



TRAVELZOO®

The Latest Caribbean Travel Trends: *Capturing Your Share of Growing Demand*

March 10, 2022

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Travelzoo's Global Reach

TRUSTED GLOBAL INFLUENCER

13 offices | publishing travel content for over 20 years

PROVEN PRODUCT LINE

Storytelling and performance-driven products that drive results

LARGE AUDIENCE

30M

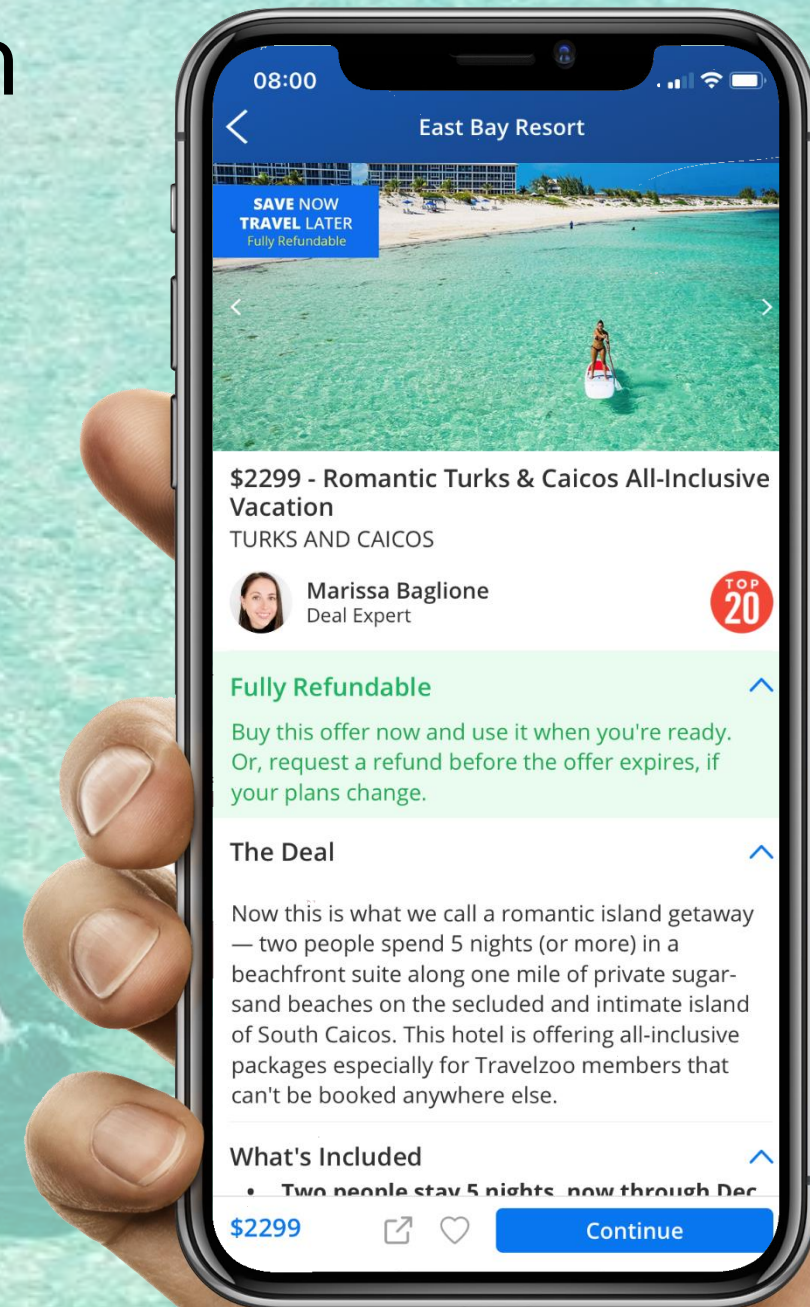
members around the globe

4M

social media followers

6.9M

mobile app downloads



Travelzoo internal reporting. Country numbers, regional and global membership numbers represent approximate total unduplicated members and do not indicate the total number of members we can deliver to via Top 20, Newsflash or Local Deals.

1 | CHTA and Travelzoo – March 10, 2022

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Have Vaccine, Will Travel



In the past week: **68%** researched travel ideas

35% made travel reservations
(domestic or international)

21% traveled
(within the U.S. or internationally)

83% feel confident they can travel safely

84% of respondents* have received two doses of a COVID-19 vaccine and a booster, or one single-shot vaccine and a booster

*95% answered the optional question, 'How many dose(s) of a COVID-19 vaccine have you received?'

Source: Travelzoo U.S. member survey; survey tool Alchemer; February 28 – March 1, 2022; n=1,767

2 | CHTA and Travelzoo – March 10, 2022

Caribbean is the #1 International Destination



- 1 **Caribbean**
- 2 Italy
- 3 Mexico
- 4 Canada
- 5 United Kingdom
- 6 Greece
- 7 France
- 8 Costa Rica
- 9 Ireland
- 10 Portugal



Members Staying and Playing Longer

Members planning
1-2
international trips
(depending on country)

65%

will most likely stay
8 nights or longer
on their next
international vacation

87%

say disposable income
for travel will remain
the same or increase

Opportunity to Inspire Bookings at Any Time

Over half

plan to book
international travel
4 months out
or longer

17%

inspired by
the right offer
any time

73%

Travelzoo has influenced
their decision to travel
to a specific vacation
destination

This Year's Top 10

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

Case Study: Upsells and Upgrades

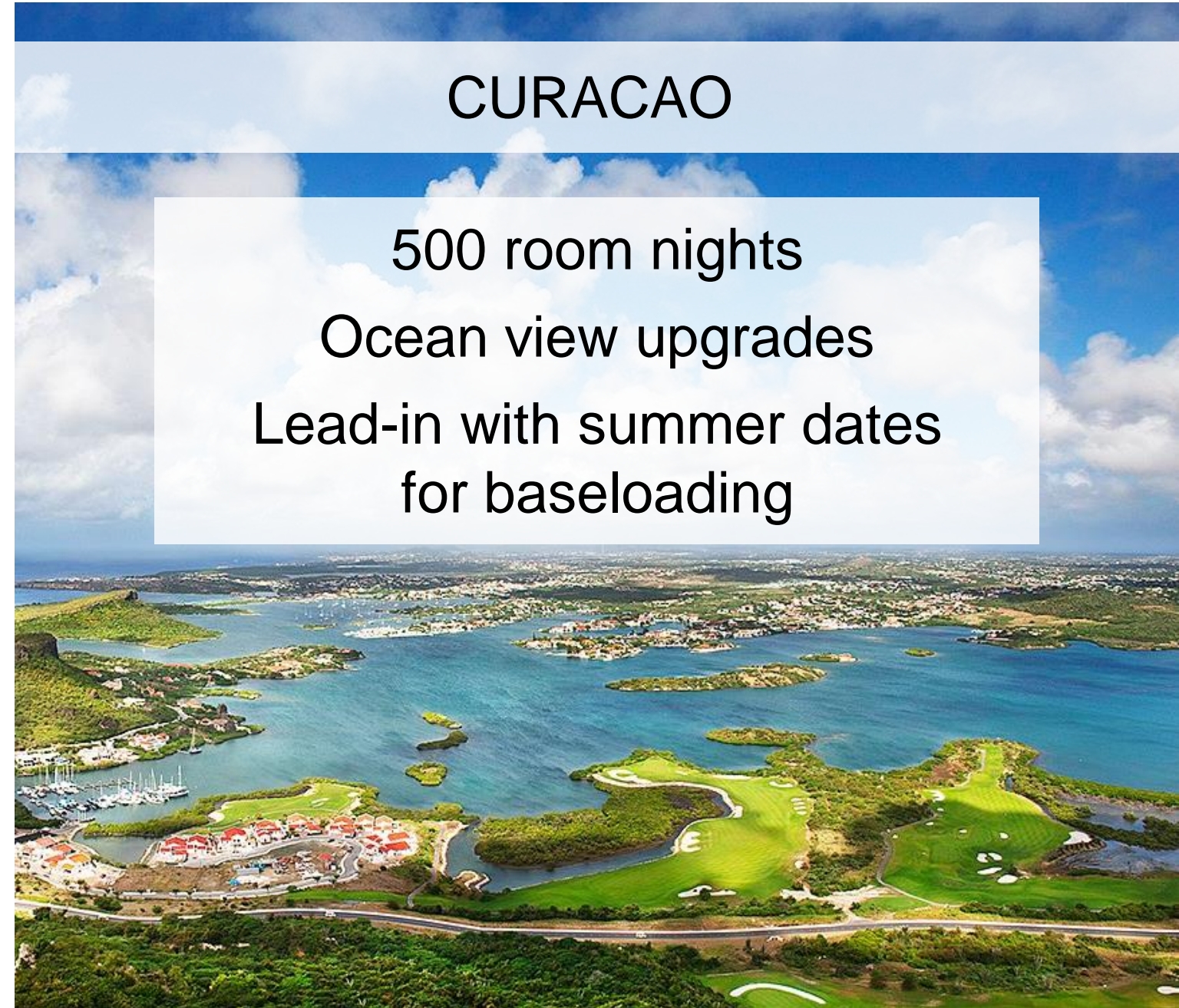
BARBADOS

645 room nights
Extra nights
Ocean view
upgrades



CURACAO

500 room nights
Ocean view upgrades
Lead-in with summer dates
for baseloading



Case Study: Target Dates & Stay Options

ST. MAARTEN

All-inclusive
4-star
resort


3,100+
room nights

Immediate
travel
period

5- and
7-night
options

Two
room
types

Trip Types Most Desired

- 
- 1 Beach
 - 2 Cultural, historical
 - 3 Road trip
 - 4 Adventure
 - 5 City getaway

63%

plan on going
somewhere special
or different

Case Study: Special Experiences

ST. LUCIA

Four resorts:
Adults-only; activity-filled
and all-you-can-eat-
and-drink; and villas

2,500
room nights

Differentiated resorts,
wide travel windows,
exclusive Travelzoo
member perks

Case Study: Special Experiences

MALDIVES

Dolphin
cruise

Roundtrip
airport transfers
included

Open
bar service
daily

Villas with outdoor
showers, bathtubs,
and private pools

Best Practices: Tips to Earn Members' Bookings This Year

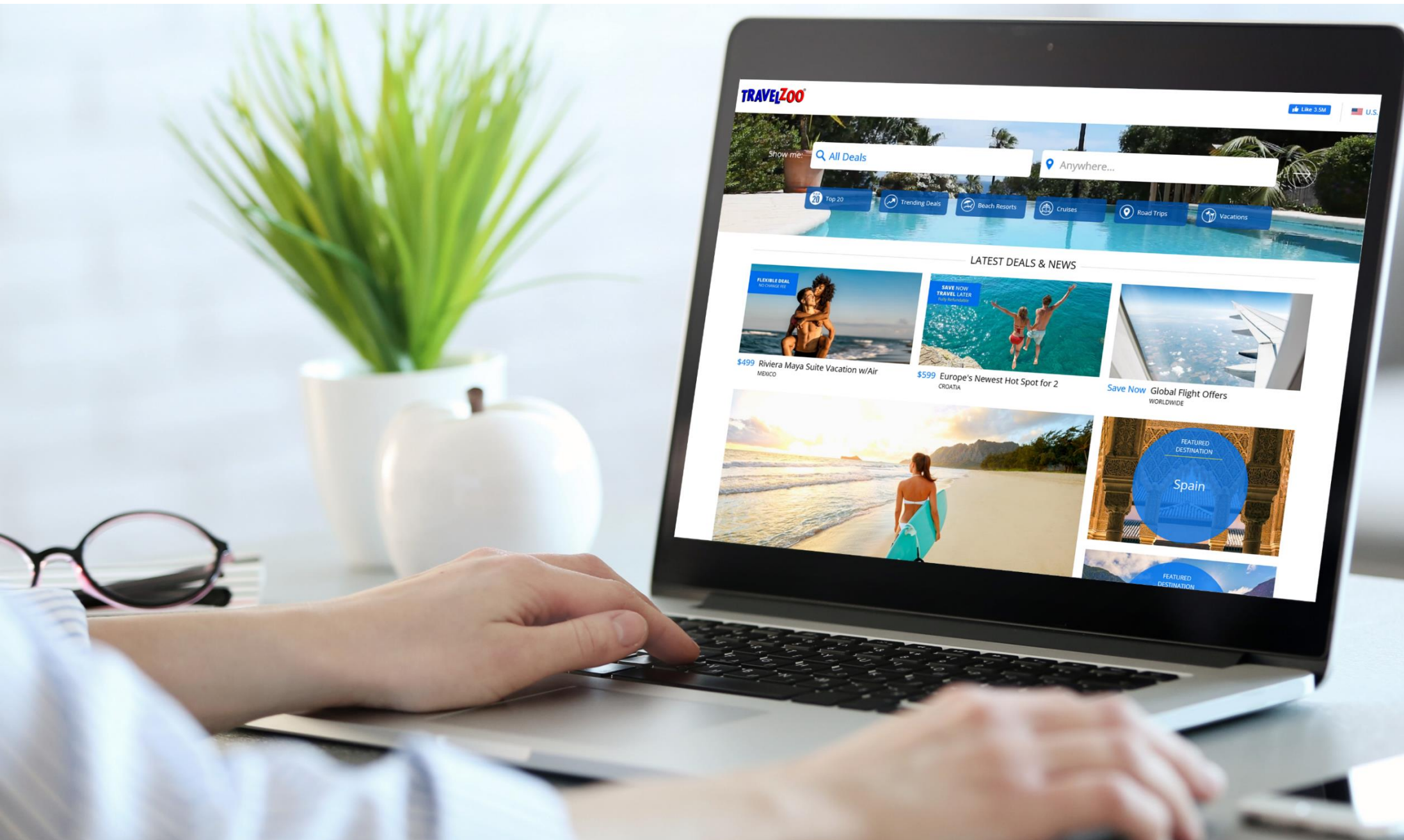
Flexible
and refundable
options

Regularly respond
to reviews and
address concerns

Pay attention
to overall hotel
rating and
cleanliness

Make COVID
protocols easy
to find and keep
them updated

Partner with Travelzoo



Voucher
model

Media/
flat fee model

Sponsored
Stories



THANK YOU

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