# TRAVELZOO® **Caribbean Travel** Outlook

May 3, 2021

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# What is Travelzoo?



## **TRUSTED GLOBAL INFLUENCER**

Publishing travel, hotel, and local content for 20+ years



### **PROVEN PRODUCT LINE**

Storytelling and performance-driven products that drive results

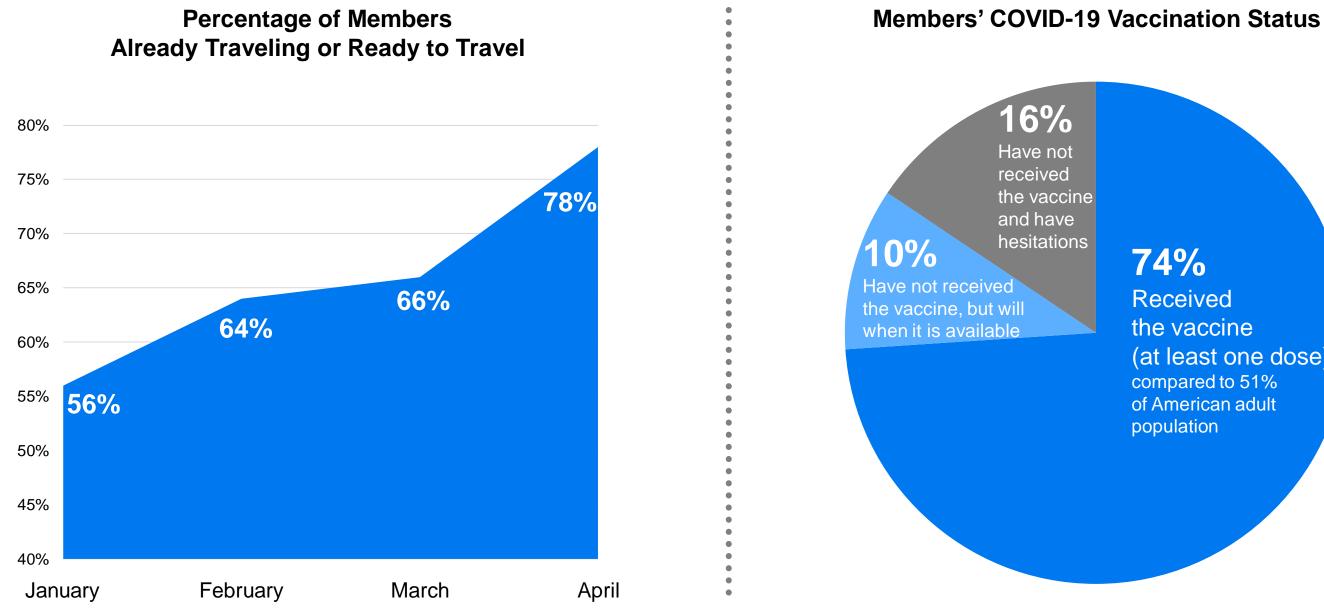


### LARGE AUDIENCE

30M members worldwide 4M social media followers | 3.6M on Facebook 6.8M mobile app users



# Vaccinated, Ready to Travel



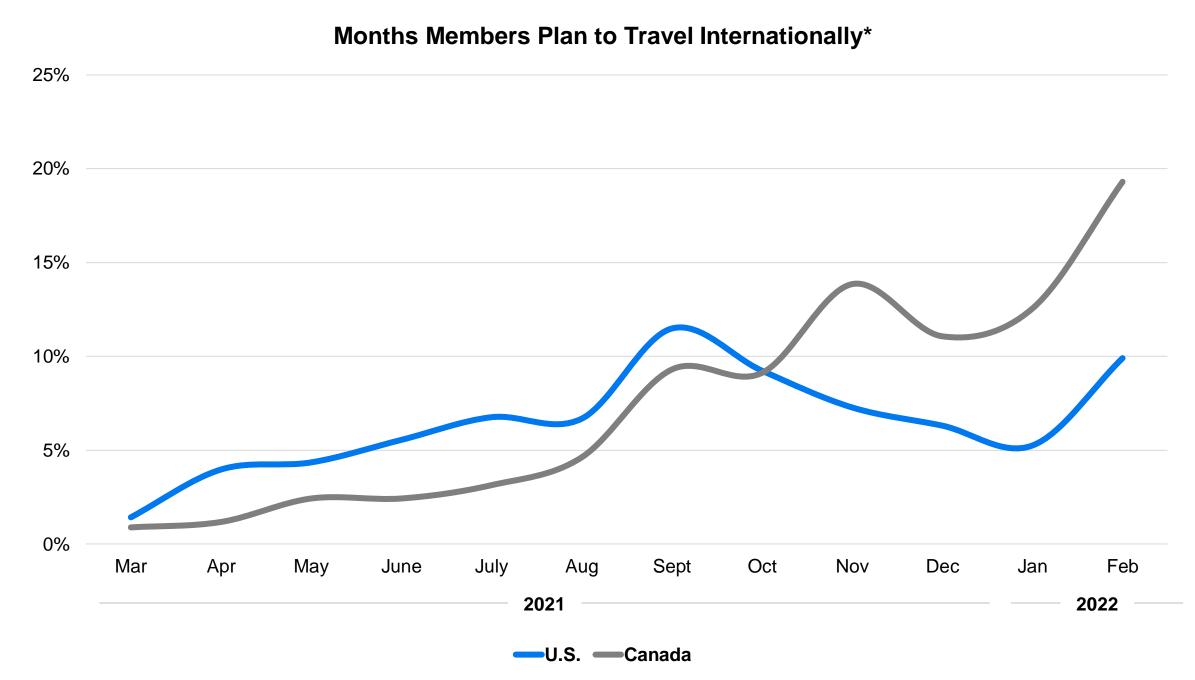
Sources: Travelzoo U.S. Member Surveys, January 8-11, 2021, n=1,252; February 2-3, 2021, n=1,345; March 6-8, 2021, n=1,394; April 6-8, 2021, n=1,046; NPR Percentages may not total 100 due to rounding

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#### 74%

Received the vaccine (at least one dose) compared to 51% of American adult population

# International Travel Demand In Late 2021



\* All months members plan to travel internationally, even if only tentatively scheduled

Sources: Travelzoo U.S. Member Survey, March 6-8, n=1,394; Travelzoo Canadian Member Survey, March 6-8, 2021, n=1,747

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53% **AMERICAN** members have plans for at least one international trip in the next year

#### 62% CANADIAN

members have plans for at least one international trip in the next year

# What Destinations Are They Dreaming About?

#### **AMERICAN MEMBERS**



#### **CANADIAN MEMBERS**

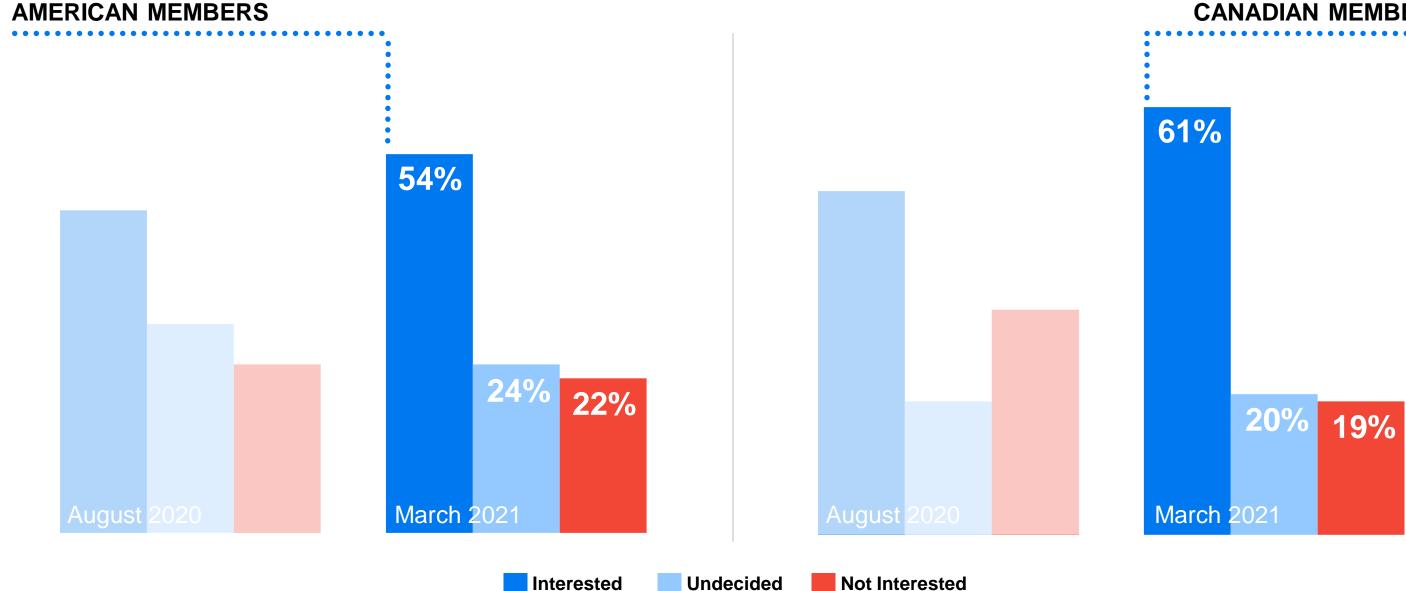


\* Members who day-dreamed about taking a getaway or vacation in the past week

Sources: Travelzoo U.S. Member Survey, March 6-8, n=1,394; Travelzoo Canadian Member Survey, March 6-8, 2021, n=1,747

# Members Interested in Visiting the Caribbean

Member Interest in Traveling to the Caribbean in the Next Two Years



Sources: Travelzoo U.S. Member Surveys, August 7-10, 2020, n=1,721; March 6-8, 2012, n=1,394; Travelzoo Canadian Member Surveys, August 12-14, n=1,593; March 6-8, 2021, n=1,747



# Caribbean Island Preference Among Americans

	AUGUST 2020	<b>NOVEMBER 2020</b>	MAI
1.	Aruba	United States Virgin Islands	United Sta
2.	Bahamas	Bahamas	E
3.	Dominican Republic	Aruba	Turk
4.	Jamaica	Turks and Caicos	
5.	Saint Martin / St. Maarten	Jamaica	P
6.	United States Virgin Islands	Saint Martin / St. Maarten	
7.	Turks and Caicos	Cayman Islands	Saint Ma
8.	Other	Puerto Rico	Cay
9.	Barbados	Dominican Republic	S
10.	British Virgin Islands	Saint Lucia	British
11.	Cayman Islands	British Virgin Islands	Domir
12.	Curacao	Antigua and Barbuda	E
13.	Antigua and Barbuda	Barbados	
14.	Cuba	Curacao	Antigu
15.	Saint Lucia	Saint Kitts and Nevis	

### ARCH 2021

tates Virgin Islands

Bahamas

ks and Caicos

Aruba

Puerto Rico

Jamaica

lartin / St. Maarten

iyman Islands

Saint Lucia

sh Virgin Islands

inican Republic

Barbados

Cuba

ua and Barbuda

Curacao

# Puerto Rico Resort Highlights Overall Accessibility



# 220+

### **PURCHASES** booked by U.S. members

# \$146,000

incremental **GROSS REVENUE** 

•••

Source: Internal reporting Caribbean Marketplace Conference - May 3, 2021



# Caribbean Island Preferences Among Canadians

	AUGUST 2020	<b>NOVEMBER 2020</b>	MA
1.	Cuba	Turks and Caicos	
2.	Jamaica	Cuba	Domir
3.	Dominican Republic	Dominican Republic	Turk
4.	Barbados	Bahamas	
5.	Aruba	Jamaica	E
6.	Curacao	Aruba	S
7.	Saint Martin / St. Maarten	Barbados	
8.	Turks and Caicos	Saint Lucia	E
9.	Bahamas	Saint Martin / St. Maarten	Saint Ma
10.	Other	Curacao	Cay
11.	Antigua and Barbuda	Antigua and Barbuda	
12.	Puerto Rico	Cayman Islands	P
13.	Saint Lucia	Puerto Rico	British
14.	Martinique	Saint Kitts and Nevis	Antigu
15.	British Virgin Islands	British Virgin Islands	Saint ł

#### ARCH 2021 Cuba inican Republic ks and Caicos Jamaica Bahamas Saint Lucia Aruba Barbados lartin / St. Maarten yman Islands Curacao Puerto Rico sh Virgin Islands ua and Barbuda **Kitts-and-Nevis**

# Easily Accessible Dominican Republic Resort Drives Bookings

### PURCHASES

700+

booked by Travelzoo members at a Dominican Republic resort incremental GROSS REVENUE

...

\$304,000+

Source: Internal reporting Caribbean Marketplace Conference – May 3, 2021

# **Onsite COVID-19 Testing Creates Consumer Confidence**

### 79% of AMERICAN members said onsite COVID-19 testing is important

88% of CANADIAN members said onsite COVID-19 testing is important



## We Asked, They Answered

What is the single most important thing for a Caribbean or Mexico hotelier to have or offer when you're deciding on whether or not to book a trip right now?





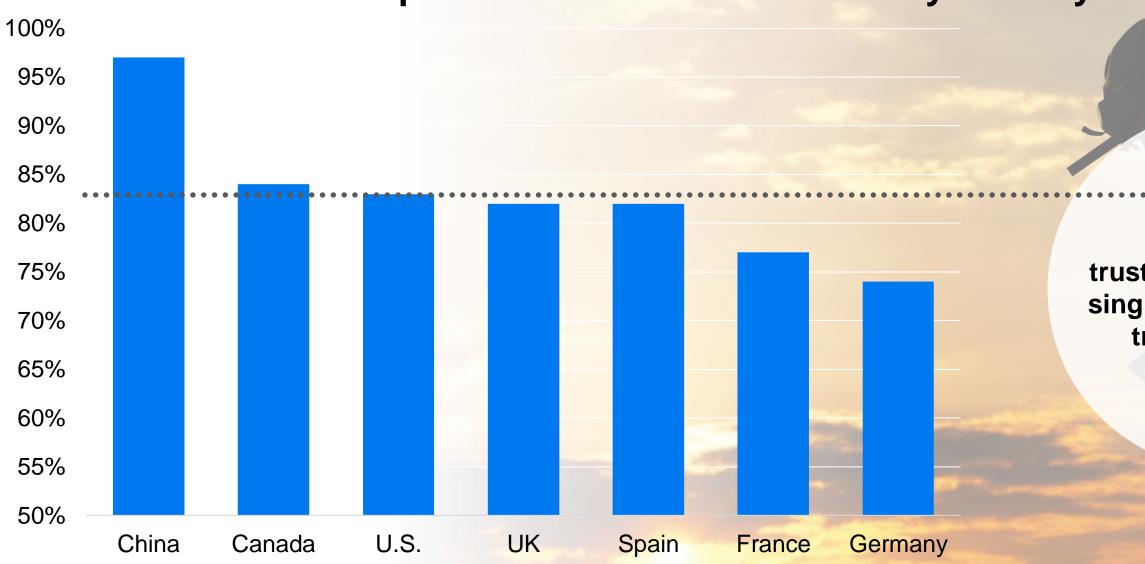
Sources: Travelzoo U.S. Member Survey, March 6-8, n=1,394; Travelzoo Canadian Member Survey, March 6-8, 2021, n=1,747 Caribbean Marketplace Conference – May 3, 2021

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**Price &** 



# **Trust is a Global Currency**



Importance of trustworthiness by country

Source: Travelzoo Survey conducted via OnePoll, January 11-15, 2021, n=8,000 adults from China, Canada, U.S., UK, Spain, France and Germany Caribbean Marketplace Conference – May 3, 2021

### 83%

agree that trustworthiness is the single most important trait a person or business can have

# **Trust In Travel**

### 25%

trust vacation companies more now than they did before the pandemic began

#### 20% trust vacation companies less now

vacation companies more or less now than you did before the pandemic began?

55% remain the

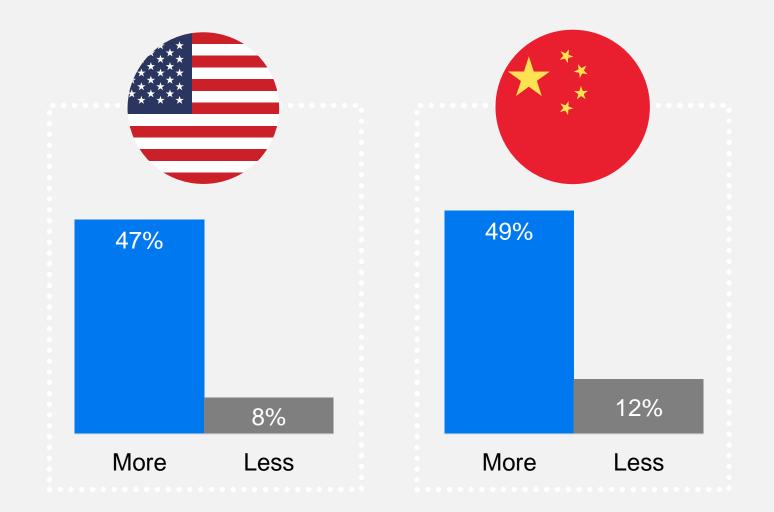
same

Source: Travelzoo Survey conducted via OnePoll, January 11-15, 2021, n=8,000 adults from China, Canada, U.S., UK, Spain, France and Germany Caribbean Marketplace Conference – May 3, 2021



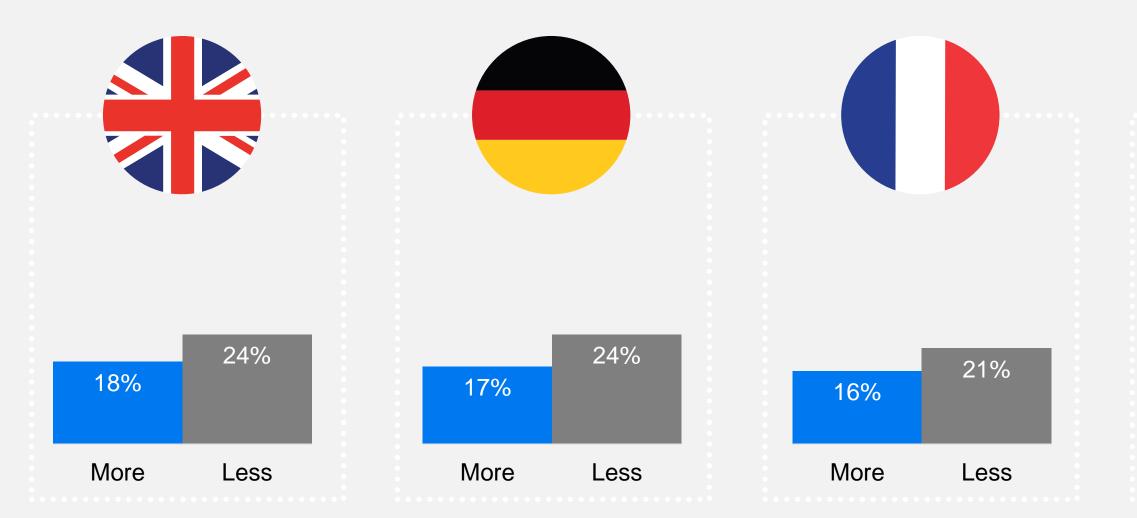
## Trust In Travel – Key Country Differences

### **Higher levels of trust from America and China**



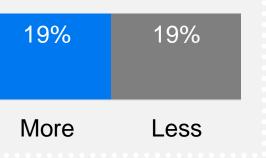
## Trust In Travel – Key Country Differences

#### **Europeans trust vacation companies less**



Source: Travelzoo Survey conducted via OnePoll, January 11-15, 2021, n=8,000 adults from China, Canada, U.S., UK, Spain, France and Germany Caribbean Marketplace Conference - May 3, 2021





# Turning trust into bookings during the pandemic

Option of money back or being able to reschedule

Assurances that all pandemic precautions have been taken in method of transport

Assurances that all pandemic precautions have been taken by accommodation

COVID-19 testing at the airport before departure

Assurance that travelling to that destination is safe

COVID-19 testing at hotels or on arrival

Knowing my airline has been provided with traveler vaccination data

Question 11: When booking a vacation during the COVID-19 pandemic, what reassurances would you seek? Select up to five

# The cost of trust

75%

### are willing to pay more for goods or services they know they can trust



Source: Travelzoo Survey conducted via OnePoll, January 11-15, 2021, n=8,000 adults from China, Canada, U.S., UK, Spain, France and Germany Caribbean Marketplace Conference – May 3, 2021





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