

A PEEK INTO THE U.S. TRAVELER'S MIND





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01

Current Environment in U.S.

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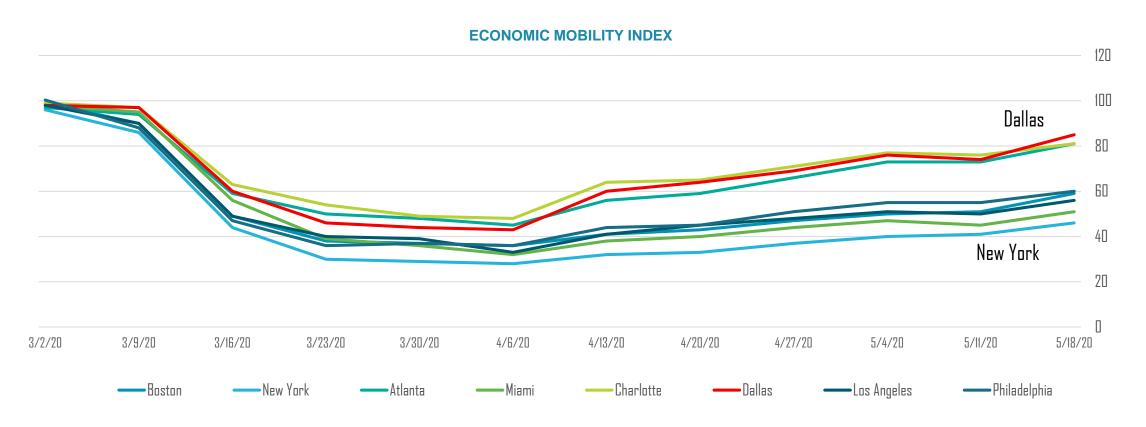
All states have eased restrictions to some extent

Some individual cities and counties within states have stricter policies in place, but most of the United States has stopped shelter-in-place requirements

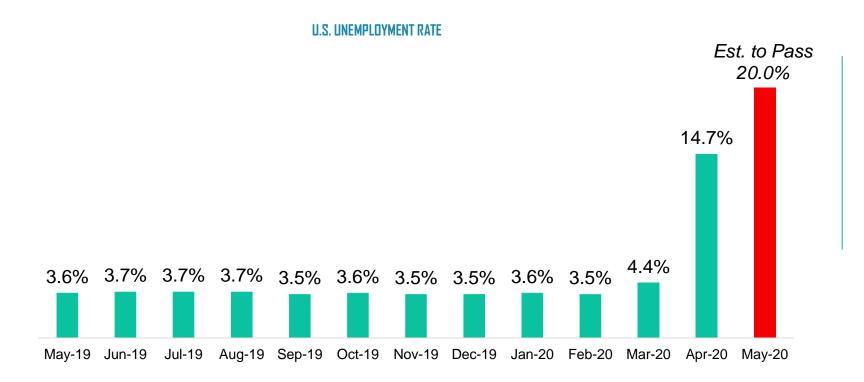


Top gateway DMA's are starting to show signs of recovery: Dallas, Charlotte and Atlanta leading the way





Current U.S. unemployment rate: Great depression levels

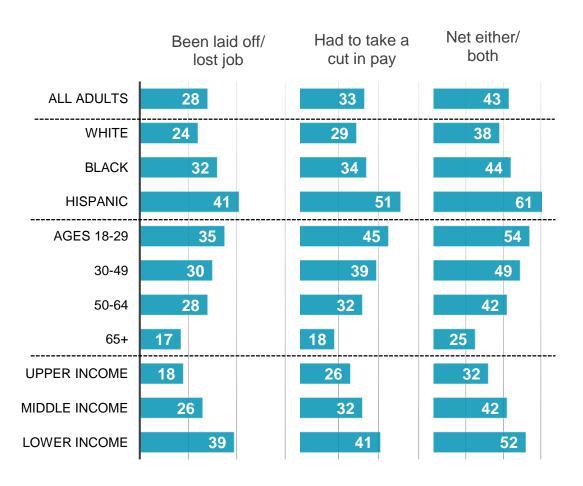


Over 40 Million Americans have filed for unemployment.

The U.S. Congressional Budget Office (CBO) forecasts that the unemployment rate will remain high through 2021, ending the year at 9.5%.



Higher impact to lower-income Americans



For more than 4-in-10 adults, someone in their households have either been laid off or taken a pay cut

Pre-existing disparities put certain groups at greater economic and health risks:

- African-Americans and Hispanics
- Women
- Lower income workers
- Lower income areas and substandard housing



Restrictions have highest impact

"Gradually lessening declines are expected in the summer as travel restrictions are loosened regionally. However, losses will continue through the rest of the year."

Distance will play a part in decision making



36% of US travelers report they plan to select destinations closer to home

Additionally, 42% of US travelers report they plan to travel more often by car Average Planned Distance From Home: 549 Miles

Americans want to visit the beach





Question: Imagine it is some time later when you first begin feeling it is safe to travel again for leisure.

On your first trip what activities do you most want to do?

Source: Destination Analysts – Travel Sentiment Index Report – 4.20.20

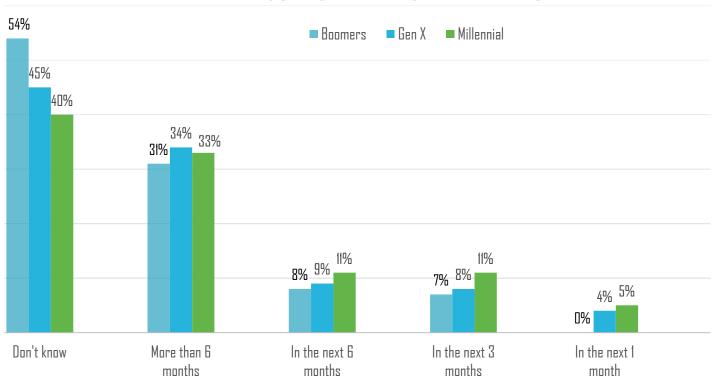
Affluents are becoming more comfortable about travelling Abroad: But Likely in More than 6 Months





Millennials are more likely to travel abroad first

FEEL COMFORTABLE TO TRAVEL ABROAD



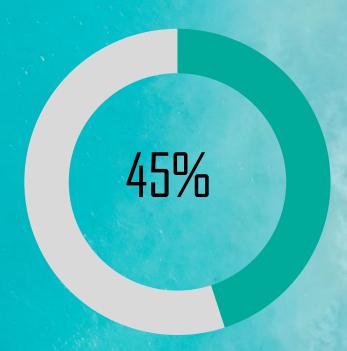


Source: Morning Consult

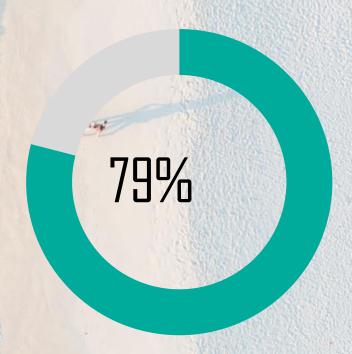
National Tracking Poll #200518 – May 05-08, 2020



Travel Planning is underway



45% of Americans who will travel know exactly where they want to go



79% will research how their destination is managing the COVID Situation

Aruba booking volume shows an uptick

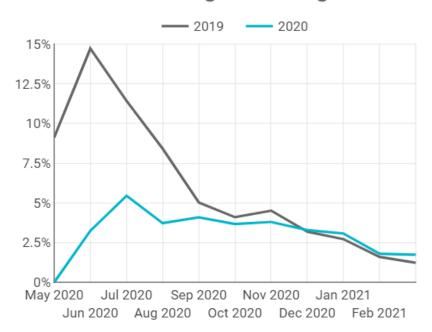


Change In Flight Search and Booking Volume Indexed From January 5, 2020



Recent bookings are occurring further out

Aruba Share of Future Flight Booking Volume

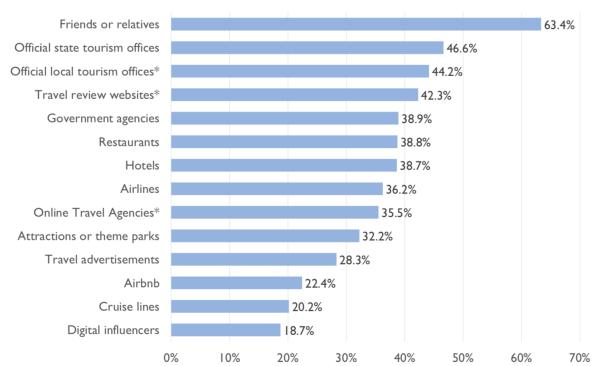


Booking Departure Month 🔺	YOY % Change	
Jun 2020	-78.0%	
Jul 2020	-52.3%	
Aug 2020	-55.7%	
Sep 2020	-18.7%	
Oct 2020	-10.4%	
Nov 2020	-15.8%	
Dec 2020	3.1%	
Jan 2021	13.1%	
Feb 2021	12.5%	
Mar 2021	41.9%	

For travel planning, Consumers are indicating stronger trust in DMO properties than usual - second only to friends and family

Trust in Travel Planning Resources

(% of Americans who "somewhat trust" or "completely trust" each resource)



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% 60% 70%

Source: Destination Analysts



Aruba Health & Happiness Code

Objective

- The goal behind this program is to elevate hygiene and health/sanitation protocols to a level our visitors and locals are demanding as part of the new normal.
- Visitors focus on destinations that implement protocols and measures as a means to protect their health.
- These guidelines and standards are to limit and mitigate spreading of the virus.

How

Creation of dedicated sector-related guidelines/standards, based on protocols of the Department of Public Health (DVG) and WHO protocols

Who Participated

The Department of Public Health (DVG) and Tourism Partners





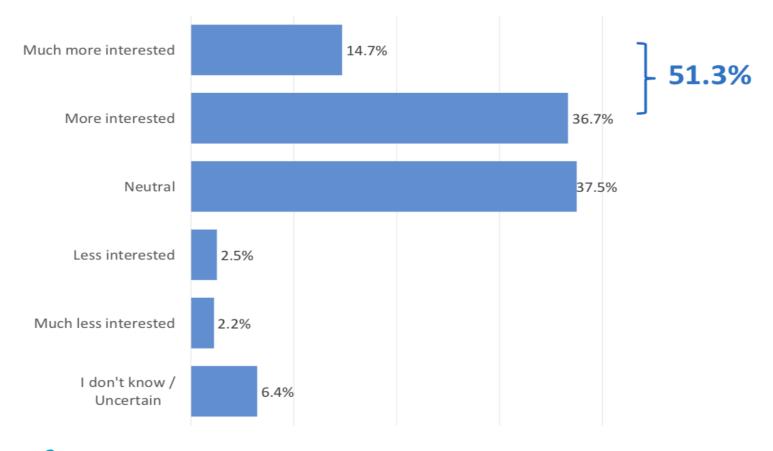


Successful Completion of Pre Check



Successful Completion of Pre Check & On-Site

Customers would be more interested in visiting businesses with an official COVID health certification





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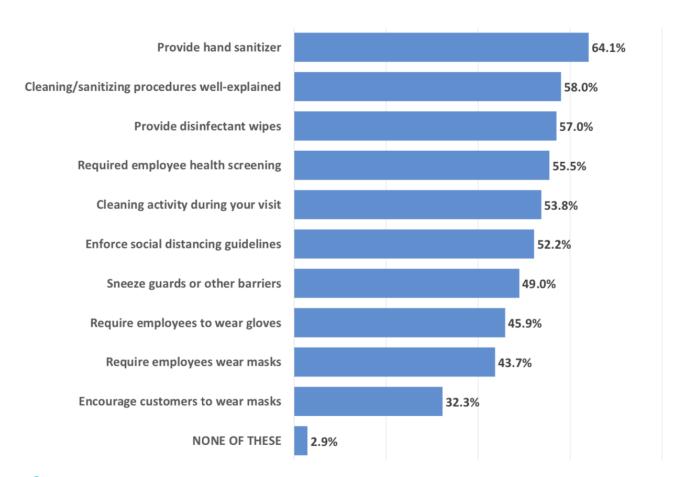
Source: Destination Analysts, Wave 7 Report – April 28, 2020

Baby boomers looking for more business practice health protocols to feel comfortable

Which of these would you want to see as common business practices?

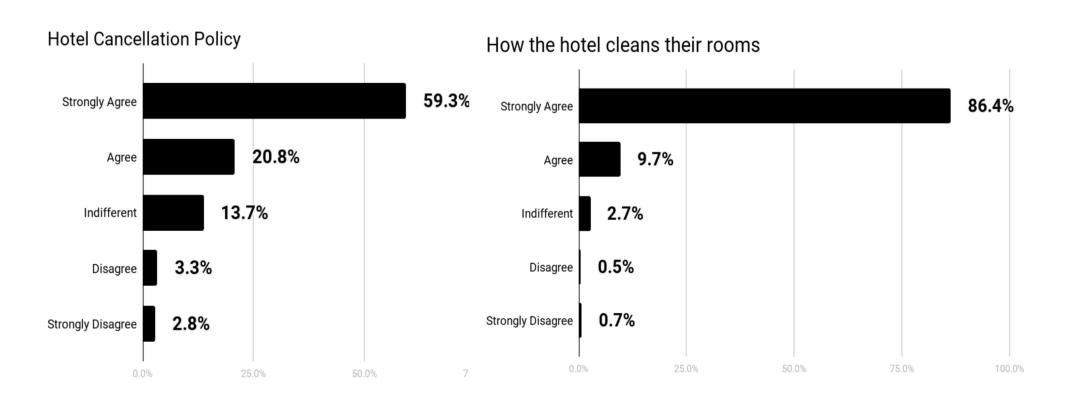
	Millennials/GenZ	Baby Boomers
Certified cleaning/disinfecting protocols	60.7%	66.7%
Health screenings for employees dealing with the public	52.1%	68.6%
Passenger health screenings (at airports)	47.1%	69.3%
Published cleaning/disinfecting protocols	47.7%	65.5%
Passenger health screenings (on cruises)	41.8%	70.2%
Limitations to crowd sizes/visitor capacity	44.5%	65.4%
Rules for customer physical interactions	36.8%	52.9%
Customer-facing staff required to wear PPE (masks, gloves etc.)	37.3%	51.4%
Customers encouraged to wear PPE (masks, gloves etc.)	30.4%	49.7%

Dining Customers interested in Restaurant employee sanitization & social distancing



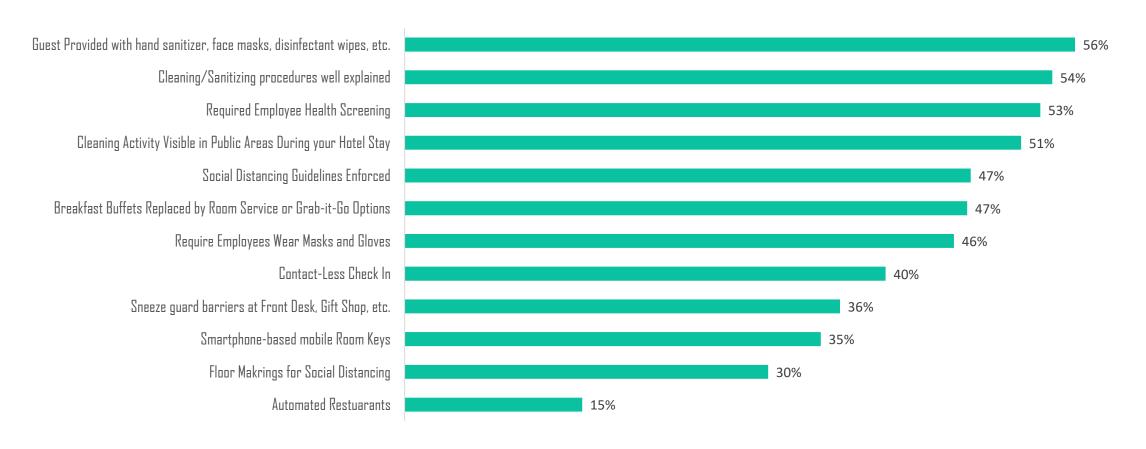


Hotel cancellation policies and cleaning protocols will have most influence on traveler booking selections





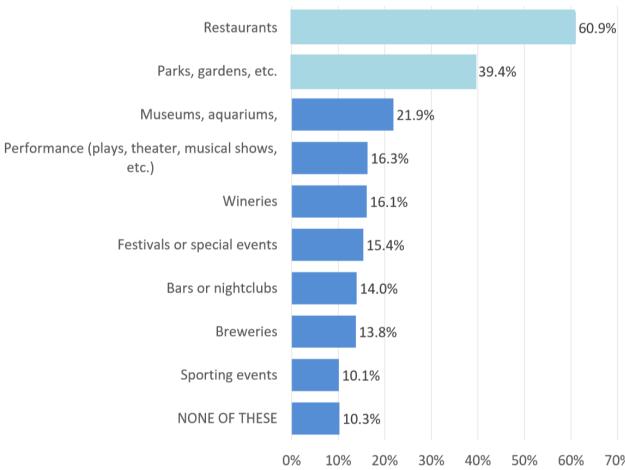
Hotel Guests want to be provided with PPE and have Stated sanitization Procedures



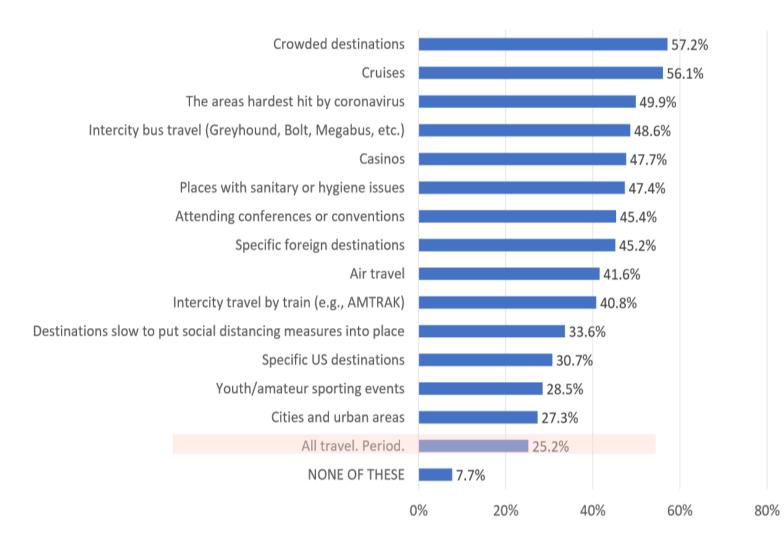




What do Travelers Plan to do on their trips



What do Travelers Plan to Avoid





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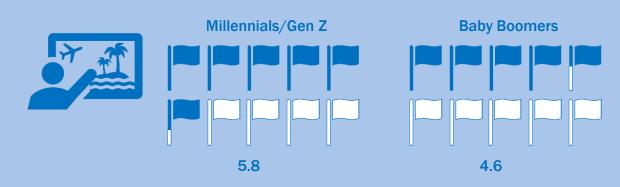
Source: Destination Analyst

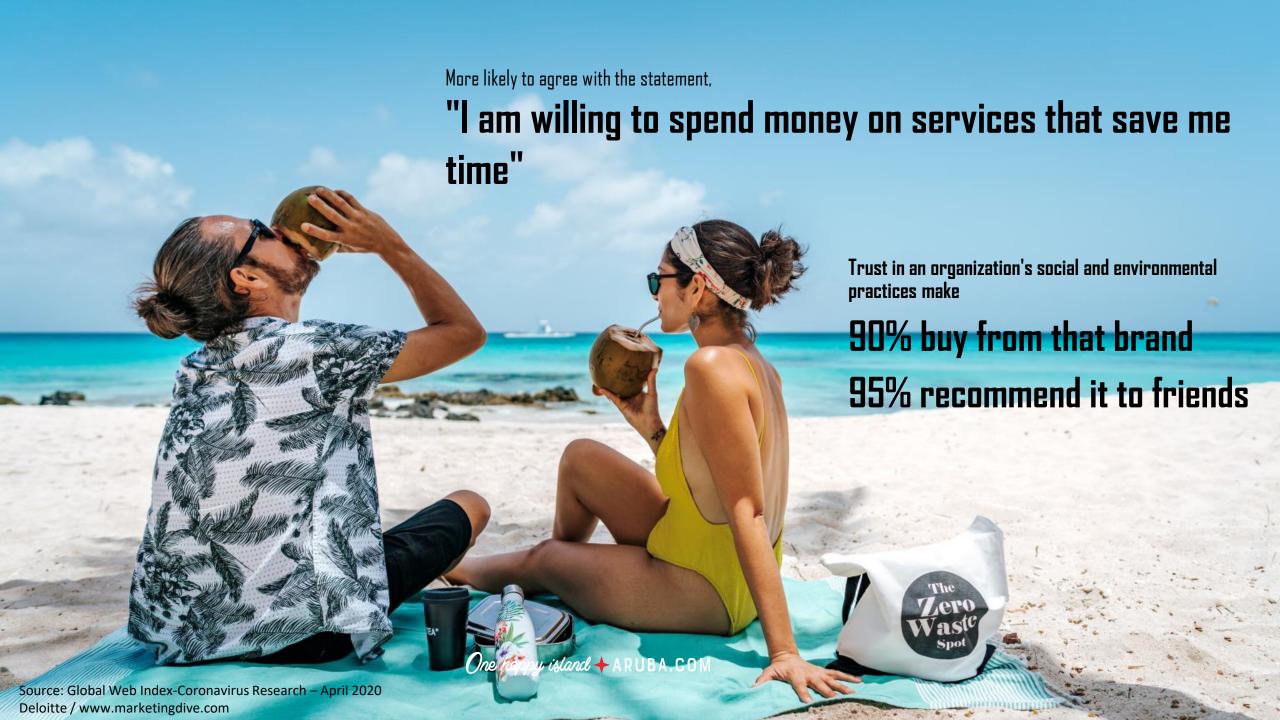


Millennials/Gen Z show more interest in traveling



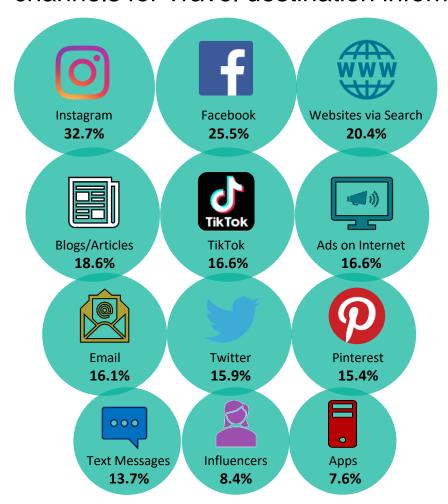
INTEREST IN LEARNING ABOUT DESTINATIONS/EXPERIENCES





Channels to Reach Millennials / Gen Z

Instagram, Facebook and Search Engines most receptive channels for Travel destination information







Survey Methodology

- Past visitors from the US and Canada were invited to take the survey via email on May 13
- There were 11,071 total responses to the survey from May 13 to May 20
 - 11,040 were identified as belonging to past US or Canadian visitors
 - US n = 10,740
 - CAN n = 300

What are your priorities for the next six months? Check all that apply.

Are you considering traveling in the next six months?

If yes, how do you intend to travel internationally?

If yes, what are you looking to experience in your vacation?

If yes, thinking about planning your travel in the next 12 months, which of the following resources would you trust to provide you with the information you need to travel safely.

At this moment how safe would you feel doing each type of travel? Please rate on a three-point scale from not safe to very safe.

Are you considering traveling to Aruba?

Are you considering traveling to another Caribbean destination other than Aruba?

If yes, what destination(s) are you considering?

When traveling in the future, which of the following items would make you feel confident that guests and staff' health is a priority. (Please select the practices that would be most important to you)

When travel restrictions are lifted, which items from Aruba would you most want to know about? Please rate each on a scale of extremely important to not at all important



Respondent Profile

FIRST TIME VISITOR

31%

AFFLUENTS

57%

Super Affluents (US only) 17% Premier Travelers (US only) 7% Empty Nesters (US Only) 33%

NON AFFLUENTS

35%

Blue Collar Elites (US only) 3% Middle Burb Families (US only) 21% Single Parents (US only) 10%

OF RESPONDENTS ARE FROM OUR TOP 10 DMAS

53%

New York 22% Hartford 3% Boston 12% Atlanta 2% Philadelphia 5% Miami 1% Baltimore 2% Chicago 2% Pittsburgh 2% Washington DC 2%

PRIOR STAY AT A HOTEL OR TIMESHARE

89%

Timeshare 44%

US RESPONDENTS

97%

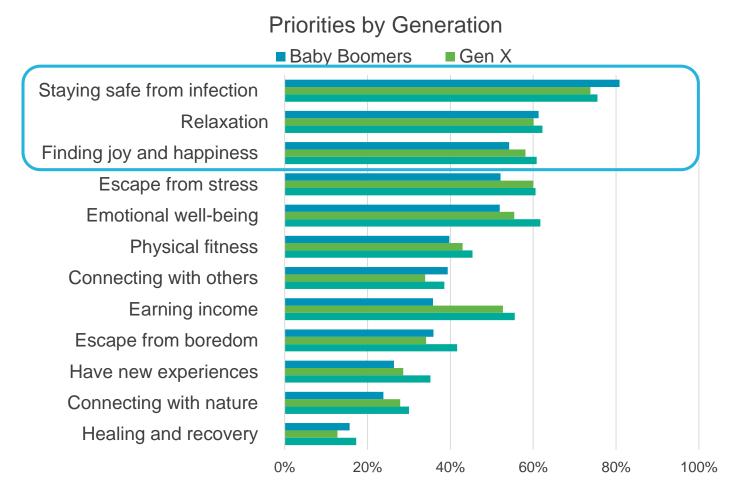
Canada 3%



Aruba is a perfect match

Staying safe from infection is at the top of past visitors' priority list – but the remaining items in the Top 5 priorities are all key components of an Aruba vacation.

There are some interesting generational differences, with Gen X and Millennials placing more emphasis on earnings, and Millennials valuing an escape from boredom.

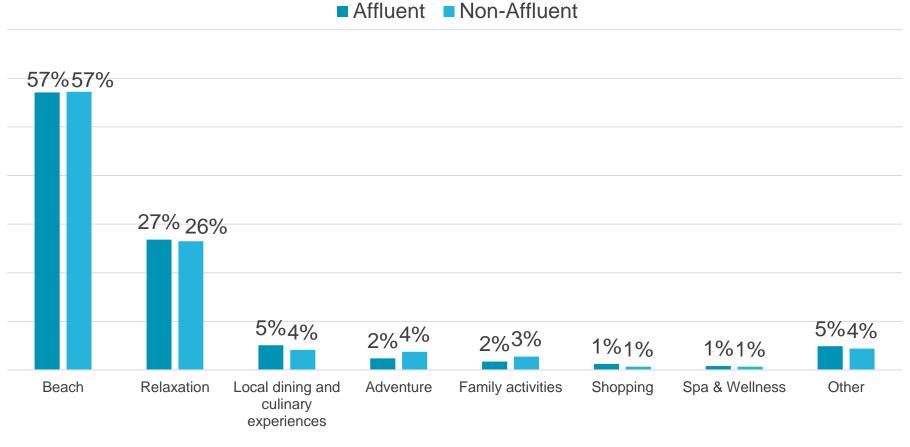




Wanted: beach experience



57% of past visitors want their travel in the next six months to include time on the Beach – even more than Relaxation, which was the secondhighest priority.





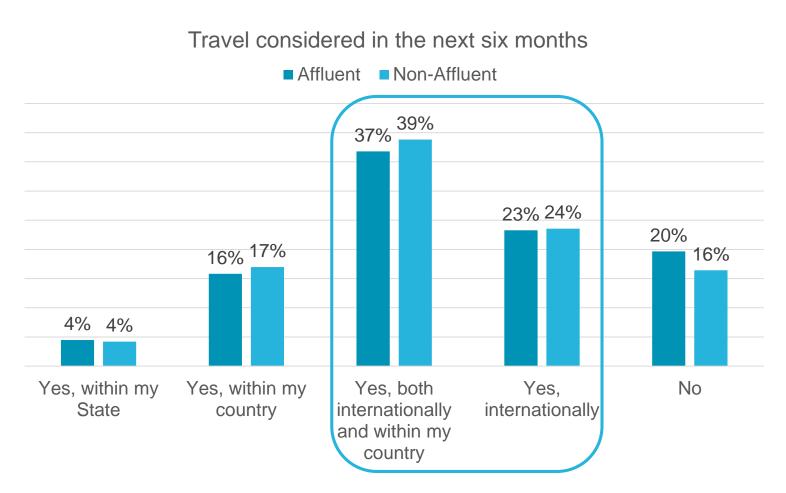
Q2B If yes (considering travel in the next 6 months), what are you looking to experience in your vacation? n=5,836 (US)

International travel is under consideration

Most past visitors are considering international travel within the next six months, regardless of affluence level.

Surprisingly, more Affluents (20%) than Non-Affluents (16%) do not intend to travel this year.

96% of those planning to travel internationally intend to fly

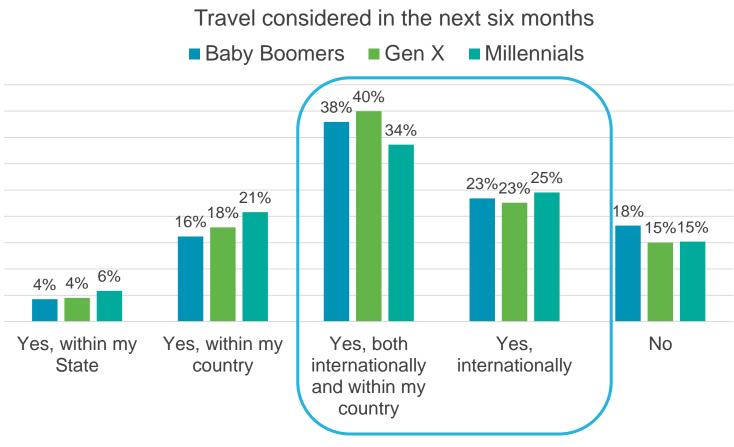




Slightly more consideration of international travel by Gen X

Looking across the main visitor generations, Gen X totals 63% considering international travel in the next six months.



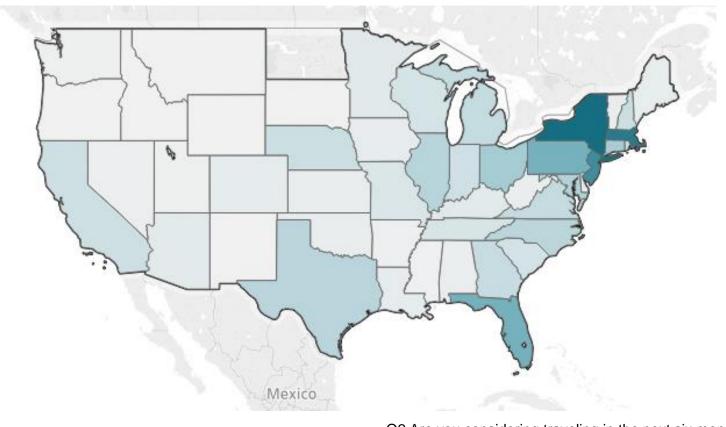




Visitors plan to travel internationally

Darker states have a higher percentage of respondents indicating that they plan to travel "internationally" or "both internationally and within my country." New York state is the highest at 15%.

This is positive news, since New York, Massachusetts, Pennsylvania and Florida all contain key markets for Aruba.



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Q2 Are you considering traveling in the next six months?
A: Yes, internationally or Yes, both internationally and within my country n=6,393 (US)



DMA	New York n = 2,408	Boston n = 1,354	Atlanta n = 182	Miami n = 90	Charlotte n = 103	Dallas n = 99	Los Angeles
Considering international travel within the next six months	60%	60%	66%	68%	62%	65%	66%
Considering travel to ARUBA as soon as restrictions are lifted	13%	9%	15%	14%	12%	12%	20%
Considering travel to ARUBA in the next three to six months	28%	28%	23%	23%	32%	23%	14%

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Q2 Are you considering traveling in the next six months? A: Yes, both internationally and within my country or Yes, internationally n=4,323 (DMAs totaled)
Q4 Are you considering traveling to Aruba? A: Yes, as soon as restrictions are lifted, Yes, within the next 3 months or Yes, within the next 6 months n=4,323 (DMAs totaled)

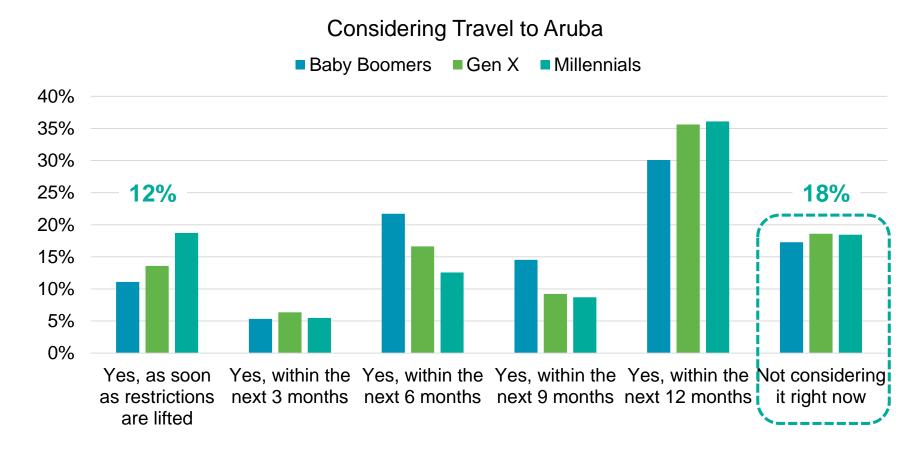
82% of past visitors are considering their next Aruba trip – and the first visitors are likely to be millennials

Baby Boomers and Gen X are likely looking at late 2020 and beyond for their return trip.

Combined % Responders: As soon as restrictions lifted, Within next 3 months, and Within next 6 months					
Baby Boomers	38%				
Gen X	37%				

37%

Millennials

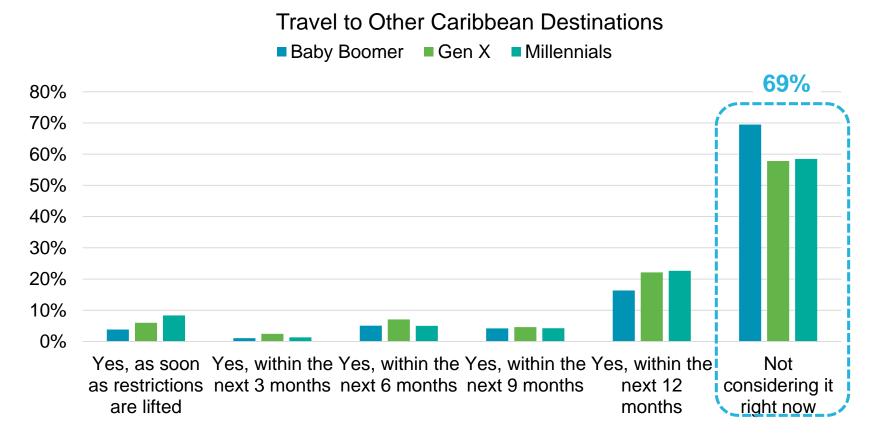


Destination Consideration Set



69% of past visitors are NOT considering a competitive destination

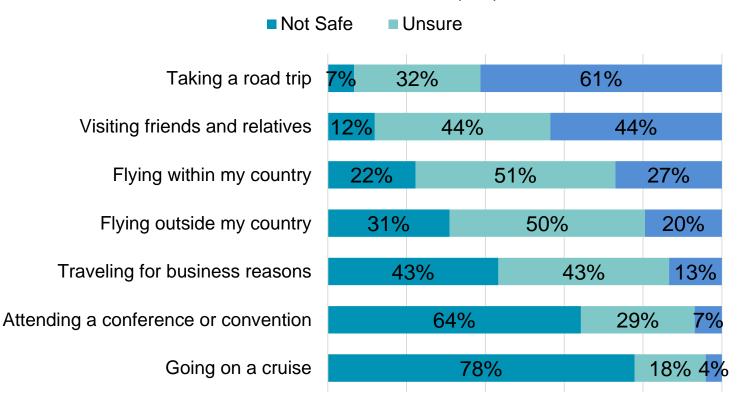
Some may travel to non-Aruba destinations further in the future (next 12 months), but two-thirds of past visitors are not considering travelling elsewhere in the Caribbean.



Travelers feel safer closer to home

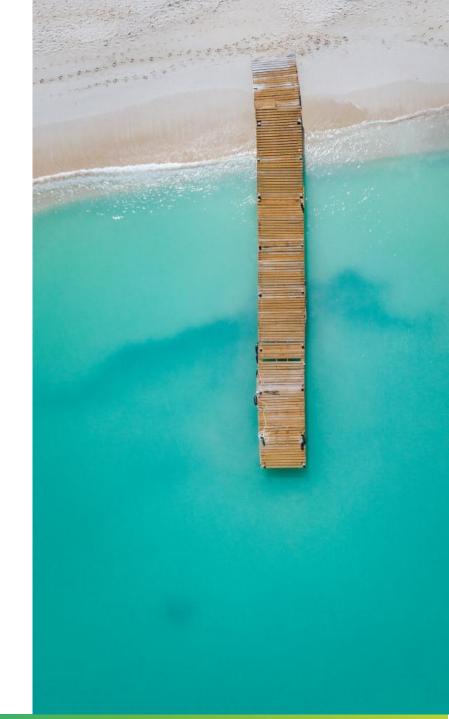
20% feel that flying internationally is very safe – but half of past visitors feel unsure.

Travel Comfort Levels (US)





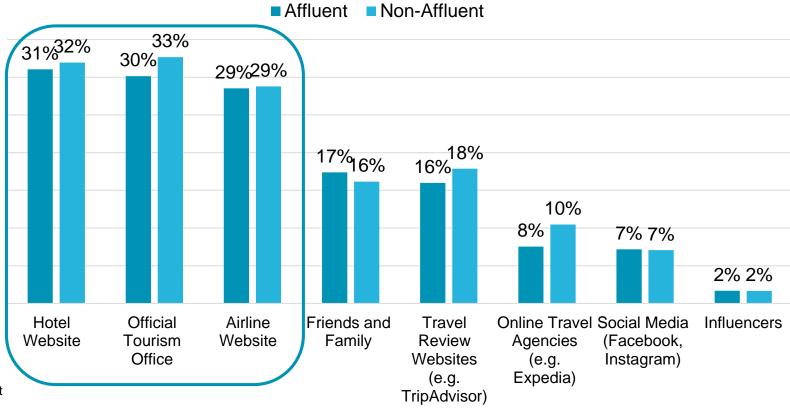
Q3 At this moment how safe would you feel doing each type of travel? Please rate on a three-point scale from not safe to very safe. n=10,240 (US)



Hotel & Airline Partners Have Roles to play

Past visitors are looking to Hotels, Airlines and Official Tourism Authorities to provide information about travelling safely. These are more "official" sources of information – as opposed to word-of-mouth information on social media or review sites.

Travel Safety Information Resources



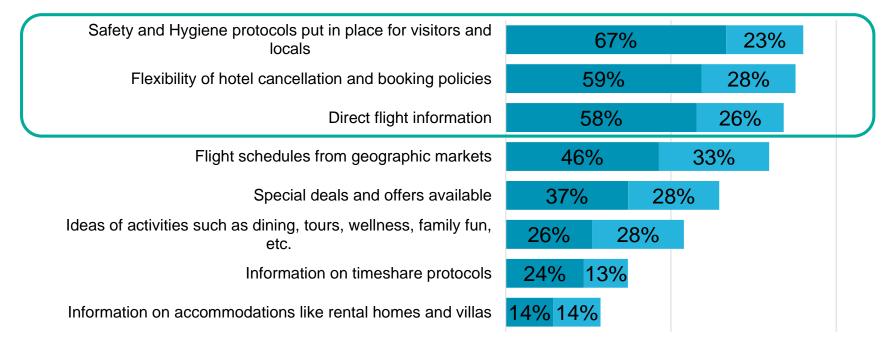
Q2C If yes (considering travel in the next 6 months), thinking about planning your travel in the next 12 months, which of the following resources would you trust to provide you with the information you need to travel safely. Check all that apply. n=9,840 (US)



Though visitors are *most* interested in safety policies, flexibility and ease of travel are not far behind

This emphasizes how critical joining forces with partners will be to communicate that travel to Aruba will be safe and worry-free from the moment visitors leave their homes to start their journey until their return home.

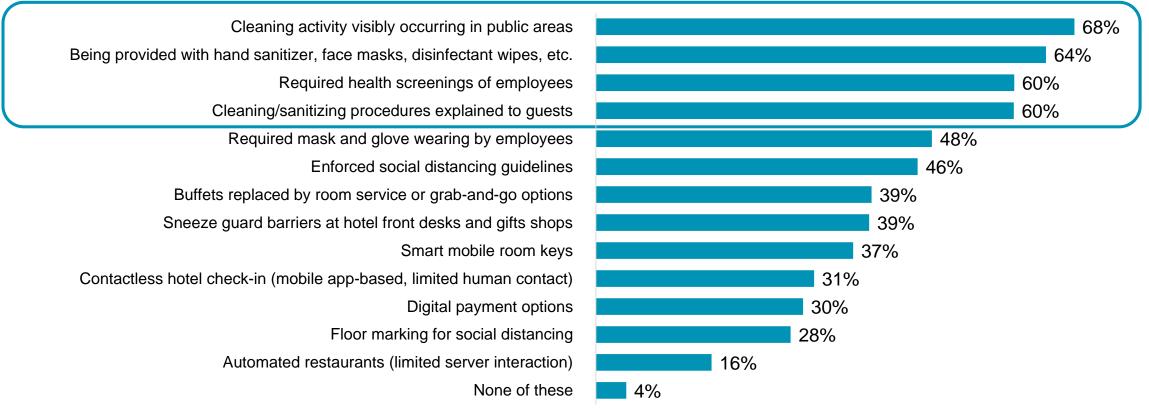
Items of Interest: Top 2 Box
■ Extremely important ■ Very important



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Transparency about policies and providing safety measures to guests will give visitors peace of mind

Confidence-Inspiring Health & Safety Items



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