



Travelzoo Data Download: A Caribbean Travel Update

Thursday, June 11, 2020 1:30-2:30pm et
#CHTALive



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Participants

Frank Comito,
CEO & Director General,
CHTA



Lara Barlow,
General Manager,
U.S., Travelzoo



CHTA COVID-19 Resource Center



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Data Download: Caribbean Travel Update

Lara Barlow
General Manager | U.S.

June 11, 2020

Tap Into The Nation's Most Passionate Travelers

1

30 MILLION
MEMBERS GLOBALLY

14 MILLION
MEMBERS IN THE U.S.

Bi-weekly measurements help us understand current sentiment and anticipate future travel habits.

Who Are We Surveying?

CONSUMERS

67%

female
33% male

AFFLUENT

47%

HHI of \$100K+
compared to 20% of
U.S. population

ESTABLISHED

48%

ages 45-64
21% ages 25-44
30% ages 65+

SMART

91%

college-
educated

WORLDLY

91%

valid passport
compared to 43% of
U.S. population

TRAVELERS

71%

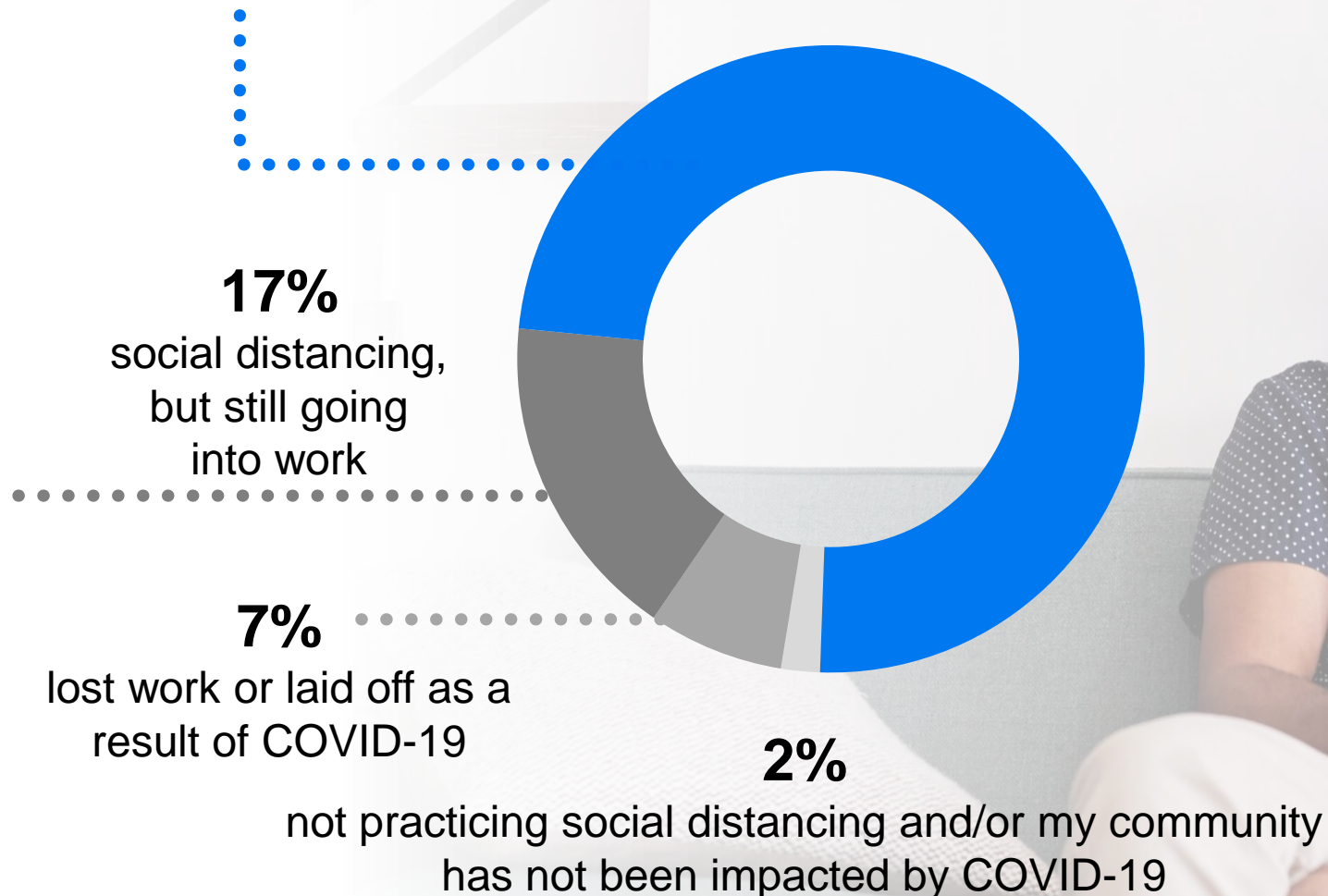
took 3+ trips
last year

Travelzoo Members are Planning Future Travel Now

3

74% of Travelzoo members are **social distancing and working from home/retired**

48% of Travelzoo members are **finding joy in planning future travel during this time**



Majority had Planned Travel Affected by COVID-19

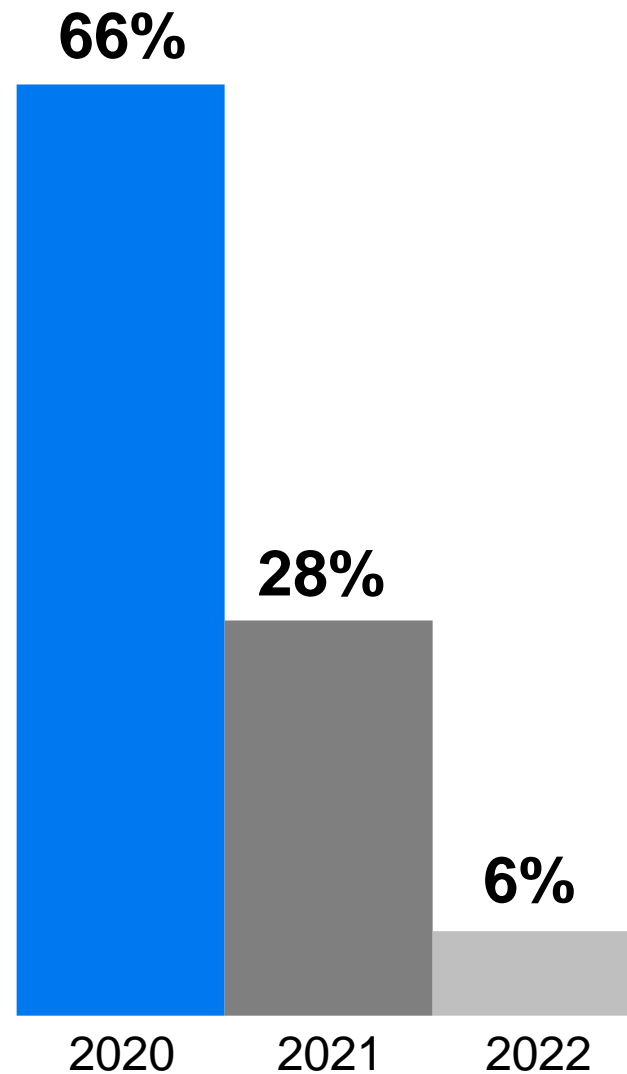
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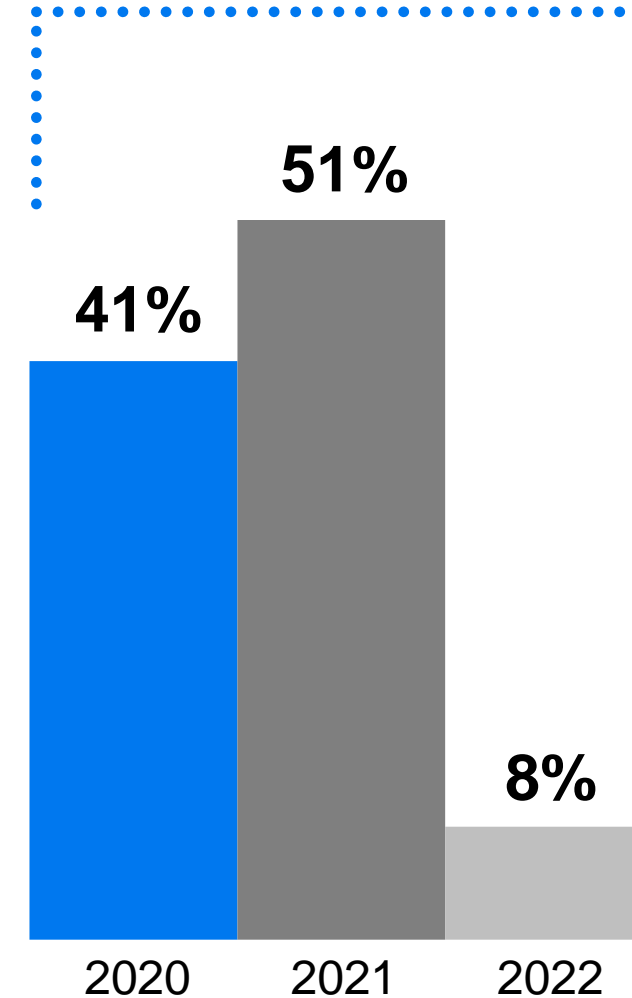
The Good News – Our Members Want to Get Back to Traveling Internationally

5

Bookings



Travel

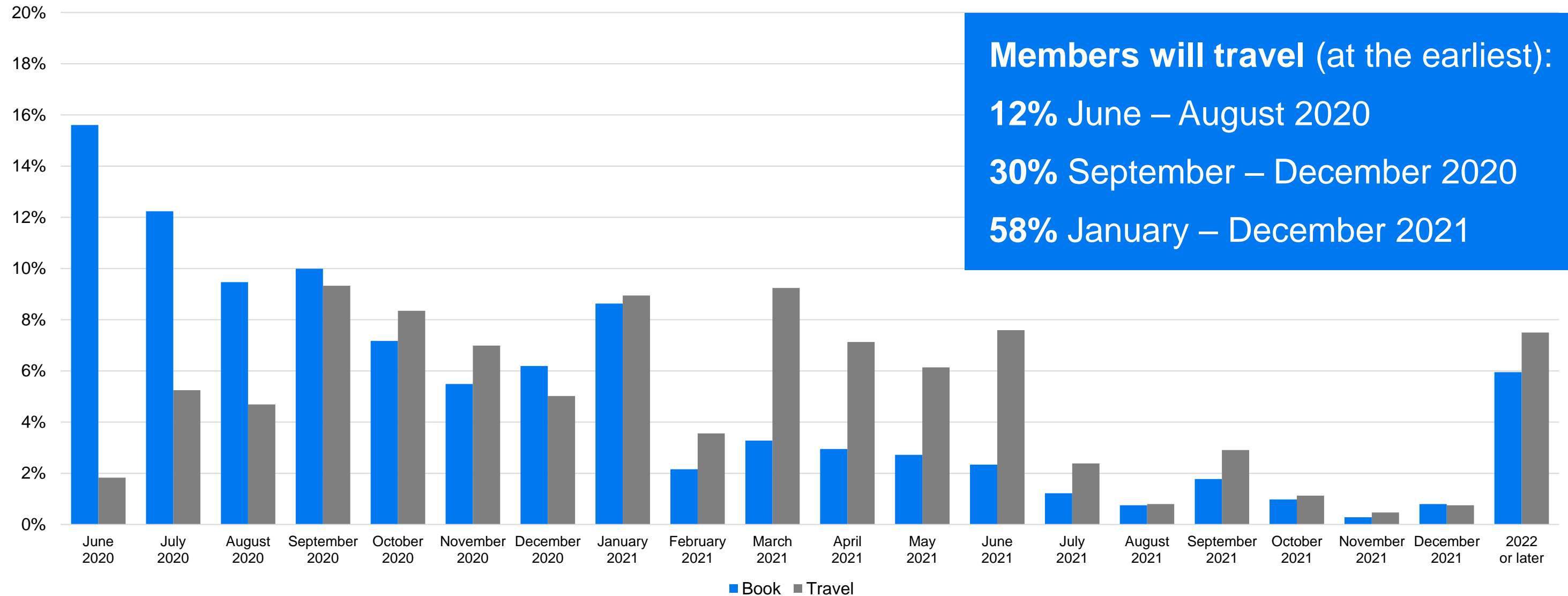


Year Members Will Travel, at the Earliest



While the Majority Would Book International Travel This Year, Half Would Not Travel Abroad Until 2021

6



Month Members Will Travel Internationally (at the Earliest) vs. Month Members Will Book (at the Earliest)

Caribbean Islands Have An Opportunity to Capture International Travel Demand

7

52%

of Travelzoo members are **interested** in traveling to the Caribbean in the next two years

24%

of Travelzoo members are **undecided** about traveling to the Caribbean in the next two years

The Caribbean Region Ranks No. 2

8

60%

are most interested
in **traveling within**
the U.S. in 2020

7%

are most interested
in **traveling to the**
Caribbean in 2020

2020

United States

CARIBBEAN

Canada

Mexico

United Kingdom

Costa Rica

Italy

Ireland

France

Greece

2021

United States

CARIBBEAN

Italy

United Kingdom

Greece

Ireland

France

Mexico

Costa Rica

Australia / Japan

20%

are most interested
in **traveling within**
the U.S. in 2021

10%

are most interested
in **traveling to the**
Caribbean in 2021

* "Caribbean" includes all Caribbean countries and territories

Source: Travelzoo U.S. Member Survey, June 2-3, 2020, n=2,235; percentages may not total 100 due to rounding

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Caribbean Island Choices for 2020 and 2021

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2020		2021
Jamaica	1	Aruba
Dominican Republic	2	U.S. Virgin Islands
Aruba	3	Dominican Republic
U.S. Virgin Islands	4	Bahamas
St. Martin	5	Jamaica
Cayman Islands	6	Turks & Caicos
Bahamas	7	St. Martin
St. Lucia	8	Puerto Rico
Anguilla	9	British Virgin Islands
British Virgin Islands	10	Other

Opportunity to Influence Travelzoo Members

10



50%
considering
new destinations
or undecided on their
destination for their next
Caribbean trip compared
to previous
years

Safety is the No. 1 Factor When Selecting a Caribbean Destination

67% I feel safe at the destination

52% Destination has officially “reopened”

51% Destination has consistent declining or low cases of COVID-19

38% I have always wanted to go to that destination

31% Destination has the resort I want to stay at

30% Destination has ample, trustworthy healthcare facilities

30% Destination is less likely to be affected by hurricanes

26% Mandatory COVID-19 testing for all visitors upon arrival

5% Other*

4% I have a timeshare or vacation rental at that destination

* Most popular answers where “When I can travel by cruise” and “When vaccine is available”

Source: Travelzoo U.S. Member Survey, June 2-3, 2020, n=2,235

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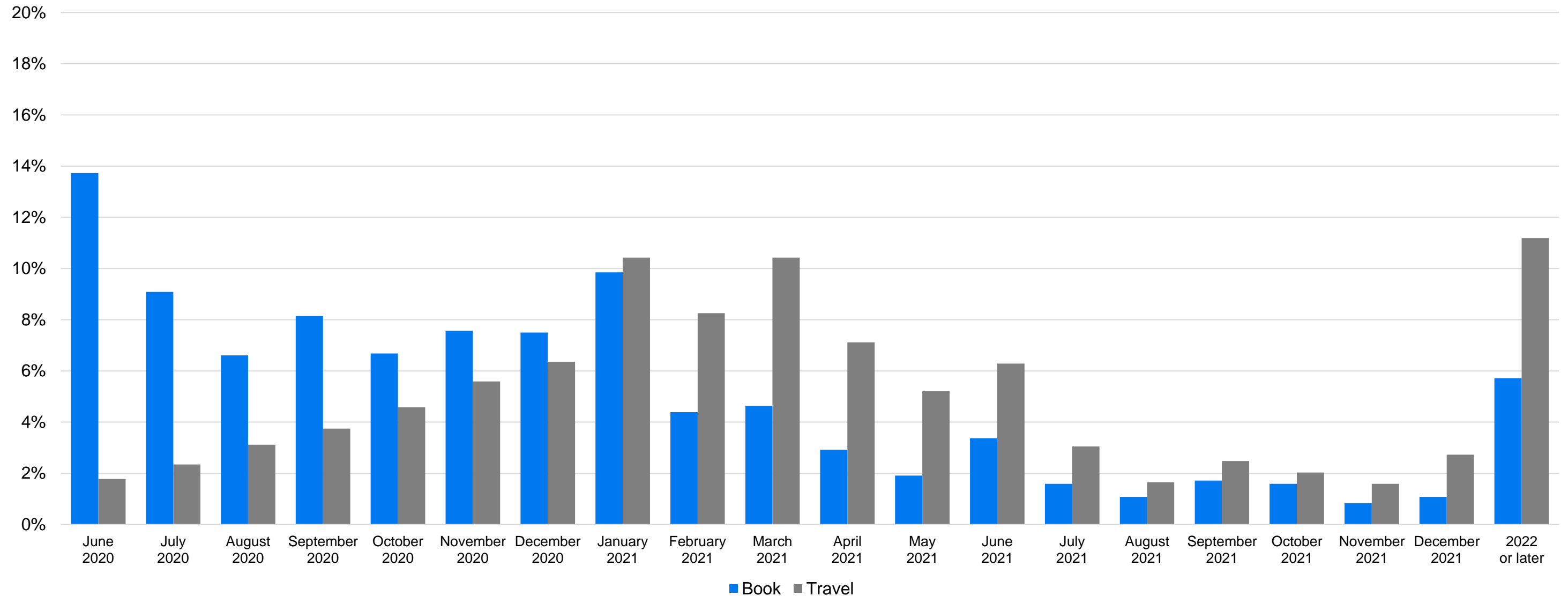
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Our Members are Booking Vacations Now for Travel in 2021

12



Month Members Will Travel to the Caribbean (at the Earliest) vs. Month Members Will Book (at the Earliest)

Source: Travelzoo U.S. Member Survey, June 2-3, 2020, n=2,235
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What Members Want to See From Airlines Before Booking

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68% Airfare is changeable without fees

60% Spaced out seating on board

48% Mandatory face mask requirements on airplane

48% Extremely low airfare sales

42% Direct itinerary

41% Airline publishes its standard cleaning and safety guidelines

39% Airline requires body temperature checks before boarding

41%

are most likely to
fly a legacy carrier
for their next
Caribbean
trip

Member Favorites for Caribbean Accommodations

14

81% are most likely to stay in a hotel or resort on their next Caribbean vacation

52% All-inclusive resort or chain hotel

14% Vacation rental home (e.g. Airbnb, VRBO)

11% Non-all-inclusive resort or chain hotel

10% All-inclusive boutique hotel

7% Non-all-inclusive boutique hotel

4% Timeshare

2% Friend or family member's home

Some associate chain hotels with superior sanitation practices

“ It seems that chains will have better sanitization policies, so we're looking there

“ Chains that I feel comfortable will clean and sanitize frequently

Cleanliness, Hygiene and Safety Guidelines are Critical

15

Before they book, members want to see...

73% Cleaning and disinfecting guidelines



72% Information about available amenities



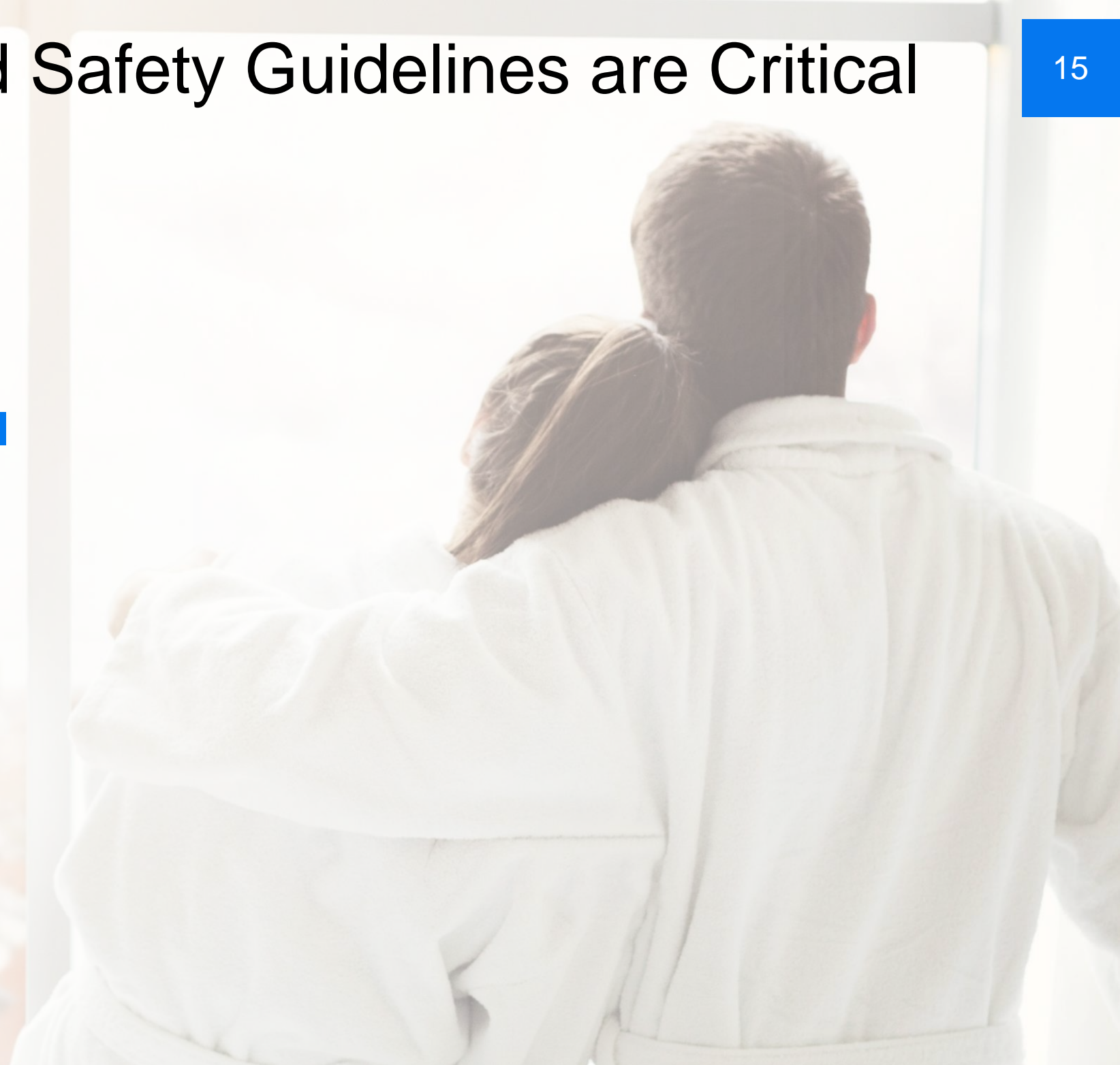
65% Safety guidelines



43% Social distancing guidelines



42% Guidelines for if a guest becomes sick



How Our Members Will Book Their Next Caribbean Trip

16



Case Study: Upsell Options

An Ongoing Barbados Campaign

Results to date*:

300+

ROOM NIGHTS BOOKED

with 58% of members
selecting upgraded
rooms

* as of June 8, 2020

Source: Travelzoo Analytics

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Case Study: Extended Travel Dates

An Ongoing Curaçao Campaign

Results to date*:

900+
ROOM NIGHTS BOOKED
with 24% selecting
7-night stays

* as of June 8, 2020

Source: Travelzoo Analytics

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Case Study: Luxury Property Priced Right An Ongoing Dominican Republic Campaign

Results to date*:

450+

ROOM NIGHTS BOOKED

84% selected 2020 travel
and 28% 2021

53% upsells

* as of June 8, 2020

Source: Travelzoo Analytics

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Thank you!

Lara Barlow
General Manager | U.S.
lbarlow@travelzoo.com

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