

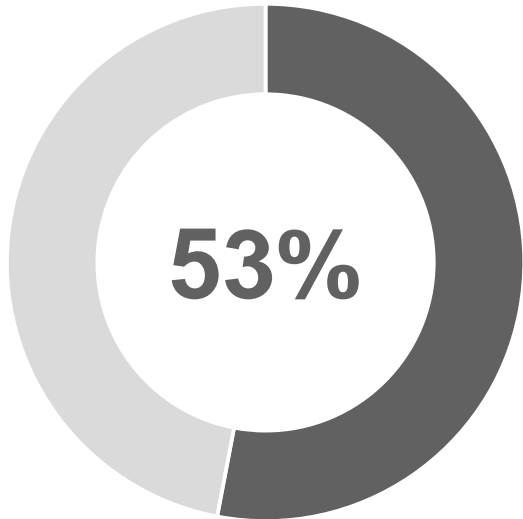
TRAVELZOO®

**INSPIRING 28 MILLION MEMBERS
WITH ONE-OF-A-KIND EXPERIENCES**

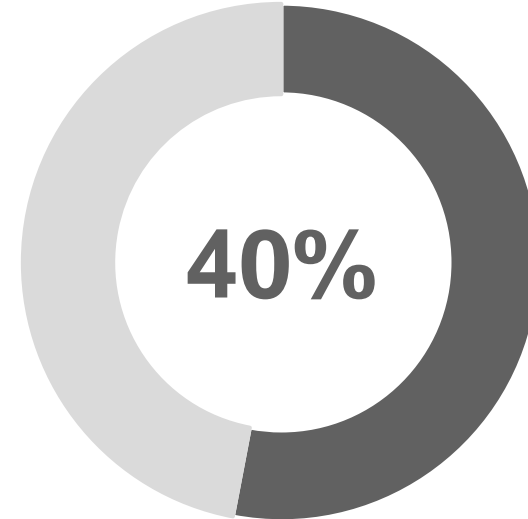
WHAT'S YOURS?



FOMO IS IMPACTING TRAVEL DECISIONS



feel pressure to book
unique destinations



feel pressure to book
adventurous vacations

1 IN 6 TRAVELERS SAID SPIRITUAL GROWTH IS IMPORTANT WHEN TRAVELING



Source: Travel Trends Survey, n=1,000 U.S. consumers, SWNS Media Group 2017

MEANINGFUL EXPERIENCES COUNT

Generation Z

58%

Millennials

39%

Boomers

18%

INTERNATIONAL TRAVEL IS ON THE RISE

2019

85%

2018

60%

2017

60%

2016

50%

42%

increase
YOY

DRIVING FORCES FOR INTERNATIONAL TRAVEL

Strong U.S. economy
Increased lift; More low-cost carriers
Millennials and boomers traveling more

CARIBBEAN RANKS NO. 2 AMONG TRAVELZOO MEMBERS

1. United States

2. The Caribbean

3. Canada

4. Italy/Mexico

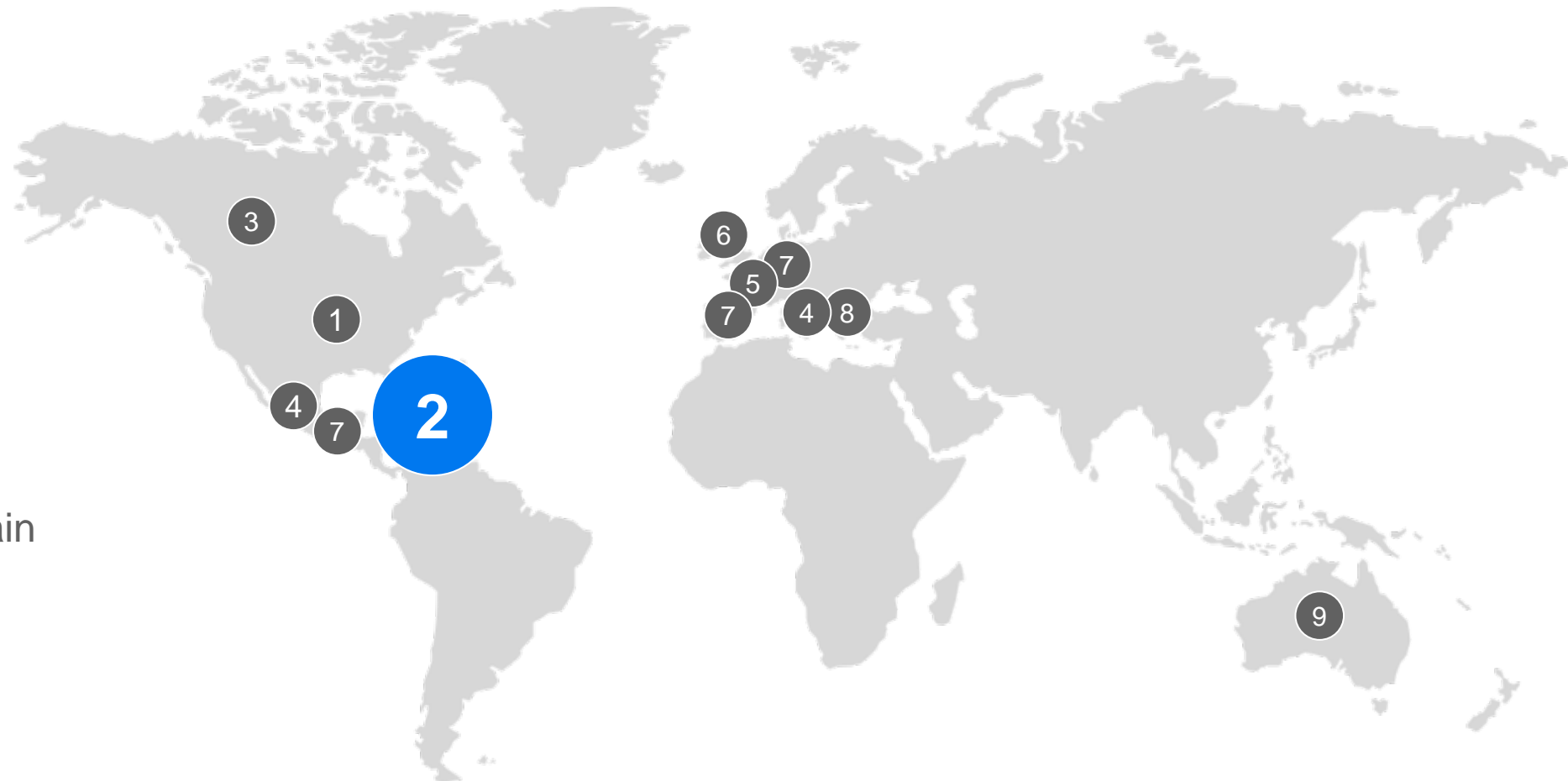
5. France

6. Ireland/United Kingdom

7. Costa Rica/Germany/Spain

8. Greece

9. Iceland/Australia



ISLANDS NEED TO THINK ABOUT SHIFTING SHARE FROM OTHER COUNTRIES

2 IN 3 MEMBERS ARE PLANNING A TRIP TO THE CARIBBEAN THIS YEAR



Source: Travelzoo U.S. Member Survey, January 2019

A person wearing a white hat and a blue swimsuit is sitting in a green and blue striped hammock. The hammock is strung between two palm trees on a sandy beach. The ocean is visible in the background.

HOW DO YOU SHIFT SHARE AND CAPTURE DEMAND

2017

1. U.S. Virgin Islands
2. Belize
3. Jamaica
4. Puerto Rico
5. Aruba
6. Dominican Republic
7. Barbados
8. Cayman Islands
9. Cuba
10. Saint Lucia

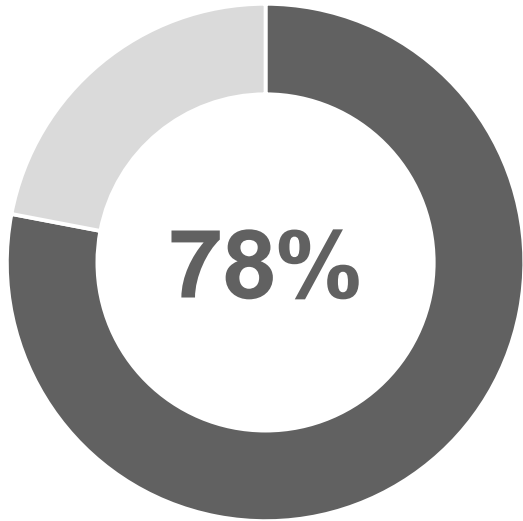
2018

1. Bahamas
2. Jamaica
3. Aruba
4. Dominican Republic
5. U.S. Virgin Islands
6. Turks and Caicos
7. Cayman Islands
8. Puerto Rico
9. Cuba
10. Saint Martin

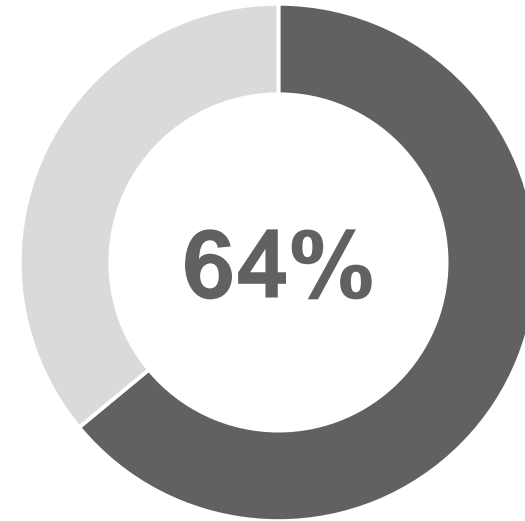
2019

1. Bahamas
2. U.S. Virgin Islands
3. Aruba
4. Dominican Republic
5. Jamaica
6. Cayman Islands
7. Turks and Caicos
8. Saint Martin
9. Puerto Rico
10. Saint Lucia

HOW DO YOU CREATE DEMAND? CONTENT THAT INSPIRES



informative content
from destinations influences their decisions



watch travel videos
during the research phase

55% OF TRAVELERS USE SOCIAL MEDIA FOR TRAVEL PLANNING

Travelzoo is the
2ND LARGEST
travel brand on
Facebook with
32X HIGHER
ENGAGEMENT
RATE



VIDEO CONTENT STIMULATES TRAVELERS

60%

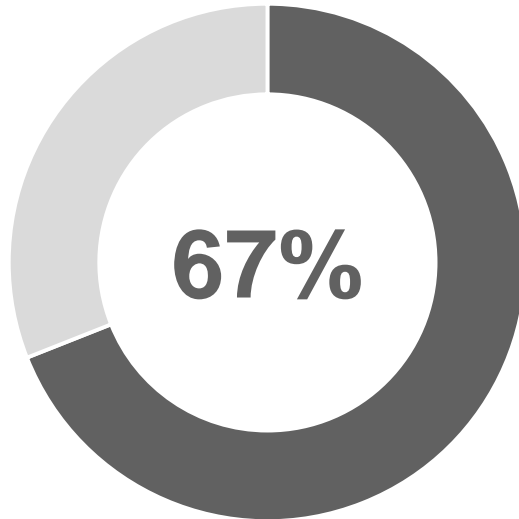
use social video
to narrow down choices

47%

of Travelzoo members
would book a Caribbean hotel
if they saw a great video

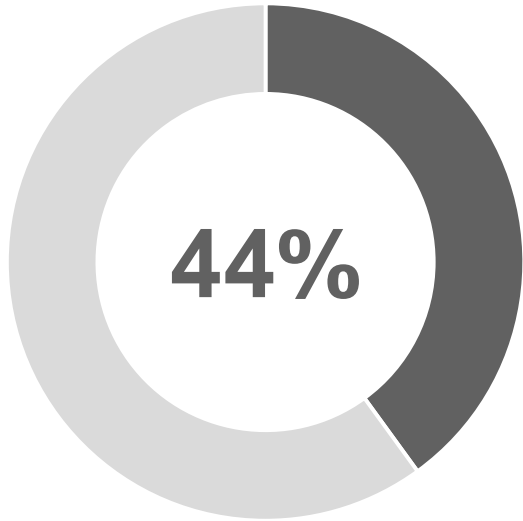
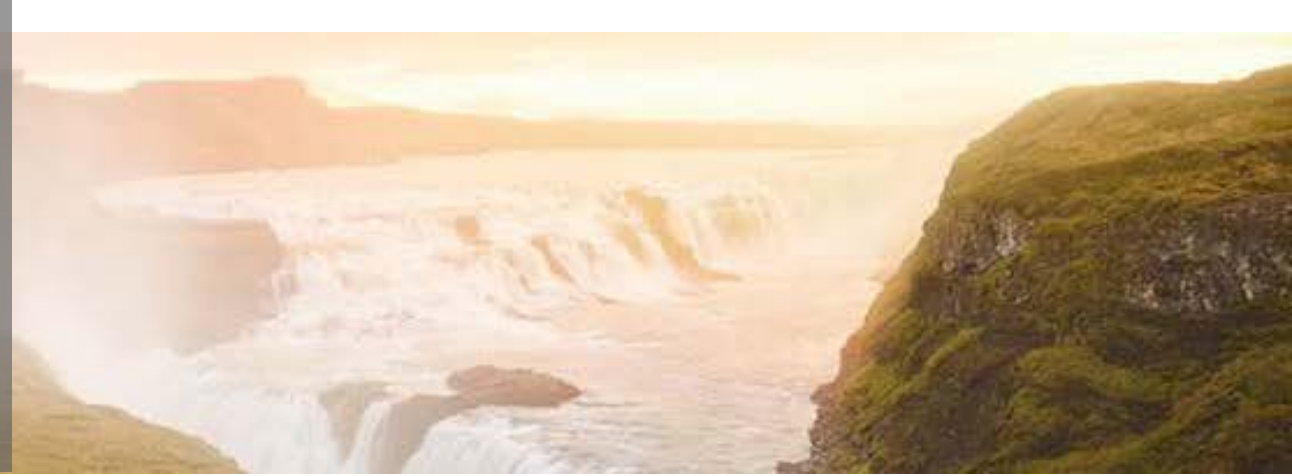
Videos they want to see:
Beach | Rooms | Dining | Experiences

THEY BOOK THEIR INTERNATIONAL TRAVEL EARLY

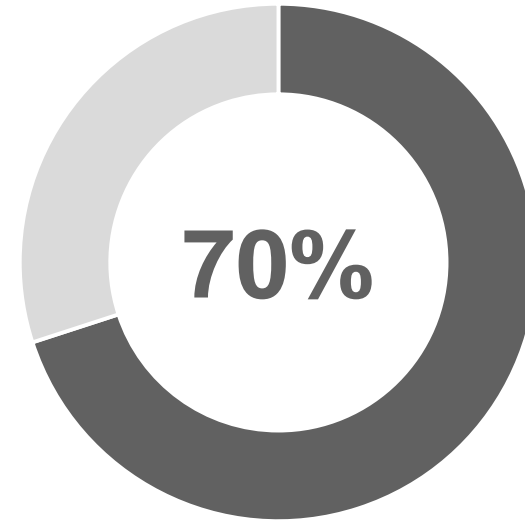


Book international travel 2+ months in advance
The marketing sweet spot is 3-9 months in advance

TRAVELERS ARE OPEN-MINDED WHEN THEY BOOK



**have no preference
when booking a hotel**
(3rd party site or direct)



**said they would book
a package for additional savings**



TRAVELZOO®