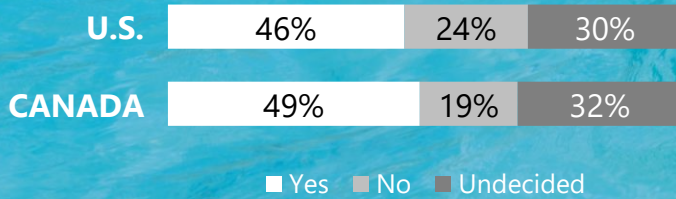
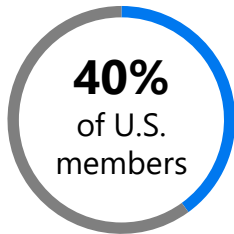


CARIBBEAN IS CALLING!

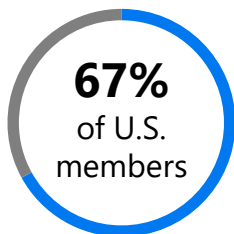
ALMOST HALF of North American Travelzoo members are **interested in visiting the Caribbean** in the next 2 years



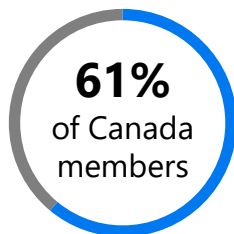
Travelzoo members are eager to book their first Caribbean trip now for travel in 2021*



will **book** a Caribbean trip in 2020



will **travel** to the Caribbean in 2021



*at the earliest

Their Top Caribbean Destinations

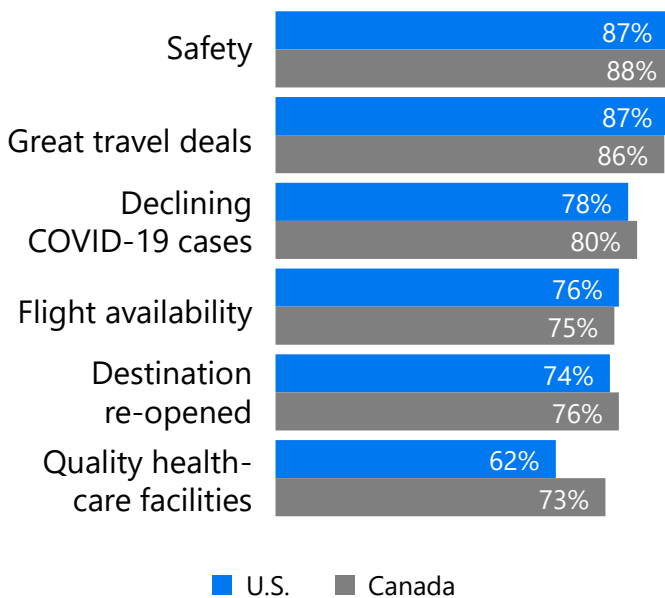
U.S.	CANADA
United States Virgin Islands	1 Cuba
Bahamas	2 Dominican Republic
Turks and Caicos	3 Turks and Caicos
Aruba	4 Bahamas
Puerto Rico	5 Barbados
Jamaica	6 Jamaica
Cayman Islands	7 Aruba
Saint Martin / St. Maarten	8 Saint Lucia
British Virgin Islands	9 Saint Martin / St. Maarten
Saint Lucia	10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

Travelzoo Members Plan to Stay & Play

73% of **U.S.** members
89% of **Canada** members
 are likely to **stay 5+ days**
 on their next Caribbean trip

Safety First

Top factors influencing destination choice



Beach & Beyond

Top Caribbean activities for Travelzoo Members

Beach / pool



Group sightseeing tours



Shopping



Adventure tours



Spa



Turning Intent Into Action

We partnered with a top-rated Puerto Rico hotel that promoted a compelling offer, including long travel window, smart upsells and VIP perks.

THE RESULTS:

735+
room nights booked

89%
 of bookings were for **upsell options**

\$194,000
 incremental **gross revenue**

Source: Internal Reporting

