TRAVELZOO®

INSPIRING 28 MILLION MEMBERS WITH ONE-OF-A-KIND EXPERIENCES

WHAT’S YOURS?
FOMO IS IMPACTING TRAVEL DECISIONS

- 53% feel pressure to book unique destinations
- 40% feel pressure to book adventurous vacations

Source: Travel Trends Survey, n=1,000 U.S. consumers, SWNS Media Group 2017
1 in 6 travelers said spiritual growth is important when traveling.

Source: Travel Trends Survey, n=1,000 U.S. consumers, SWNS Media Group 2017
MEANINGFUL EXPERIENCES COUNT

<table>
<thead>
<tr>
<th>Generation Z</th>
<th>58%</th>
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</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>39%</td>
</tr>
<tr>
<td>Boomers</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: Travel Trends Survey, n=1,000 U.S. consumers, SWNS Media Group 2017
INTERNATIONAL TRAVEL IS ON THE RISE

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>2019</td>
<td>85%</td>
</tr>
<tr>
<td>2018</td>
<td>60%</td>
</tr>
<tr>
<td>2017</td>
<td>60%</td>
</tr>
<tr>
<td>2016</td>
<td>50%</td>
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</tbody>
</table>

42% increase YOY

DRIVING FORCES FOR INTERNATIONAL TRAVEL
- Strong U.S. economy
- Increased lift; More low-cost carriers
- Millennials and boomers traveling more

Source: Travelzoo U.S. Member Survey, December 2016, 2017 and January 2019
CARIBBEAN RANKS NO. 2 AMONG TRAVELZOO MEMBERS

1. United States

2. The Caribbean

3. Canada
4. Italy/Mexico
5. France
6. Ireland/United Kingdom
7. Costa Rica/Germany/Spain
8. Greece
9. Iceland/Australia

ISLANDS NEED TO THINK ABOUT SHIFTING SHARE FROM OTHER COUNTRIES

Source: Travelzoo U.S. Member Survey, January 2019
2 in 3 members are planning a trip to the Caribbean this year.

Source: Travelzoo U.S. Member Survey, January 2019
## HOW DO YOU SHIFT SHARE AND CAPTURE DEMAND

**2017**
1. U.S. Virgin Islands
2. Belize
3. Jamaica
4. Puerto Rico
5. Aruba
6. Dominican Republic
7. Barbados
8. Cayman Islands
9. Cuba
10. Saint Lucia

**2018**
1. Bahamas
2. Jamaica
3. Aruba
4. Dominican Republic
5. U.S. Virgin Islands
6. Turks and Caicos
7. Cayman Islands
8. Puerto Rico
9. Cuba
10. Saint Martin

**2019**
1. Bahamas
2. U.S. Virgin Islands
3. Aruba
4. Dominican Republic
5. Jamaica
6. Cayman Islands
7. Turks and Caicos
8. Saint Martin
9. Puerto Rico
10. Saint Lucia

Source: Travelzoo U.S. Member Survey, December 2016, 2017 and January 2019
HOW DO YOU CREATE DEMAND? CONTENT THAT INSPIRES

- **78%**: Informative content from destinations influences their decisions

- **64%**: Watch travel videos during the research phase

Source: Adobe, January 2018
55% OF TRAVELERS USE SOCIAL MEDIA FOR TRAVEL PLANNING

Travelzoo is the 2ND LARGEST travel brand on Facebook with 32X HIGHER ENGAGEMENT RATE
VIDEO CONTENT STIMULATES TRAVELERS

60%
use social video
to narrow down choices

47%
of Travelzoo members
would book a Caribbean hotel
if they saw a great video

Videos they want to see:
Beach | Rooms | Dining | Experiences

Source: Adobe, January 2018; Travelzoo U.S. member survey, January 2019
They book their international travel early.

- Book international travel 2+ months in advance
- The marketing sweet spot is 3-9 months in advance

Source: Travelzoo U.S. member survey, January 2019
TRAVELERS ARE OPEN-MINDED WHEN THEY BOOK

44% have no preference when booking a hotel (3rd party site or direct)
70% said they would book a package for additional savings

Source: Travelzoo U.S. member survey, January 2019