources	33	10%
• Difficulty in making bookings at the Ridge	33	10%
• Increasing share of ownership by Classic entities	24	7%
• Inherited unit	22	7%
• Difficulty in getting exchanges	23	7%