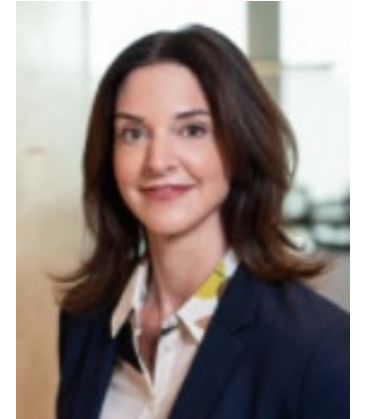




Presenters

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



Gauging Consumer Travel Sentiments: Travelzoo's Caribbean Travel Outlook

Thursday, August 27, 2020 2:00-3:15pm et
#CHTALive

Susan Catto,
Head of Content & Publishing,
Canada, Travelzoo

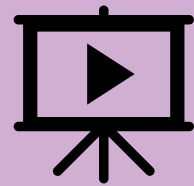


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Please post your questions via the Q&A box.
Questions will be addressed at the end of the session.



The on-demand video recording of today's
presentation will be distributed within 48 hours of the
webinar. A copy of the presentation and any support
materials can be found in the Members' Only portal.



This session is scheduled through 3:15PM ET.



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CHTA Key Member Resources

Providing Reopening Resources to Help You Get Back to Business

Register Today!

CARIBBEAN TOURISM HEALTH SAFETY TRAINING SERIES

Tourism Health Safety 101 & THiS Overview

Wednesday, September 2, 3:00 - 5:00PM ET

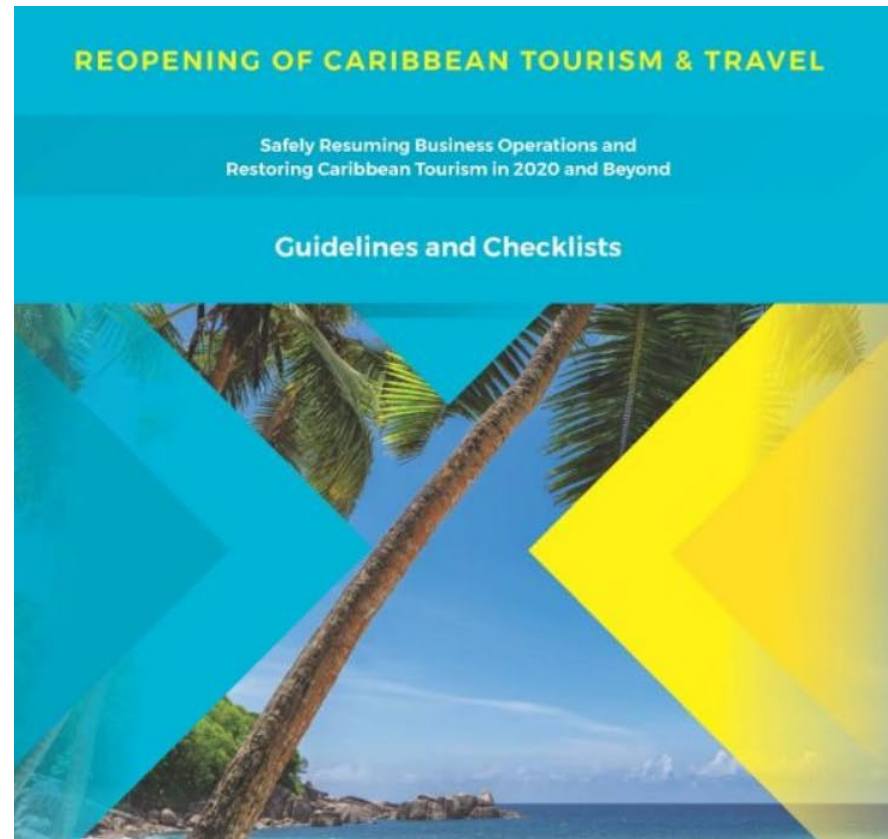


**The Tourism Health Safety Training Series provides training for critical points
on the continuum of the traveler's experience at the destination.**

www.caribbeanhotelandtourism.com

CHTA Key Member Resources

Providing Reopening Resources to Help You Get Back to Business



Health & Safety Guidelines & Checklists

For Reopening of Caribbean Tourism & Travel



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**Comprehensive Industry Health Safety Guidelines and Checklists –
reviewed and endorsed by the Caribbean Public Health Agency (CARPHA)**

Available for Download at
www.caribbeanhotelandtourism.com



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CHTA Membership



Your membership helps us continue our work to safeguard the industry and build towards a strong recovery.

Join the **#MyCHTA** community!
Membership@CaribbeanHotelandTourism.com
www.caribbeanhotelandtourism.com



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CHTA Live Upcoming Webinars



**Safeguarding the Guest Experience
with Contactless Technology – Part 1**
Thursday, Sept 3, 2020 2:00PM – 3:15PM ET

**Safeguarding the Guest Experience
with Contactless Technology – Part 2**
Thursday, Sept 10, 2020 2:00PM – 3:15PM ET



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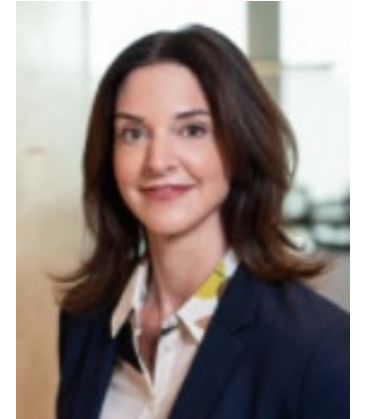

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Gauging Consumer
Travel Sentiments

Travelzoo's
Caribbean Travel Outlook

LARA BARLOW | SUSAN CATTO | FRANK COMITO



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HOTEL & TOURISM
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Today's Presenters



Lara Barlow

General Manager, U.S.
Travelzoo

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Susan Catto

Head of Content & Publishing, Canada
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Frank Comito

CEO and Director General
CHTA

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What is Travelzoo?

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TRUSTED GLOBAL INFLUENCER

Publishing travel content for over 20 years



PROVEN PRODUCT LINE

Storytelling and performance-driven products that drive results



SOCIAL LEADER

2nd largest travel brand on Facebook



LARGE AUDIENCE

30M members worldwide |
14M U.S. members | 1.5M Canadian members
6.5M mobile app users

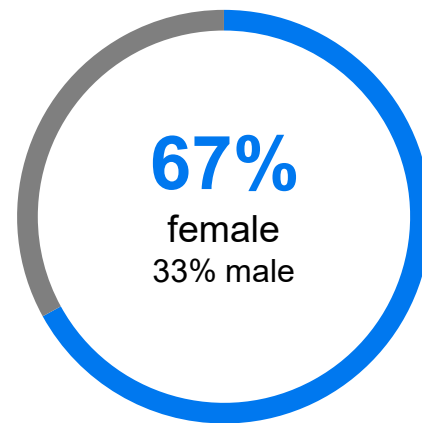
Travelzoo Member Sentiment Study

12

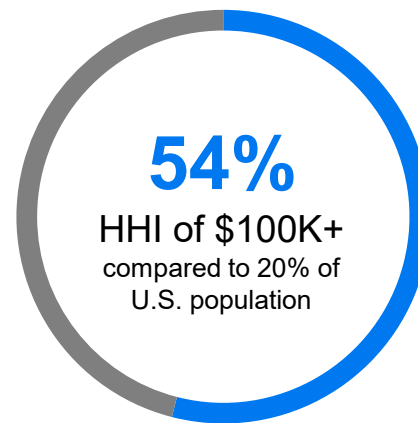
Who is the Travelzoo member?

U.S. Demographics

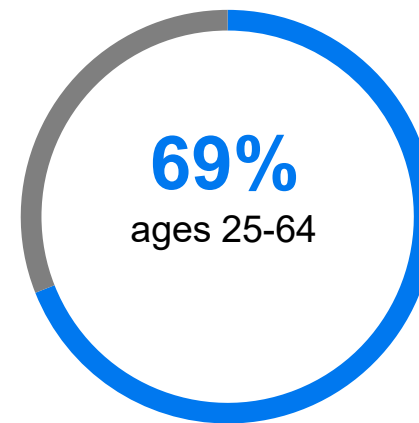
CONSUMERS



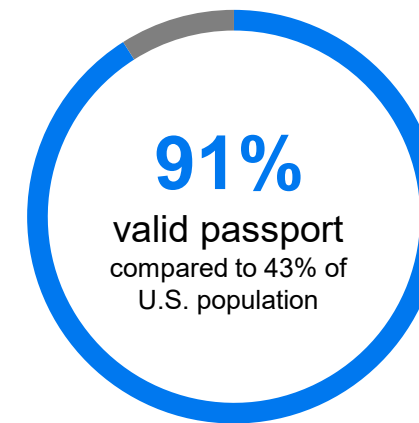
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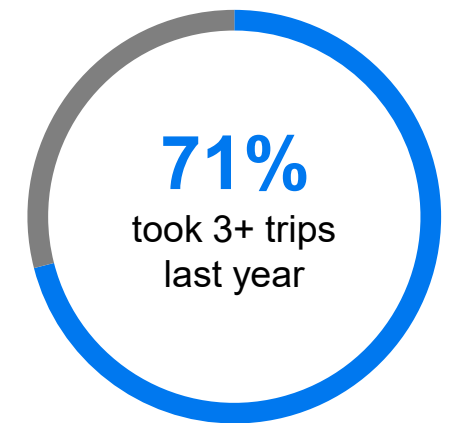
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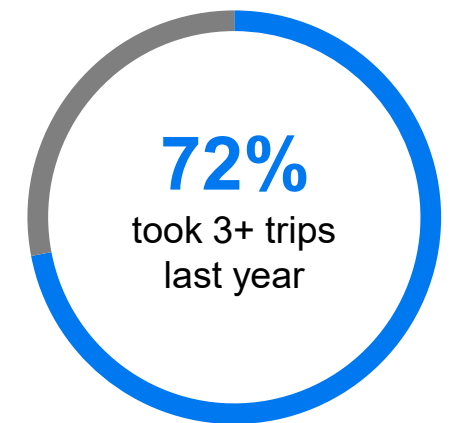
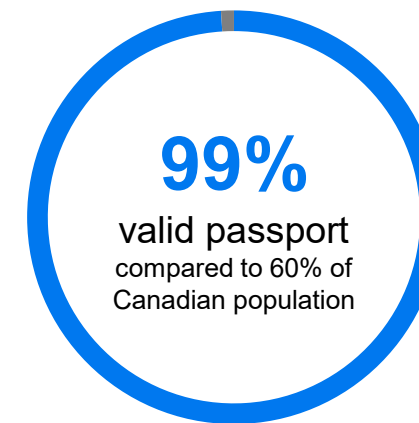
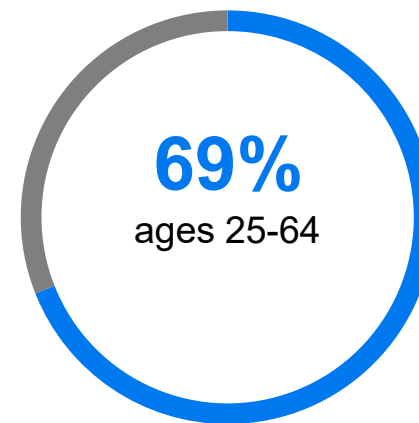
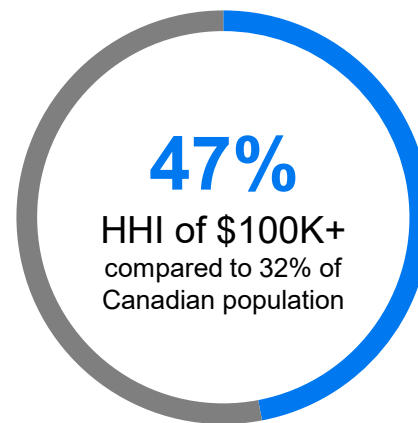
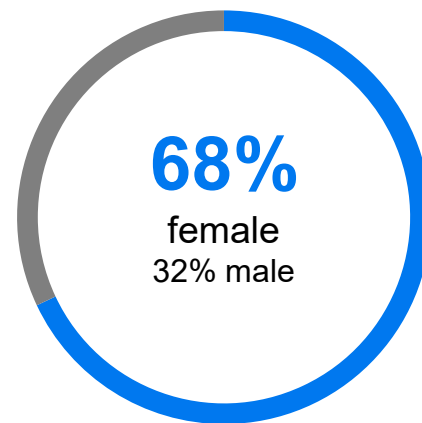
WORLDLY



TRAVELERS



Canada Demographics



Travel Interest Is Gaining Momentum

49%

of Travelzoo U.S. members are **finding joy in planning future travel during this time**

90%+

of Travelzoo's North American members are **interested in receiving travel deals** right now

Sources: Travelzoo U.S. Member Survey, July 22-27, 2020, n=1,402; Travelzoo U.S. Member Survey, August 7-10, 2020, n=1,712;

Travelzoo Canada Member Survey, August 6, 2020, n=579

Data Download: Caribbean Travel Outlook – August 27, 2020



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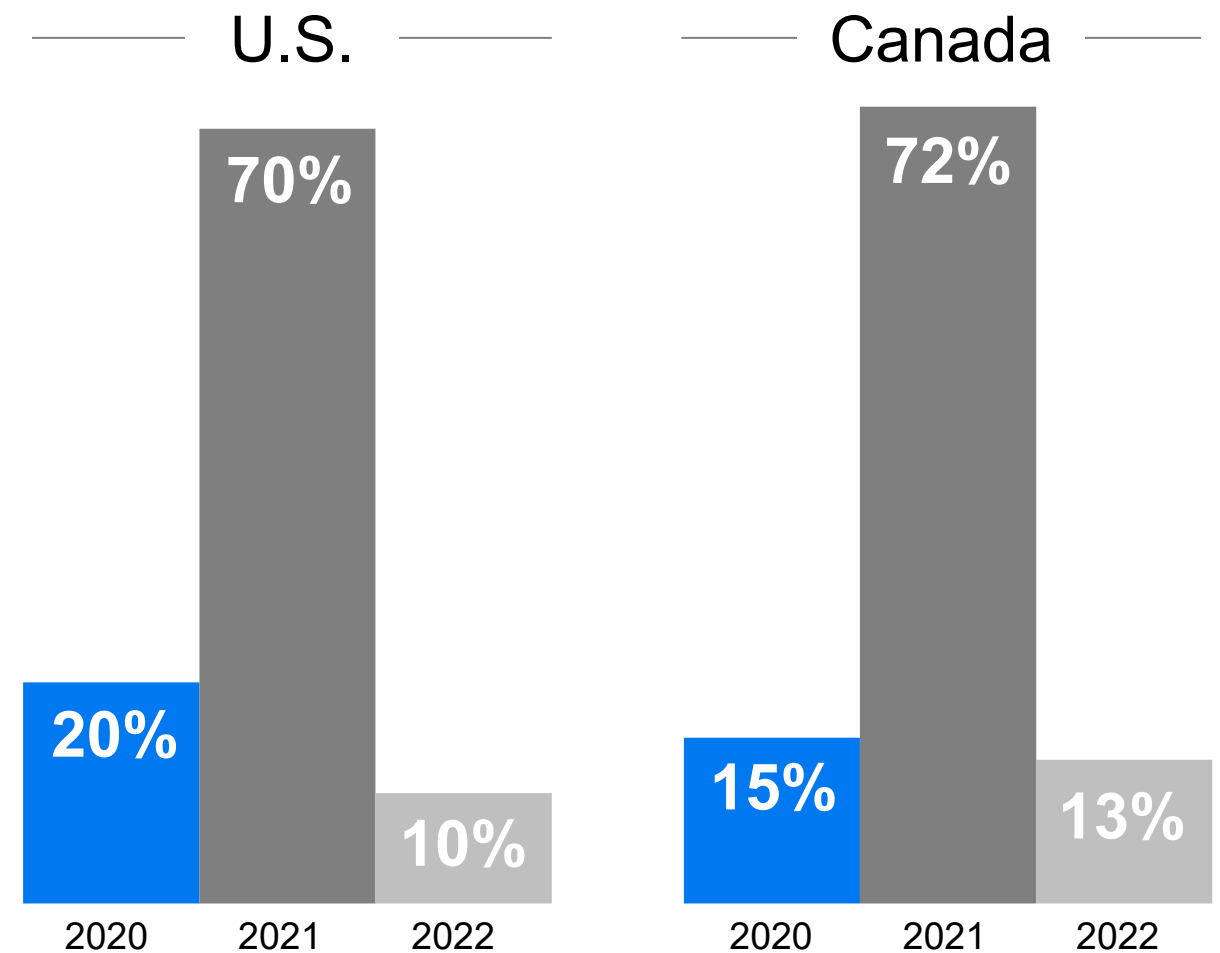
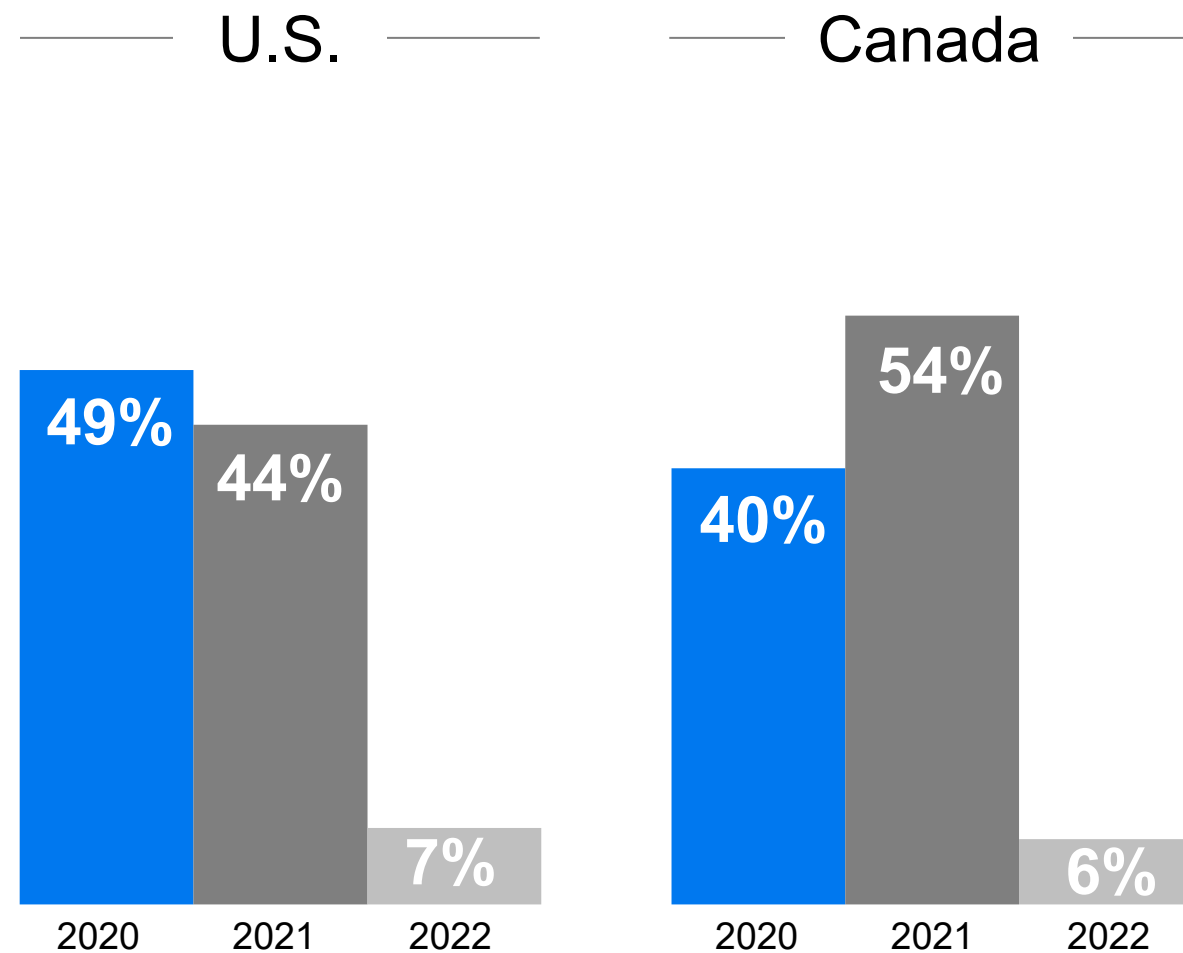


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American Members Are Returning to International Travel Slightly Faster Than Canadians

Book

Travel



Year Members Will Book Internationally, at the Earliest vs. Year Members Will Travel Internationally, at the Earliest

*at the earliest

Source: Travelzoo U.S. Member Survey, August 7-10, 2020, n=1,721; Travelzoo Canadian Member Survey, August 12-14, n=1,593

Percentages may not total 100 due to rounding

Data Download: Caribbean Travel Outlook – August 27, 2020



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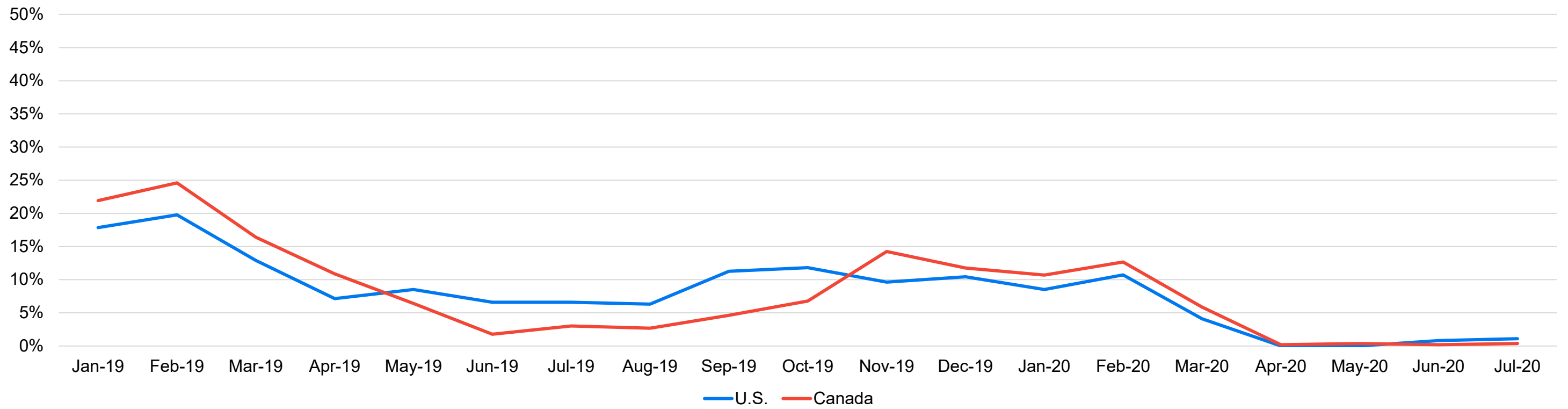
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Members Flocked to the Caribbean in Winter 2019 & 2020

Sharp Decline in Spring 2020

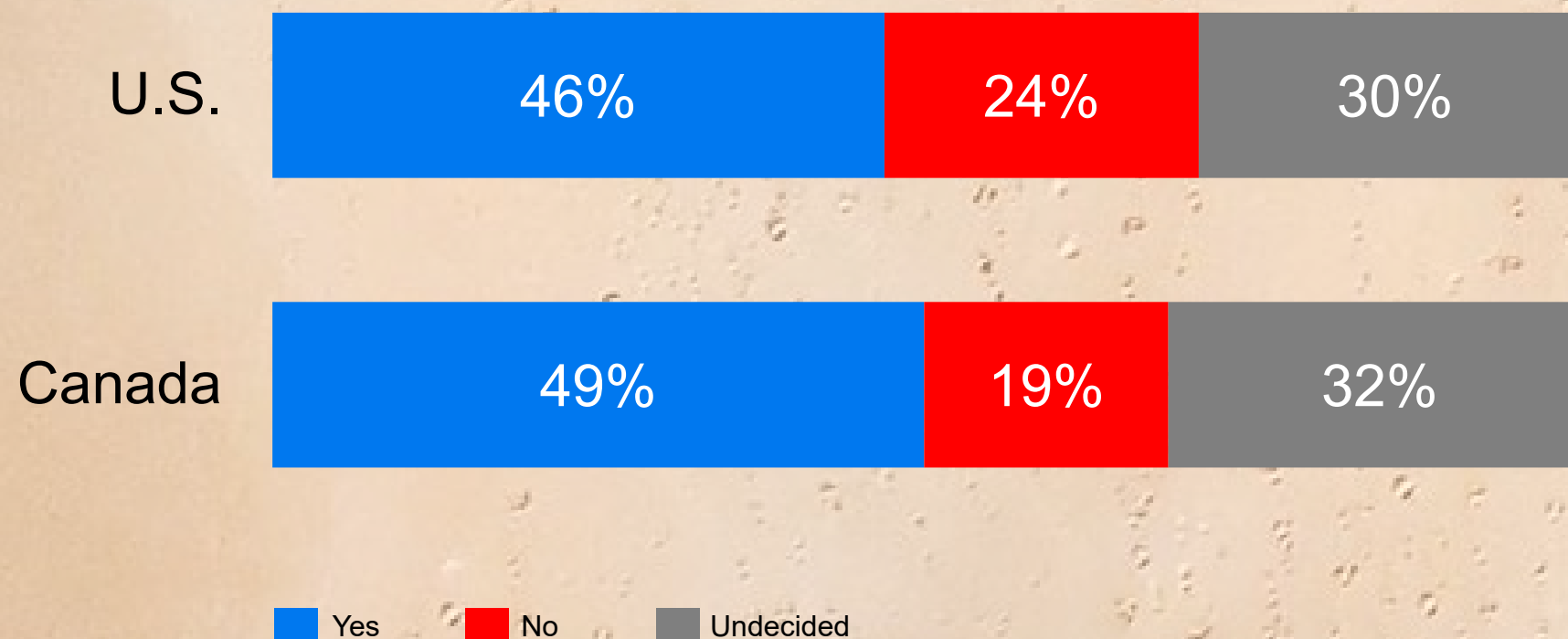
38% of Canadian members, and **25%** of U.S. members took a trip to the Caribbean in 2019 & 2020

Caribbean Travel Timeline for 2019 & 2020



Source: : Travelzoo U.S. Member Survey, August 7-10, 2020, n=1,721; Travelzoo Canadian Member Survey, August 12-14, n=1,593
Data Download: Caribbean Travel Outlook – August 27, 2020

Almost Half of North American Travelzoo Members are Interested in Visiting the Caribbean in the Next Two Years



Source: Travelzoo U.S. Member Survey, August 7-10, 2020, n=1,721; Travelzoo Canadian Member Survey, August 12-14, n=1,593

Data Download: Caribbean Travel Outlook – August 27, 2020



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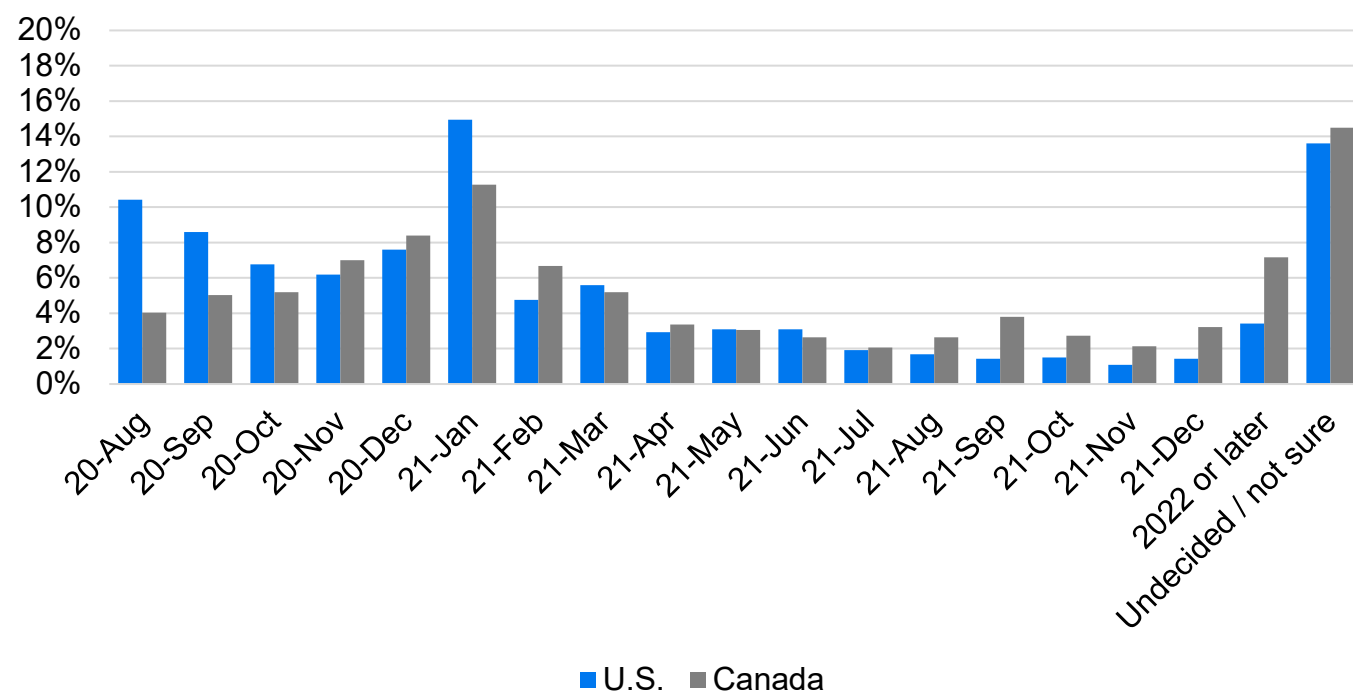
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U.S. Members Are Willing to Book in 2020 While Canadians are Pushing Booking and Travel Timelines to 2021

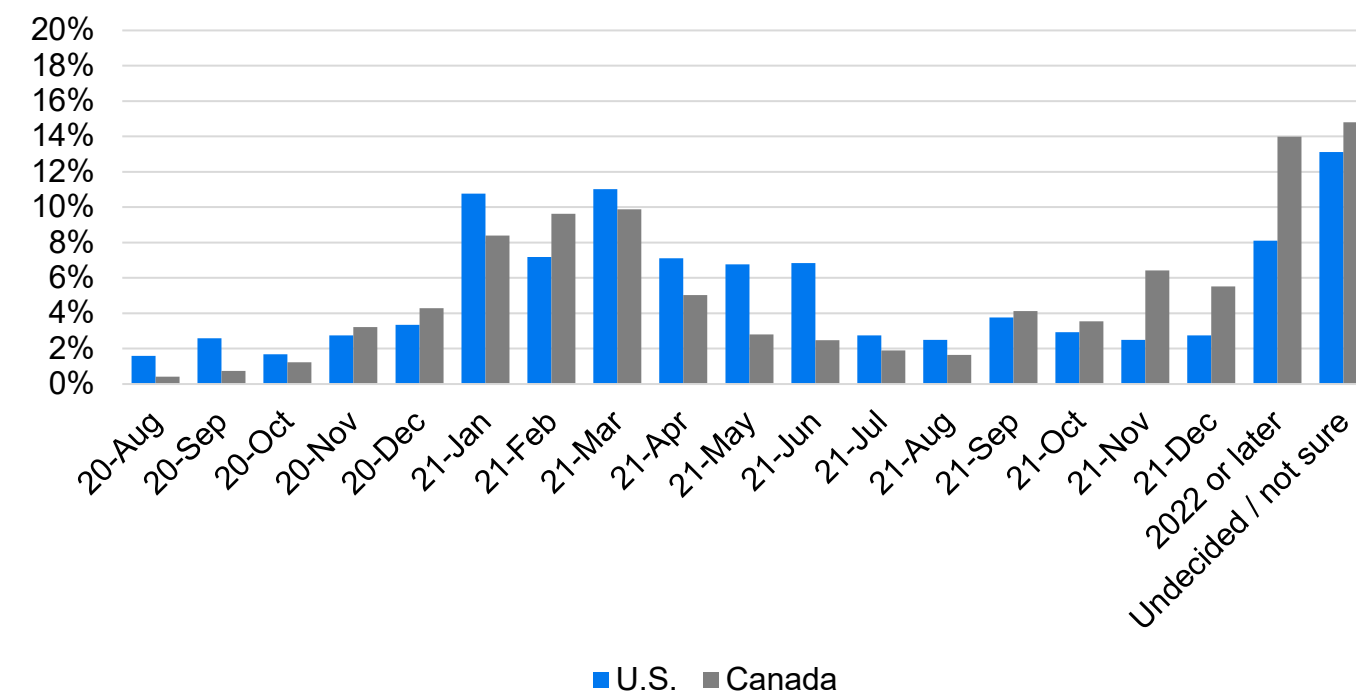
40% of U.S. members would **book in 2020 at the earliest**, but **67%** would wait to **travel** until 2021*

30% of Canadian members will **book in 2020 at the earliest**, but **61%** would wait to **travel** until 2021*

Assuming the deal was changeable without fees, or cancellable with a full refund, when is the earliest you would **BOOK** a future trip to the Caribbean?



When is the earliest you would **TRAVEL** to the Caribbean for a leisure trip / vacation?



*at the earliest

Source: Travelzoo U.S. Member Survey, August 7-10, 2020, n=1,721; Travelzoo Canadian Member Survey, August 12-14, n=1,593

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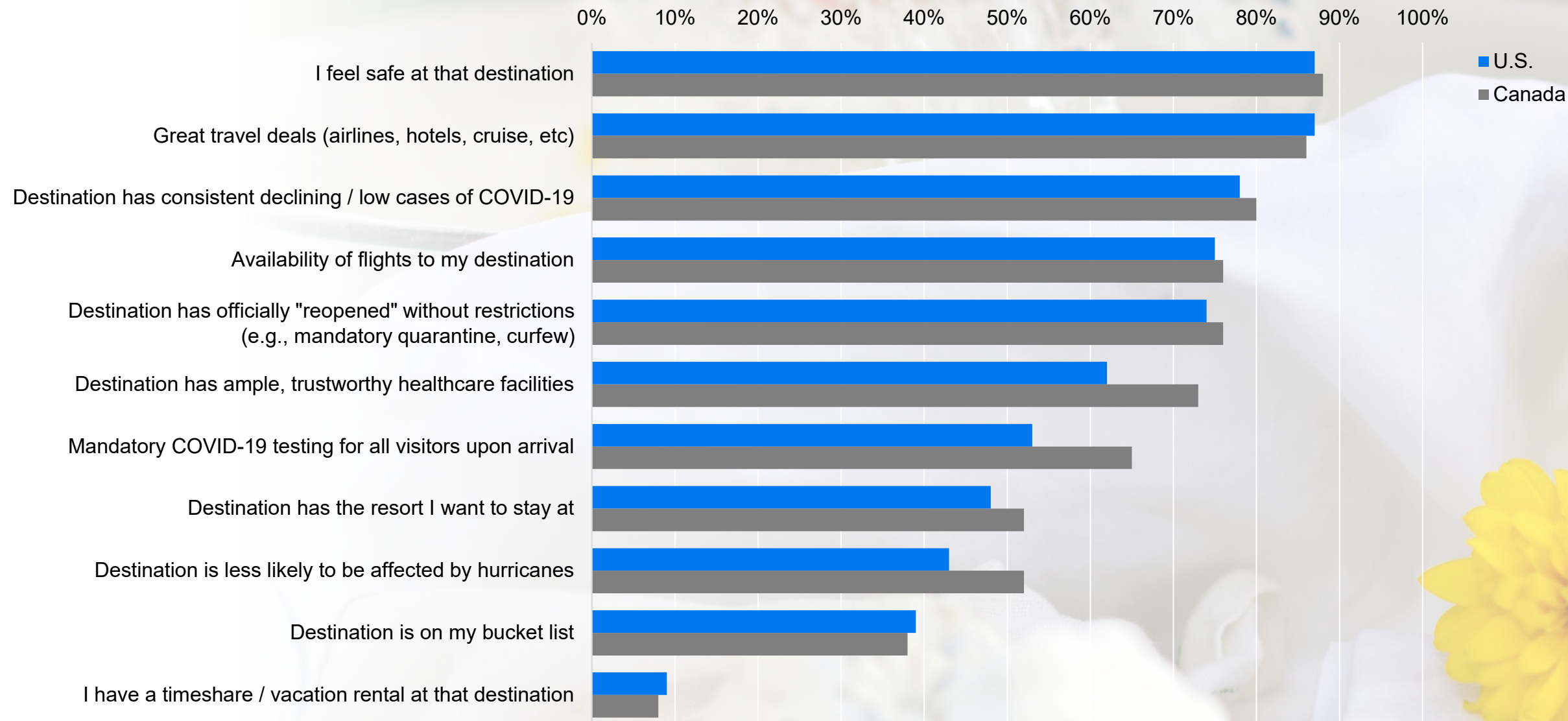
Top Reasons for Selecting the Caribbean for Vacation: Visiting New Destinations, Climate, Safety



Perceptions of Safety Impact Travelzoo Members' Decisions

19

Top factors affecting traveler decisions



Source: Travelzoo U.S. Member Survey, August 7-10, 2020, n=1,721; Travelzoo Canadian Member Survey, August 12-14, n=1,593

Data Download: Caribbean Travel Outlook – August 27, 2020



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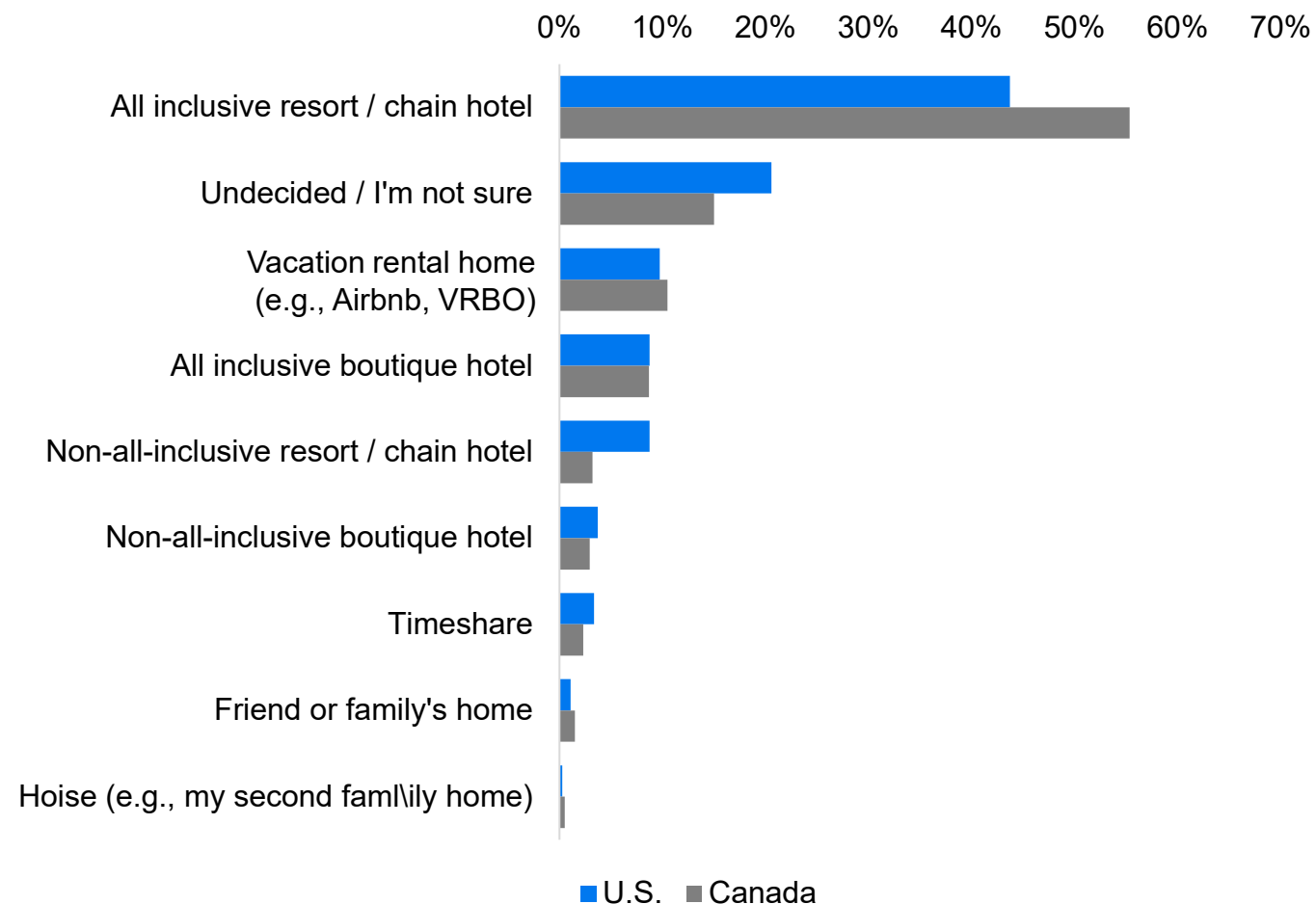
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Caribbean Islands Travelzoo Members Are Most Likely to Travel to Over the Next Two Years

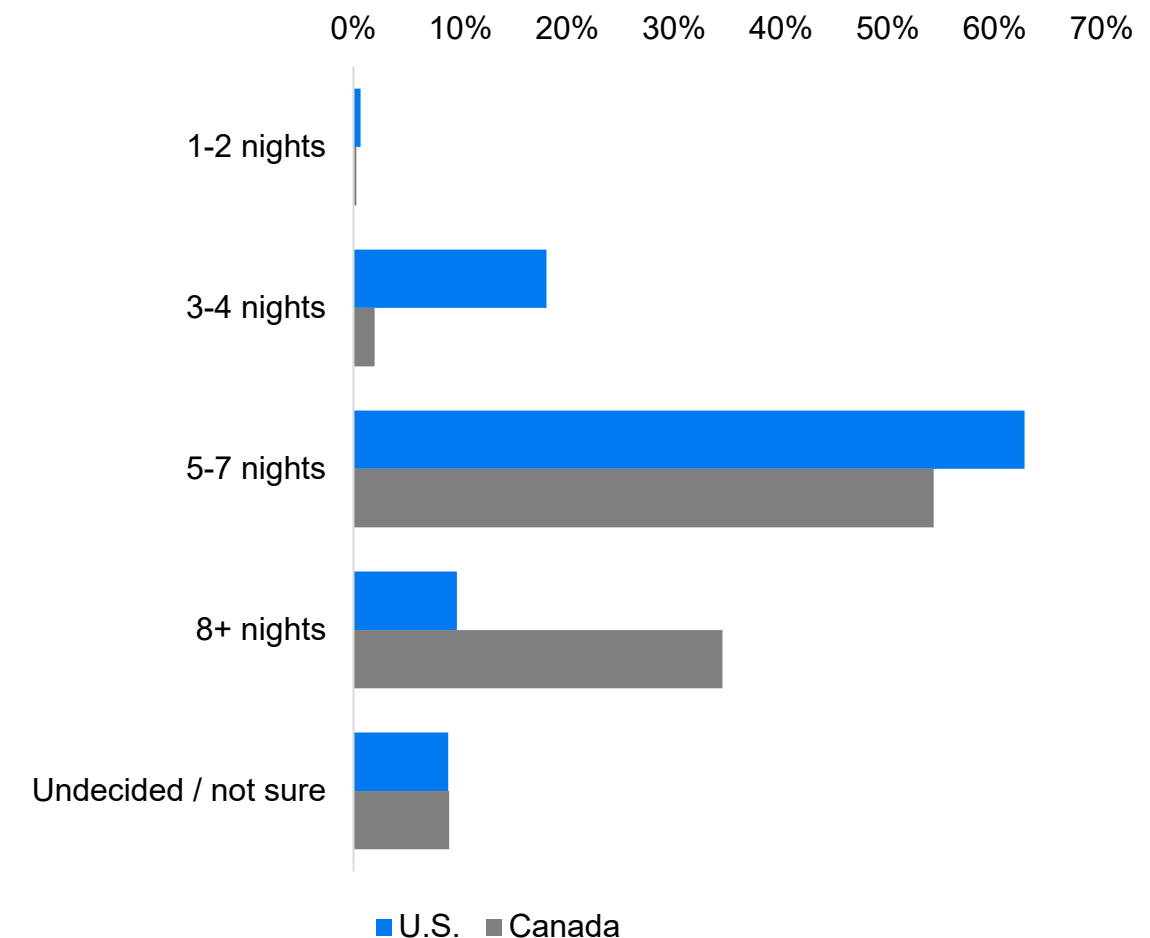
U.S.		Canada
United States Virgin Islands	1	Cuba
Bahamas	2	Dominican Republic
Turks and Caicos	3	Turks and Caicos
Aruba	4	Bahamas
Puerto Rico	5	Barbados
Jamaica	6	Jamaica
Cayman Islands	7	Aruba
Saint Martin / St. Maarten	8	Saint Lucia
British Virgin Islands	9	Saint Martin / St. Maarten
Saint Lucia	10	Curacao

Chain Hotels & All-Inclusive Resorts Rank No. 1 Due to Strict Safety Guidelines

Accommodations our members are most likely to stay at on their next Caribbean vacation



Number of nights they likely will stay at their destination on their next Caribbean trip



Source: Travelzoo U.S. Member Survey, August 7-10, 2020, n=1,721; Travelzoo Canadian Member Survey, August 12-14, n=1,593

Data Download: Caribbean Travel Outlook – August 27, 2020

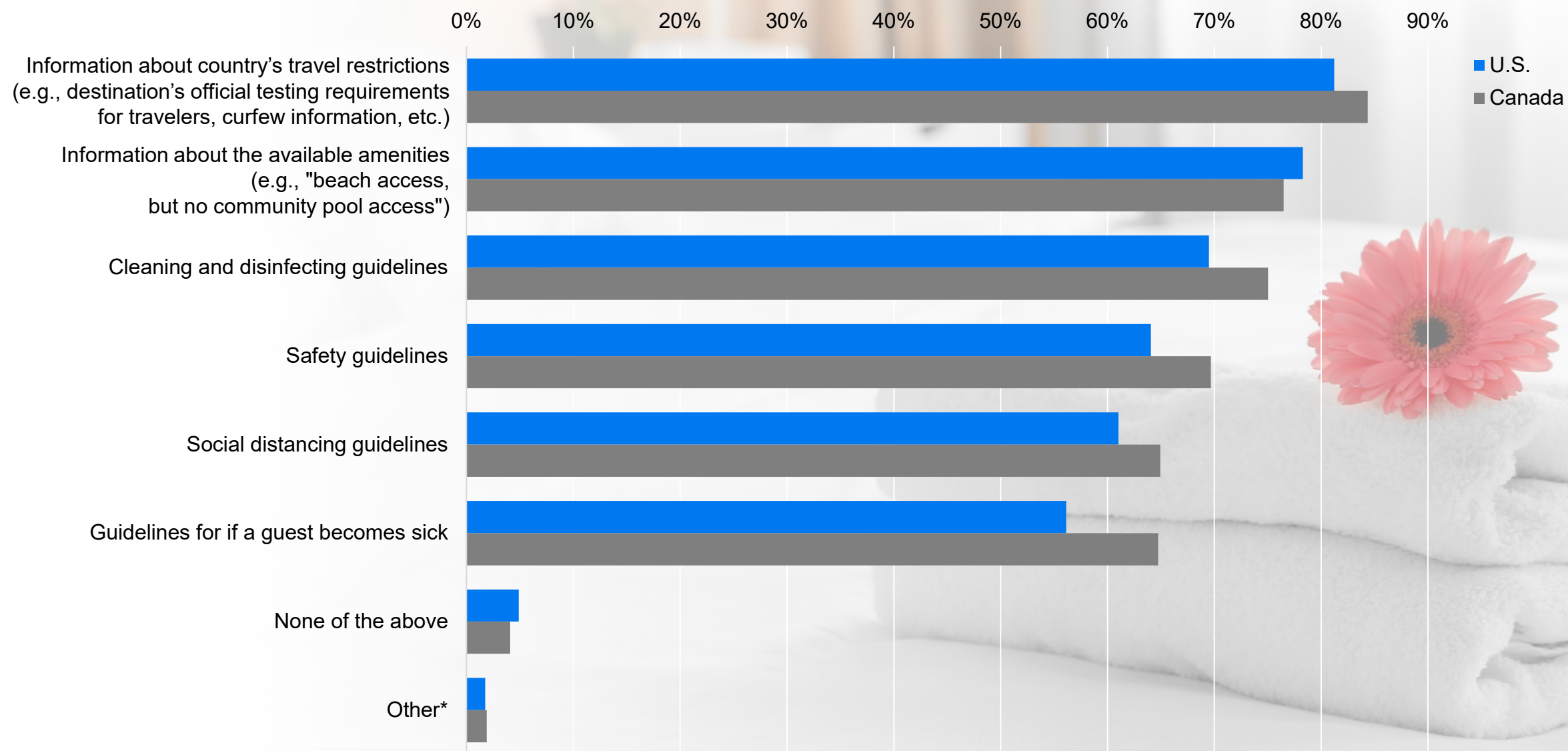


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Travel Restriction Information & Cleaning Guidelines are Key to Bringing Travelers Back to the Caribbean



* Other responses include all of the above, cruise, wheelchair accessibility, healthcare options, mask requirements.

Source: Travelzoo U.S. Member Survey, August 7-10, 2020, n=1,721; Travelzoo Canadian Member Survey, August 12-14, n=1,593

Data Download: Caribbean Travel Outlook – August 27, 2020



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Willingness to travel to destination in a small puddle jumper plane



U.S.

69%

15%

17%

Canada

54%

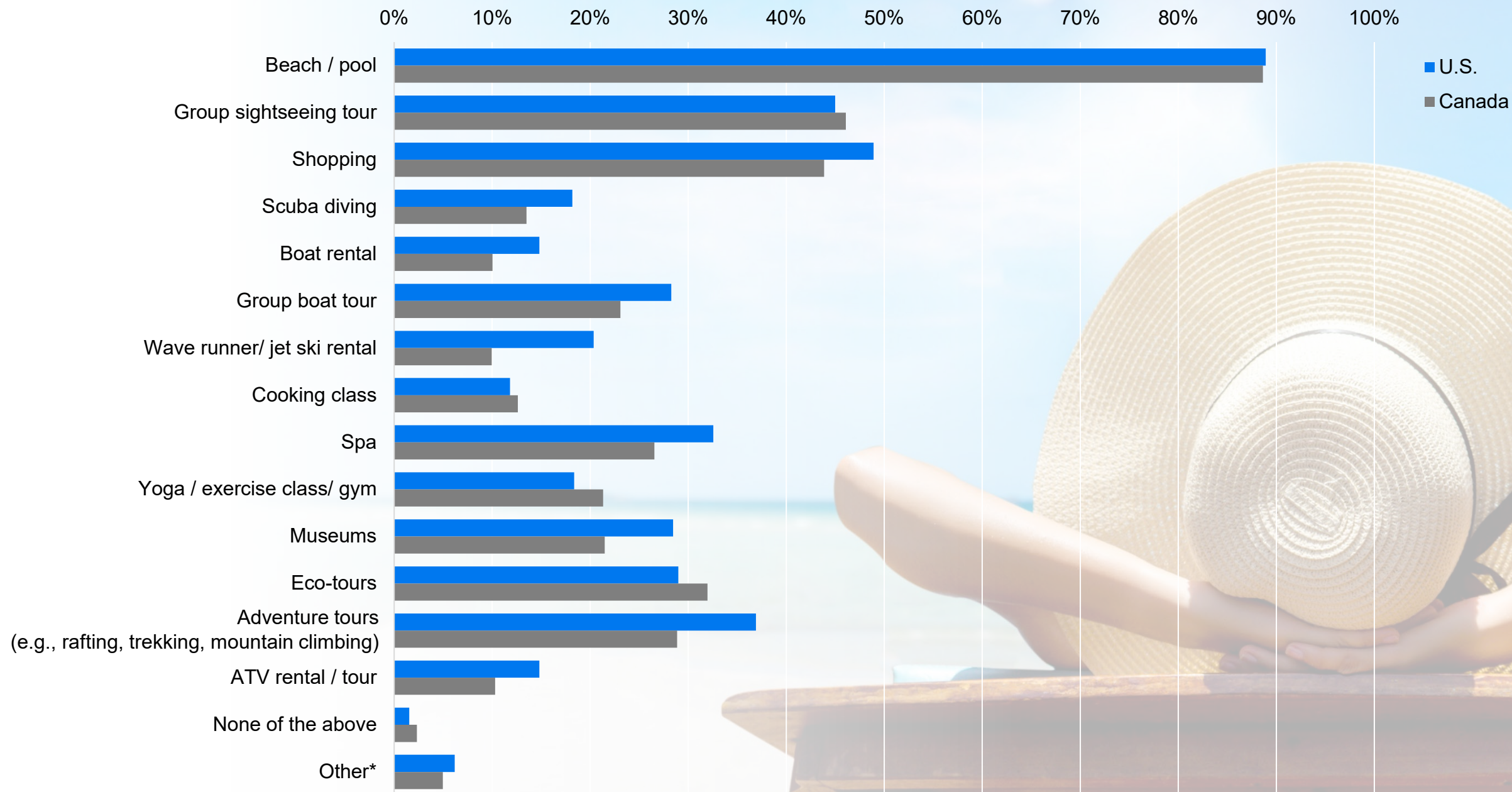
28%

18%

Yes No Undecided

Travelzoo Members Ready to Relax on a Caribbean Beach

24



* Other responses include snorkeling, hiking, individual sightseeing, fishing, sailing, golf, horseback riding, casino.

Source: Travelzoo U.S. Member Survey, August 7-10, 2020, n=1,721; Travelzoo Canadian Member Survey, August 12-14, n=1,593

Data Download: Caribbean Travel Outlook – August 27, 2020



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U.S. & Canada Members Agree on COVID-19 Protocols They'd Follow

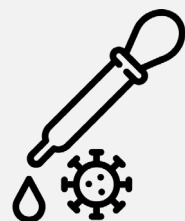


Travelers are
MORE WILLING to:



WEAR A MASK

in certain public situations
at your destination

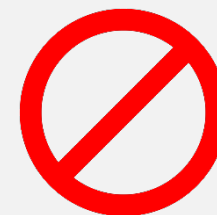


TEST FOR COVID-19 UPON ARRIVAL

or provide proof of a negative test
taken within 10 days prior to travel



SUBMIT AN ONLINE HEALTH VISA



Travelers are
LESS WILLING to:



QUARANTINE

in hotel or government facility
for 7 days



FOLLOW NIGHTLY CURFEW



SUBMIT AN AT-HOME QUARANTINE DOCUMENT

Baseload 2021 with a Long Travel Window & Increase Revenue with Smart Upsells

417+

ROOM NIGHTS booked by U.S. and Canadian members at a 4-star Barbados hotel

76%

of bookings were for **UPSELL OPTIONS**

\$152,000+

incremental **GROSS REVENUE**

Puerto Rico Top-Rated Hotel Baseloads 2021 by Offering Valuable Perks

27

735+

ROOM NIGHTS booked
by U.S. and Canadian members
at a 4-star San Juan chain hotel

89%

of bookings were for
UPSELL OPTIONS

\$194,000

incremental
GROSS REVENUE

Keys to Success Right Now

28

PUNTA CANA

\$599 – Punta Cana 5-Star Trip: 3 All-Incl. Nights for 2

Lopesan Costa Bvaro Resort, Spa & Casino

SAVE NOW TRAVEL LATER
Fully Refundable

40% OFF
\$599 \$1,031

CONTINUE

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Why We Love This Deal

Fully Refundable
Secure the deal now and choose your travel dates when you're ready. Or, get a 100% refund if you don't go. [Learn more](#)

When You Can Go
Nov. 15, 2020 - Sept. 28, 2021

Getting There

Lopesan Costa Bvaro Resort, Spa & Casino
Avenida Alemania
Punta Cana 23000
809-221-5555
www.lopesancostabavaro.com/en

What's Included

- ✓ Two people can stay for 3 nights in a Junior Suite Pool View
 - \$599 ... check in Nov. 15 - Dec. 21, 2020; April 5 - Sept. 28, 2021
 - \$879 ... check in Jan. 4 - March 25, 2021
- ✓ For ocean views, upgrade to a Junior Suite Ocean View starting at \$669 for 3 nights
- ✓ Add on additional nights starting at \$199
- ✓ All options include:
 - All food and drinks, including 24-hour room service
 - Complimentary high speed Wi-Fi and unlimited phone calls to the U.S.
 - Taxes and fees

Stay with confidence — read more about the hotel's [enhanced safety and cleaning procedures](#)

#1
Flexibility

#2
Long travel window

#3
Smart upsells

#4
Compelling price

#5
Cleaning & safety protocols



Q&A

LARA BARLOW | SUSAN CATTO | FRANK COMITO



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Thank You for Attending!

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