Data Trends to Caribbean Tourism Industry Update

January 29, 2019
AGENDA

• Digital Trends and Demos
• Caribbean / Resort Travel
• Buying Behavior
• ADARA is the World’s Travel Data Co-op

• The phrase “BIG DATA” has been trending now since 2011 – but began in the form as we know it with the on-set of Web 2.0 in 2005

• ADARA COLLECTS, ORGANIZES, ANALYZES AND MONETIZES TRAVEL AND TOURISM DATA

• ADARA SAFELY & SECURELY WAREHOUSES THE ON-LINE BEHAVIOR OF OVER 750MM MONTHLY TRAVEL SHOPPERS AND BOOKERS
With 200+ trusted travel brands, we have a simple vision of growing the travel industry together.
Why Travel Data Matters

**COLLECTABLE**

*Booked a flight to ST. MAARTEN on American.com, 1K Frequent Flier, tickets for 4*

**CONNECTABLE**

*Needs a hotel in St. Maarten, with accommodation for 4 people*

**PREDICTABLE**

*Has traveled to Caribbean every year for the last 3 years, likely to visit again*

**GLOBAL & SCALABLE**

*1.2B+ rich profiles, 14B searches annually, 750M monthly unique users*
**ADARA Has The Most Complete Traveler Profile**

<table>
<thead>
<tr>
<th>SEARCH</th>
<th>BOOKING</th>
<th>LOYALTY</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Trip dates</td>
<td>• Trip dates</td>
<td>• Loyalty membership</td>
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<td>• Railway</td>
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<tr>
<td>• Avg. Daily Rate</td>
<td>• Avg. Daily Rate</td>
<td>• Points balance</td>
<td>• Cruise</td>
</tr>
<tr>
<td>• Avg. Airfare</td>
<td>• Avg. Airfare</td>
<td>• Co-brand credit card holder</td>
<td>• Ground Transportation</td>
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<tr>
<td>• N. of Travelers</td>
<td>• N. of Travelers</td>
<td></td>
<td>• Events and activities</td>
</tr>
<tr>
<td>• Hotel Brand &amp; Property</td>
<td>• Hotel Brand &amp; Property</td>
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<td>• Payment type</td>
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<td>• Provider</td>
<td>• Booking Provider</td>
<td>• Points balance</td>
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<td>• Alternate destinations</td>
<td>• Booked Class</td>
<td>• Co-brand credit card holder</td>
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<tr>
<td>• Class of service</td>
<td>• Purchase Timeline</td>
<td></td>
<td>• Currency</td>
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</tbody>
</table>

**IDENTITY**

- Demographics
- Cookies
- Device IDs
- Email address
2019 DIGITAL TRENDS

**Artificial Intelligence** (ADI - Adobe Digital Insights) reports 60% of all leisure travel is booked online – machine learnings to save cost, accelerate growth and increase efficiencies.

NETFLIX uses this to anticipate Movies and Shows you MIGHT ALSO LIKE

DISNEY uses AI with Magic Bracelets collecting data for business intelligence.
How is this relevant to me?

BIG DATA AND AI is only meaningful if it is actionable.

ADARA is working with the Ministry of Tourism to identify the profile of visitors to Dominica – where they come from, their shopping and booking behavior and how to find more of them.

We need your participation to help gather that data – and build your custom profile.

No fees involved.
Data at Scale - Top 10

Facebook 1.59 billion
WhatsApp 1 billion
QQ (China) 853 million
WeChat (China) 697 million
Qzone (China) 640 million
Tumbler 550 million
Instagram 400 million
Twitter 320 million
Google+ 300 million
Baidu (China) 300 million
2019 DIGITAL TRENDS

Artificial Intelligence (ADI - Adobe Digital Insights) reports 60% of all leisure travel is booked on-line – machine learnings to save cost, accelerate growth and increase efficiencies.

**ChatBots** – gaining an edge on your competitor

Booking.com has grown from a small Dutch start-up to one of the largest travel e-commerce companies in the world. **With the goal of empowering people to experience the world, Booking highly invests in digital technology that helps take the friction out of travel and that’s why they decided to build a chatbot.**
The World of Travel Technology

Robot Concierge Services

Voice Recognition Services

Keyless room check in and entry

Digital Tour Guides
Tracking flights, luggage, traffic, transportation – the smartphone has become our travel agent, tour guide, best restaurant locator - we don’t chat, we TWEET. We don’t note, we PIN. We don’t report, we POST. We don’t cab, we UBER. We don’t read articles, we read BLOGS. We don’t watch movies we watch NETFLIX. FRIEND is a noun AND a verb. GOOGLE was added to the Oxford dictionary in 2006 – and just celebrated its 20th birthday.
What does this mean to you?

- DATA and TECHNOLOGY can seamlessly help you sift through the clutter
- Eliminate the guess work
- GONE are the days of SPRAY and PRAY
2019 DIGITAL TRENDS

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ChatBots – gaining an edge on your competitor

Personalization – content, products and communication – getting the right message to the right person at the right time.

AMAZON has been a pioneer of this.
Brave new world

Advances in computing and internet connectivity, increasing reliance on mobile, changes in consumer behavior and the availability of top-quality content are happening at a head-spinning clip. While the target seems to be in constant motion, there’s no question that addressable advertising is opening a whole new world of possibilities for advertisers, programmers and distributors.

Advertisers have always craved the detailed views of their audience and the 1:1 relationship that addressable advertising engenders. Innovations in addressable advertising will continue at lightning speed, and offer benefits that all stakeholders in the TV advertising ecosystem can get behind—even viewers, whose loyalty will be strengthened as brands reach them in just the right way.
Not only are consumers comfortable with personalization, they are increasingly expecting it.
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Personalization – content, products and communication

**Video Marketing** – viral appeal, builds confidence, drives higher conversions

https://trendyminds.com/blog/5-killer-tourism-marketing-campaigns-that-make-us-want-to-travel
2019 DIGITAL TRENDS

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Influencer Marketing - indications are that there is a shift from celebrity to “real people” social campaigns – more relatable – and what is NEW is the ability to measure the affects of Influencers
Why is Social, Review and Influencer Coverage Important?

Key Statistics*

- 86% of consumers read reviews for local businesses (including 95% of people aged 18-34)
- Consumers read an average of 10 online reviews before feeling able to trust a local business
- 40% of consumers only take into account reviews written within the past 2 weeks – up from 18% last year
- 57% of consumers will only use a business if it has 4 or more stars
- 80% of 18-34 year olds have written online reviews – compared to just 41% of consumers over 55
- 91% of 18-34 year old consumers trust online reviews as much as personal recommendations
- 89% of consumers read businesses’ responses to reviews

* Source BRIGHTLOCAL DECEMBER 2018
1. The Bucket List Family

Influencers come in many shapes and sizes. The bucketlistfamily is a prime example of this. The family of 5 sold everything they owned and traded everything they knew for a travel packed life. What started out as a 6-month family adventure soon turned into a lifestyle.

Today The Bucket List Family now has more than 1 million followers on Instagram and more than 300,000 subscribers on YouTube. Their content is not only highly visual but very personal, which makes them a great family-friendly option for travel brands on the lookout for influencers.
What Are Your Driving Metrics For Success?

- Lead Generation
- Engage & Drive
- content consumption
- Conversion
- Room Nights
- Air Tickets
- Branding
- Top-of-mind recognition

WE NOW HAVE TOOLS TO MEASURE
Caribbean Travel Trends
ADARA’s Range of Scale to the Caribbean –
Sample island: ARUBA

94,050
Total Number of Bookings

7,950,666
Total Number of Searches

Overview - Hotel

<table>
<thead>
<tr>
<th>Total Bookings</th>
<th>Total Searches</th>
<th>Avg. LOS</th>
<th>Avg. # of Travlers</th>
<th>Avg. Search to Booking Window</th>
<th>Avg. AP</th>
<th>Avg. ADR</th>
<th>Total Estimated Travellers</th>
<th>Total Estimated Nights</th>
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<td>94,050</td>
<td>7,950,666</td>
<td>4.7</td>
<td>2.0</td>
<td>17.9</td>
<td>563</td>
<td>303</td>
<td>190,729</td>
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Top 15 Origins - Hotel

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<tr>
<th>Origin</th>
<th>Bookings</th>
<th>Searches</th>
<th>Avg. LOS</th>
<th>Avg. # of Travlers</th>
<th>Avg. Search to Booking Window</th>
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<th>Avg. ADR</th>
<th>Total Estimated Travellers</th>
<th>Total Estimated Nights</th>
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<tbody>
<tr>
<td>Mountain View, CA, US</td>
<td>11,740</td>
<td>53,884</td>
<td>3.5</td>
<td>2.0</td>
<td>22.9</td>
<td>5096.14</td>
<td>23,484</td>
<td>41,102</td>
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<tr>
<td>Orange, CA, US</td>
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<td>26,526</td>
<td>4.4</td>
<td>1.9</td>
<td>20.3</td>
<td>60.7</td>
<td>3933.52</td>
<td>7,662</td>
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<td>New York, NY, US</td>
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<td>221,056</td>
<td>4.7</td>
<td>2.0</td>
<td>15.8</td>
<td>99.9</td>
<td>2233.30</td>
<td>16,302</td>
<td>53,029</td>
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<td>Greenville, SC, US</td>
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<td>9,097</td>
<td>3.2</td>
<td>2.0</td>
<td>22.8</td>
<td>103.8</td>
<td>4163.97</td>
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<td>2.0</td>
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<td>102.0</td>
<td>1335.53</td>
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<td>98.2</td>
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<td>2.0</td>
<td>0.8</td>
<td>102.7</td>
<td>4999.67</td>
<td>984</td>
<td>2,467</td>
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New Technology and Generations*

**BOOMERS**

» **Baby Boomers**: Baby boomers were born between 1944 and 1964. They’re current between 54-74 years old (76 million in U.S.)

» **Gen X**: Gen X was born between 1965 - 1979 and are currently between 39-53 years old (82 million people in U.S.)

» **Gen Y**: Gen Y, or Millennials, were born between 1980 and 1994. They are currently between 24-38 years old.
  
  » Gen Y.1 = 24-28 years old (31 million people in U.S.)
  
  » Gen Y.2 = 28-38 (42 million peeps)

» **Gen Z**: Gen Z is the newest generation to be named and were born between 1995 and 2015. They are currently between 3-23 years old (nearly 74 million in U.S.)
GEN X

**Years Born:** 1965 to 1979

**Current Ages:** 39 to 53

**Other Nicknames:** “Latchkey” generation, MTV generation

**Generation Size:** 82 Million

**Media Consumption:** Gen X still reads newspapers, magazines, listens to the radio, and watches TV — about 165 hours worth of TV a month. However, they are also digitally savvy and spend roughly 7 hours a week on Facebook.

**Banking Habits:** Since they are digitally savvy, Gen X will do some research and financial management online, but still prefer to do transactions in person. Believe banking is a person-to-person business and exhibit brand loyalty.

**Shaping Events:** End of the cold war, the rise of personal computing, and feeling lost between the two huge generations.

**What's next on their financial horizon:** Gen X is trying to raise a family, pay off student debt, and take care of aging parents. These demands put a high strain on their resources. The average Gen Xer carries $142,000 in debt. They are looking to reduce their debt while building a stable saving plan for the future.
GEN Y - MILLENNIALS

Years Born: 1980 to 1994
Current Ages: 24 to 38
Other Nicknames: Gen Y, Gen Me, Gen We, Echo Boomers
Generation Size: 95 Million

Media Consumption: 95% still watch TV, but Netflix edges out traditional cable as the provider. Cord-cutting in favor of streaming services is the popular choice. This generation is extremely comfortable with mobile devices but 32% will still use a computer for purchases. They typically have multiple social media accounts.

Banking Habits: Millennials have less brand loyalty than previous generations. They prefer to shop product and features first and have little patience for inefficient or poor service. Because of this, Millennials place their trust in brands with superior product history such as Apple and Google. They seek digital tools to help manage their debt and see their banks as transactional as opposed to relational.

Shaping Events: The Great Recession, the technological explosion of the internet and social media, and 9/11

What's next on their financial horizon: Millennials are entering the workforce with high amounts of student debt. This is delaying major purchases like weddings and homes. Because of this financial instability, Millennials prefer access over ownership which can be seen through their preference for on-demand services. They want partners that will help guide them to their big purchases.
GEN Z

Years Born: 1995 to 2015

Current Ages: 3 to 23

Other Nicknames: iGeneration, Post-millennials, Homeland Generation

Generation Size: Roughly 25% of the population

Media Consumption: The average Gen Zer received their first mobile phone at age 10.3 years. Many of them grew up playing with their parents’ mobile phones or tablets. They have grown up in a hyper-connected world, and the smartphone is their preferred method of communication. On average, they spend at least 3 hours a day on their mobile device.

Banking Habits: This generation has seen the struggle of Millennials and has adopted a more fiscally conservative approach. They want to avoid debt and appreciate accounts or services that aid in that endeavor. Debit cards top their priority list followed by mobile banking. Over 50% have not entered a bank branch in at least 3 months.

Shaping Events: Smartphones, social media, never knowing a country not at war, and seeing the financial struggles of their parents (Gen X).

What's next on their financial horizon: Learning about personal finance. They have a strong appetite for financial education and are opening savings accounts at younger ages than prior generations.

* KASASA MAY 2018
Questions?

Vivian Teddi Mur
vivian.mur@adara.com
1-305-495-6296