

A photograph of an aloe vera plant in a dark pot, which is placed on a wooden stand. The stand has a top surface painted blue and a base decorated with vertical stripes of red, yellow, and blue paint. The background is a bright yellow wall with some text and a sunburst pattern. A white rectangular box with a thin black border is centered over the plant, containing the title text.

*United Kingdom*  
Survey Report

# Research *Methodology*

The primary objective of this research is to understand the United Kingdom's travel behavior and take a deeper look at the affluent travel behaviors, type of traveler, planning and booking behavior, spending behavior, and travel preferences and criteria.

In addition, with this research, we seek to understand the UK resident's specific needs and requirements for their vacation.

An online survey was created and deployed by the online service Qualtrics to their Database. Responses amongst UK travelers were collected during the month of December 2022.

In total, we received 1,112 respondents. After the data clean-up, the final sample size was 1,050 respondents (N).

Qualifying criteria:

1. Do you currently reside in the United Kingdom?
2. Household Income: - \$50K-100K (~50%) and - >100K (~50%)

Additionally, from the mentioned criteria, a screening question was used to select respondents who have traveled or will travel internationally to the Caribbean and if they have traveled in the past two years.

The Survey consisted of 16 questions.

**Online Survey**



**Quantitative**



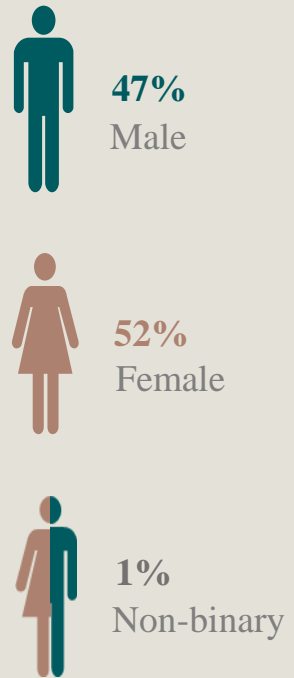


# Demographics

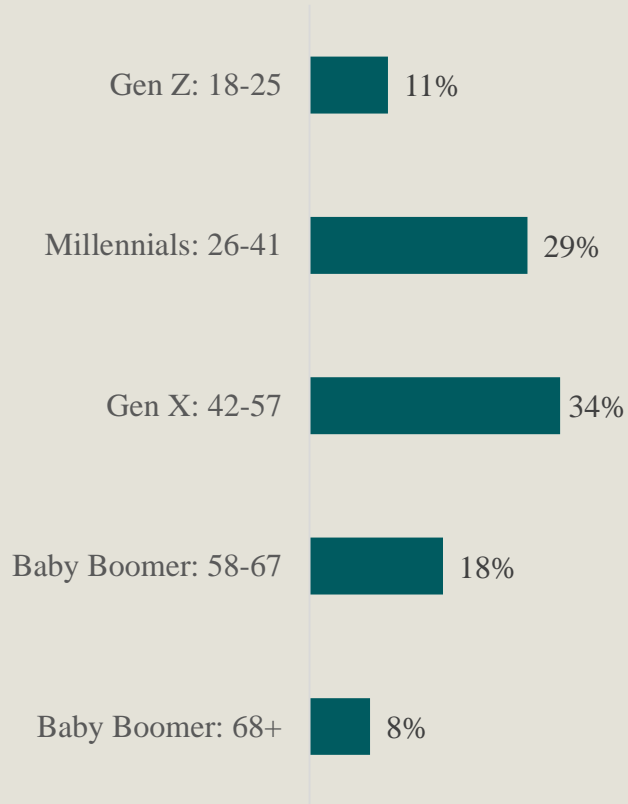




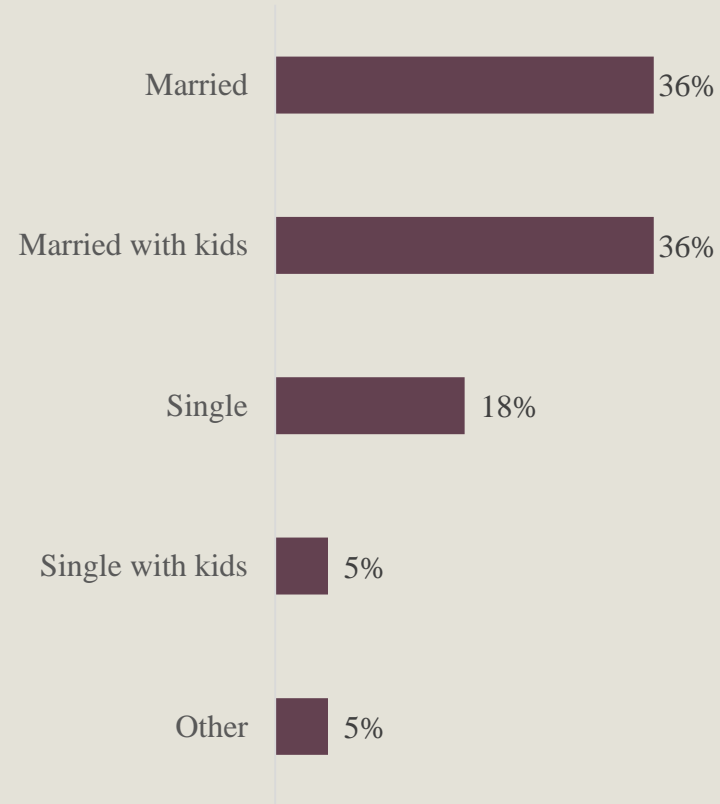
## Gender



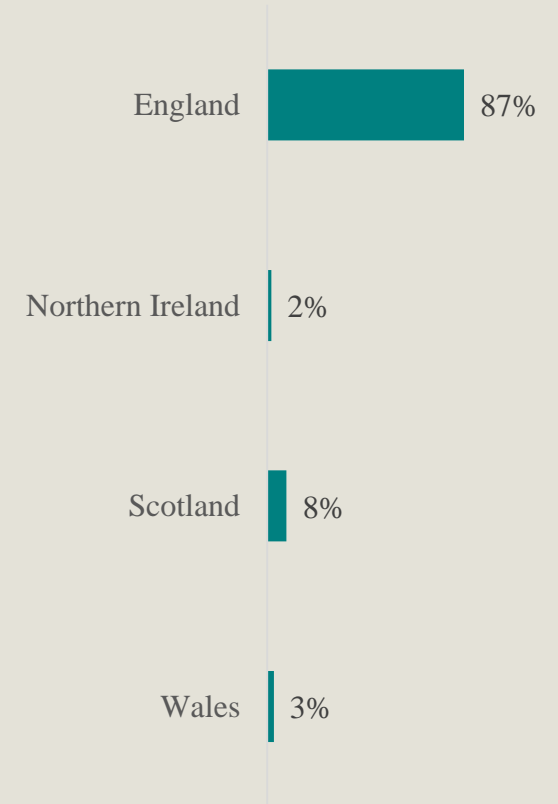
## Age Range



## Household

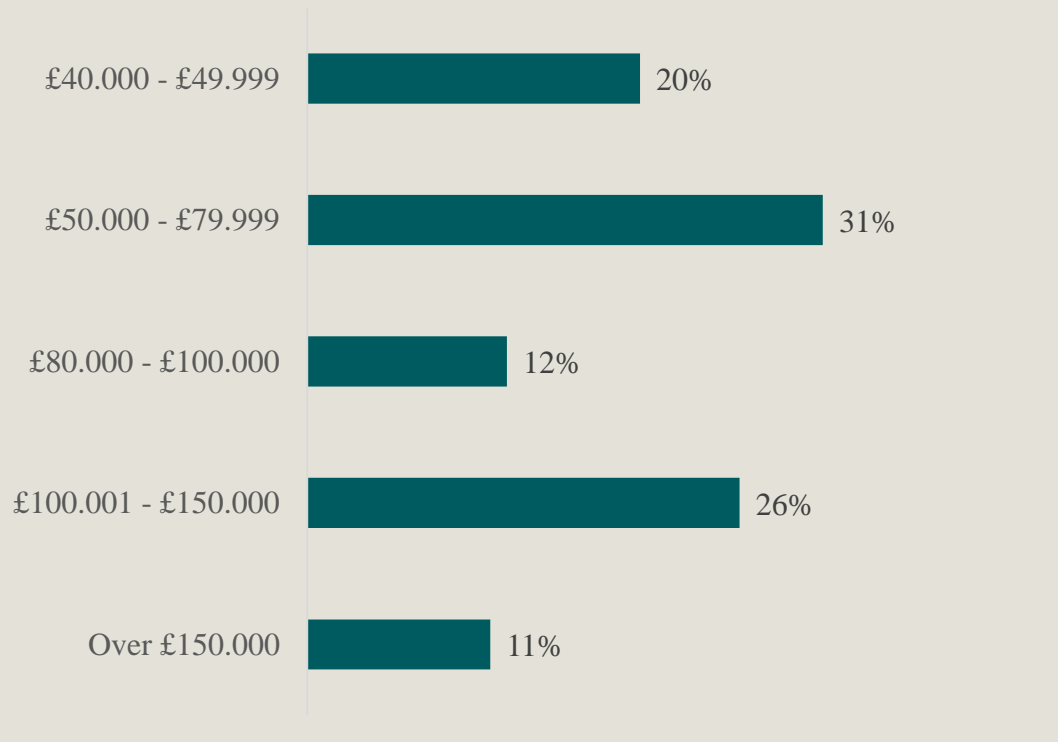


## UK Countries



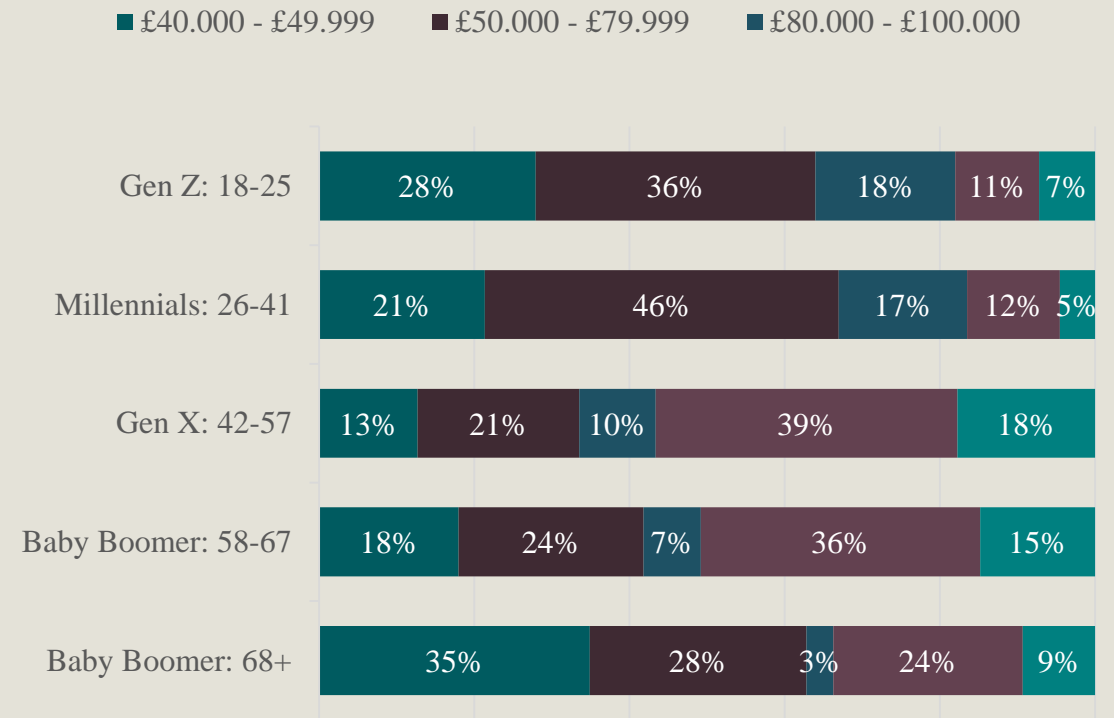
49% of the respondents are considered Affluent.

## Household Income



## Household Income

### By Generation

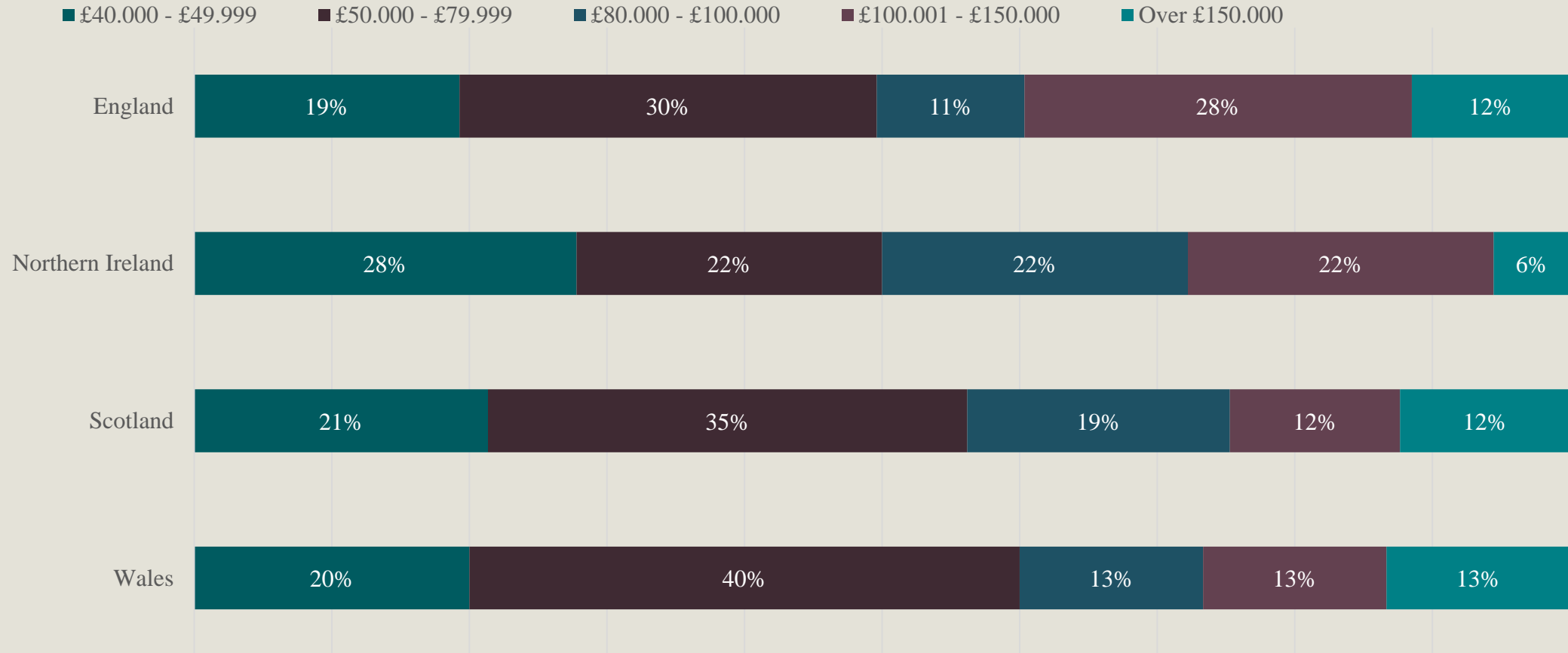


Note: In the UK an Affluent is considered Household Income of £80,000 or higher

# UK Countries



## Household Income *By Province*



# Insights

- 34% of the respondents belong to Generation X, followed by the Millennials (29%), Babyboomer (18%), and Gen Z (11%).
- 36% of the respondents were married, and 36% were married with kids.
- 87% of the respondents are from England.
- 49% are considered Affluent.
- When looking at the Household Income £80.000 or higher, England scored the highest.





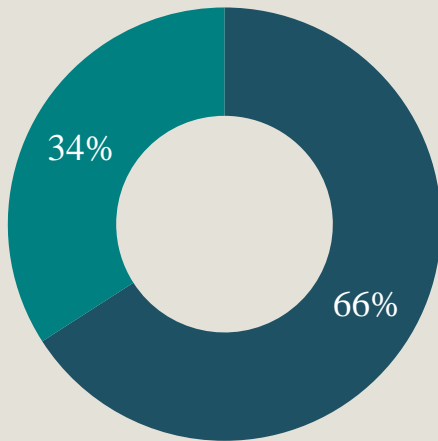
# Travel Behavior



# Type of Traveler – *Explorer vs. Loyal Traveler*

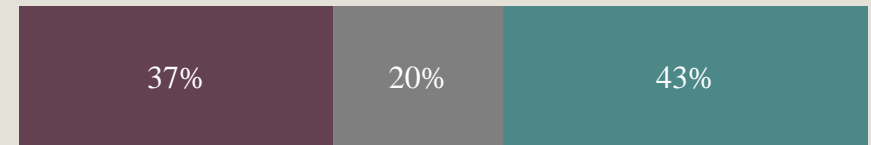
## Type of Traveler

- I like to explore new destinations on each vacation
- I like to revisit a destination I have already been to



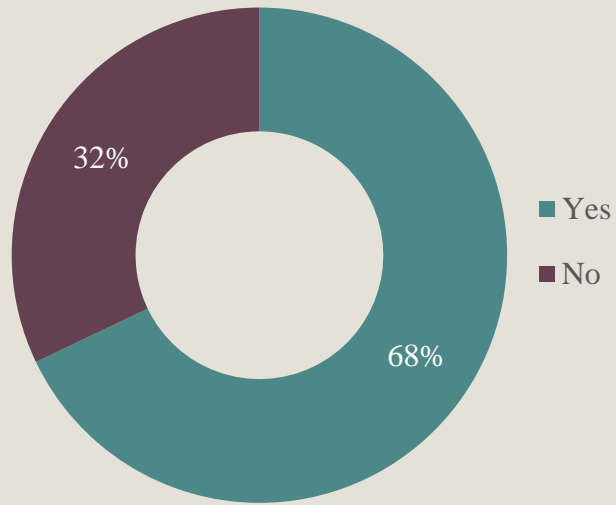
## Likelihood of Traveling to a Caribbean Island next 12 months

- Extremely unlikely & Somewhat unlikely
- Neither likely nor unlikely
- Extremely likely & Somewhat likely

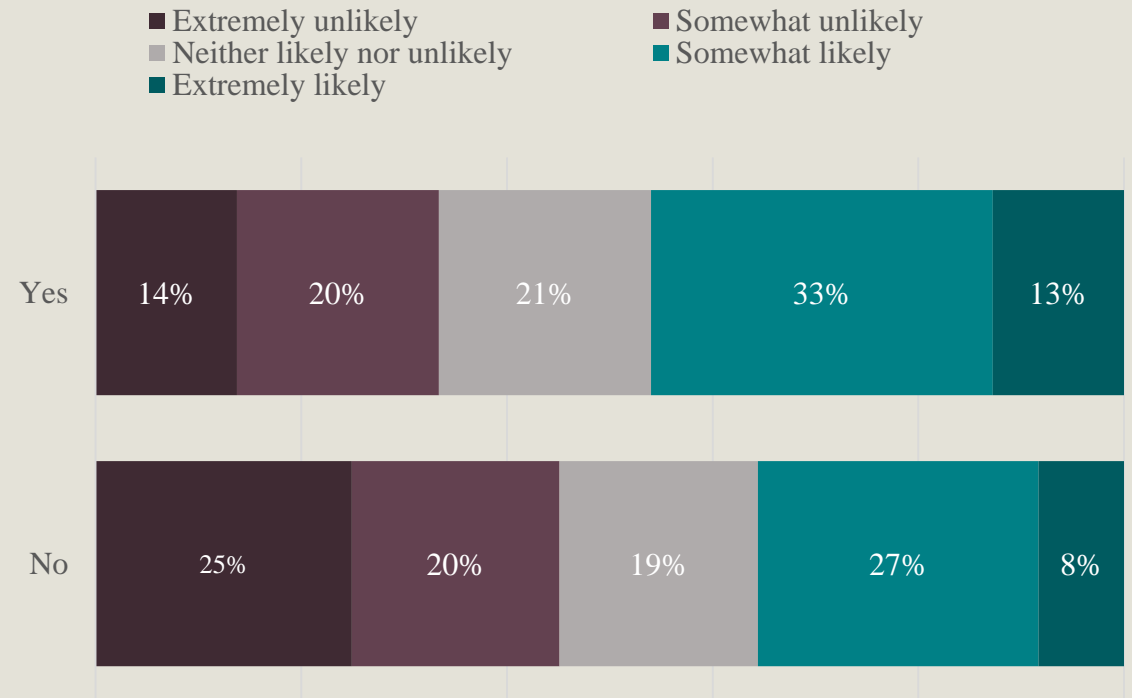


Question: Which of the following best describes you as a traveler? / How likely are you to travel abroad to a Caribbean island in the next 12 months?

## Heard About Aruba



## Likelihood of Traveling to a Caribbean Island next 12 months *By Familiar with Aruba*

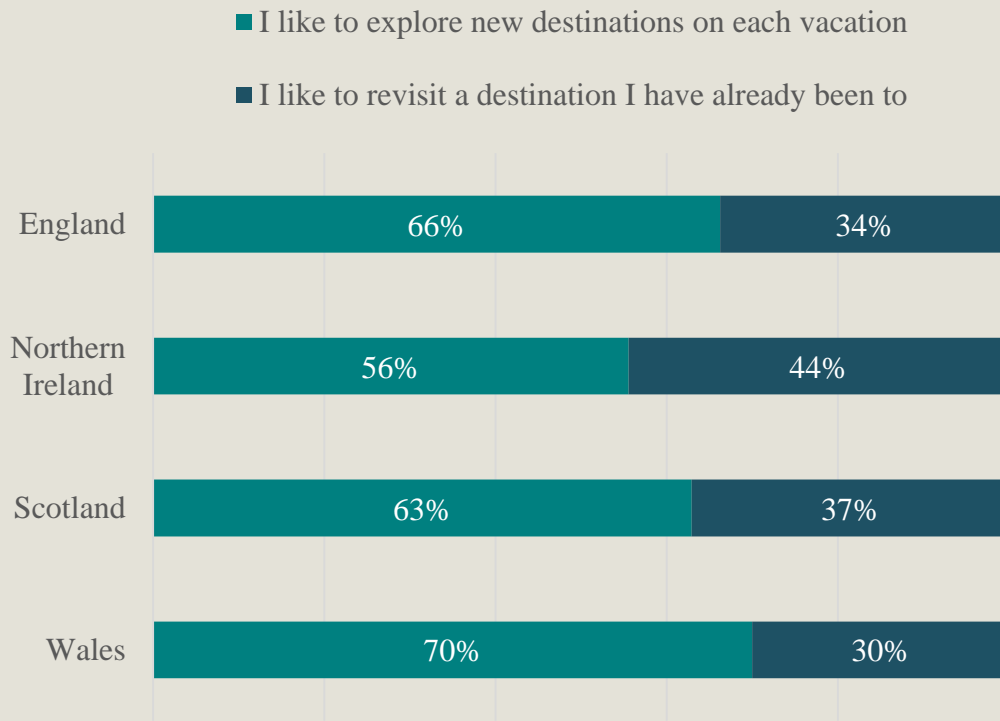


Question: How did you hear about Aruba? / How likely are you to travel abroad to a Caribbean island in the next 12 months?

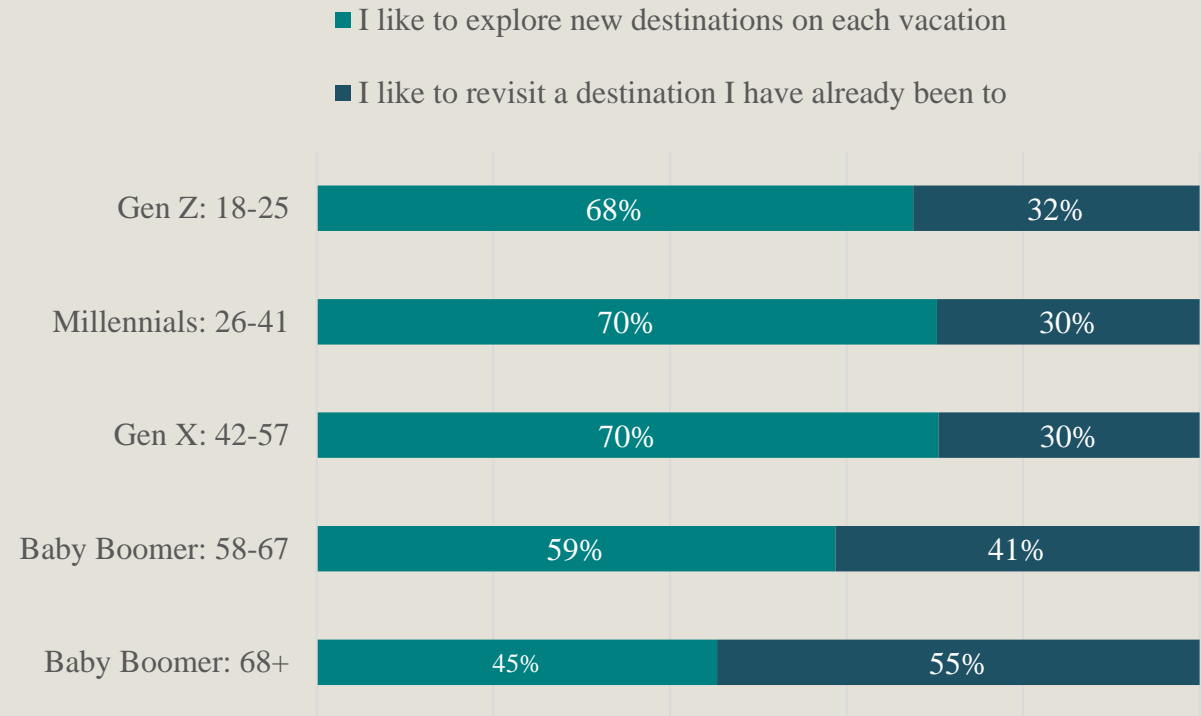
N: 1050

# Type of Traveler – *Explorer vs. Repeat Traveler*

## Type of Traveler *By Country*

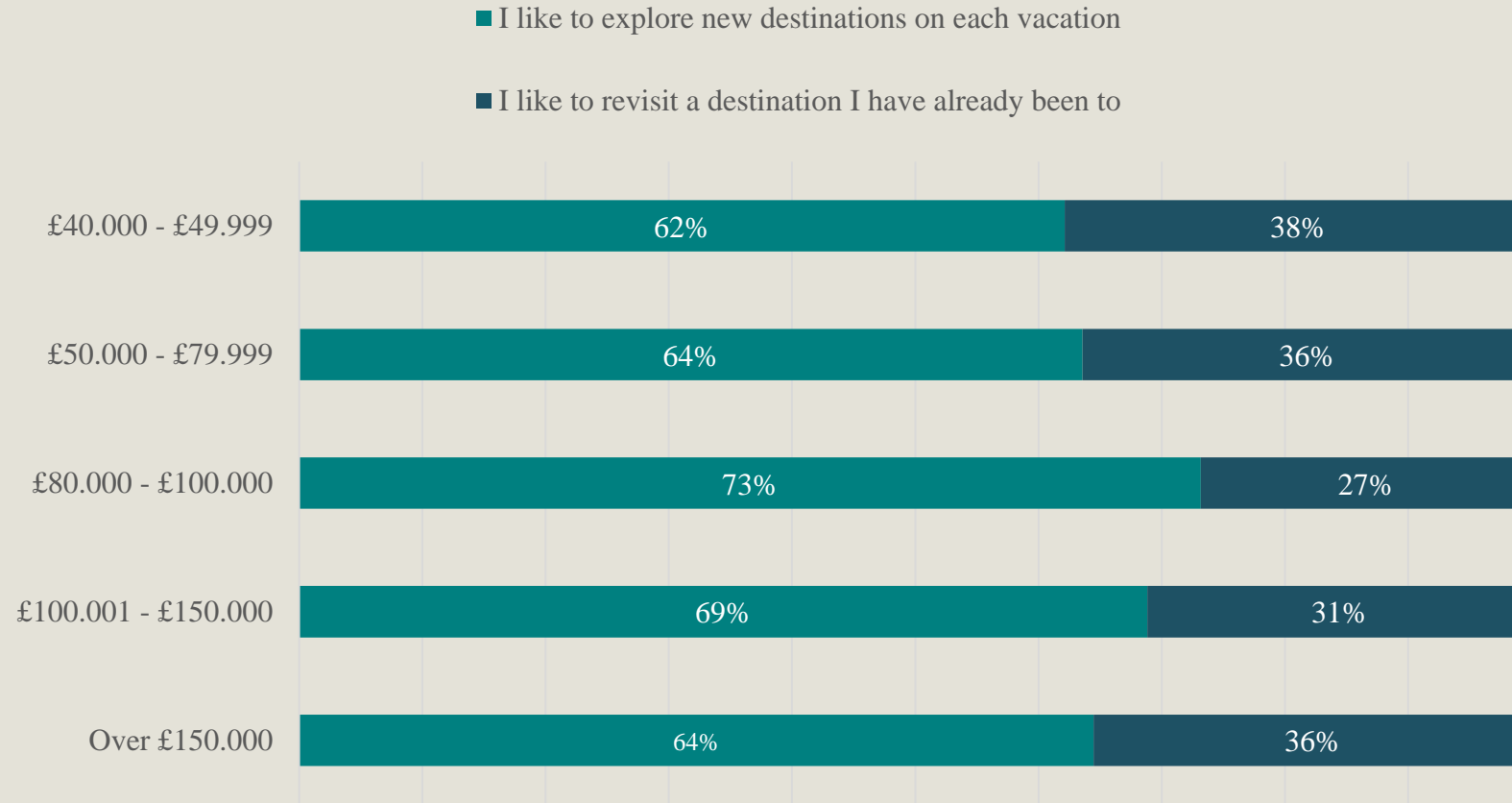


## Type of Traveler *By Generation*



Question: Which of the following best describes you as a traveler? | Which Country in the United Kingdom do you currently reside in? | Age Range?

## Type of Traveler *By Household Income*

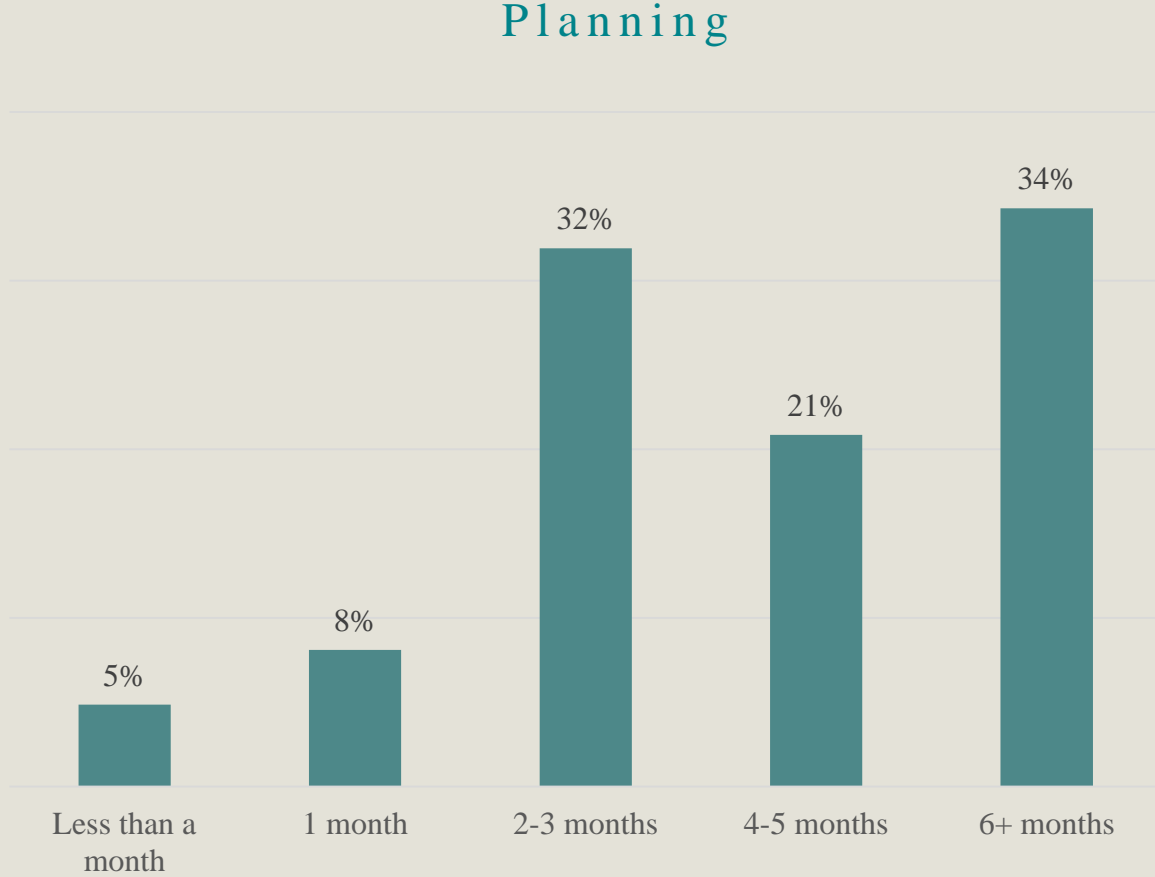


Question: Which of the following best describes you as a traveler? | What is your annual household income?

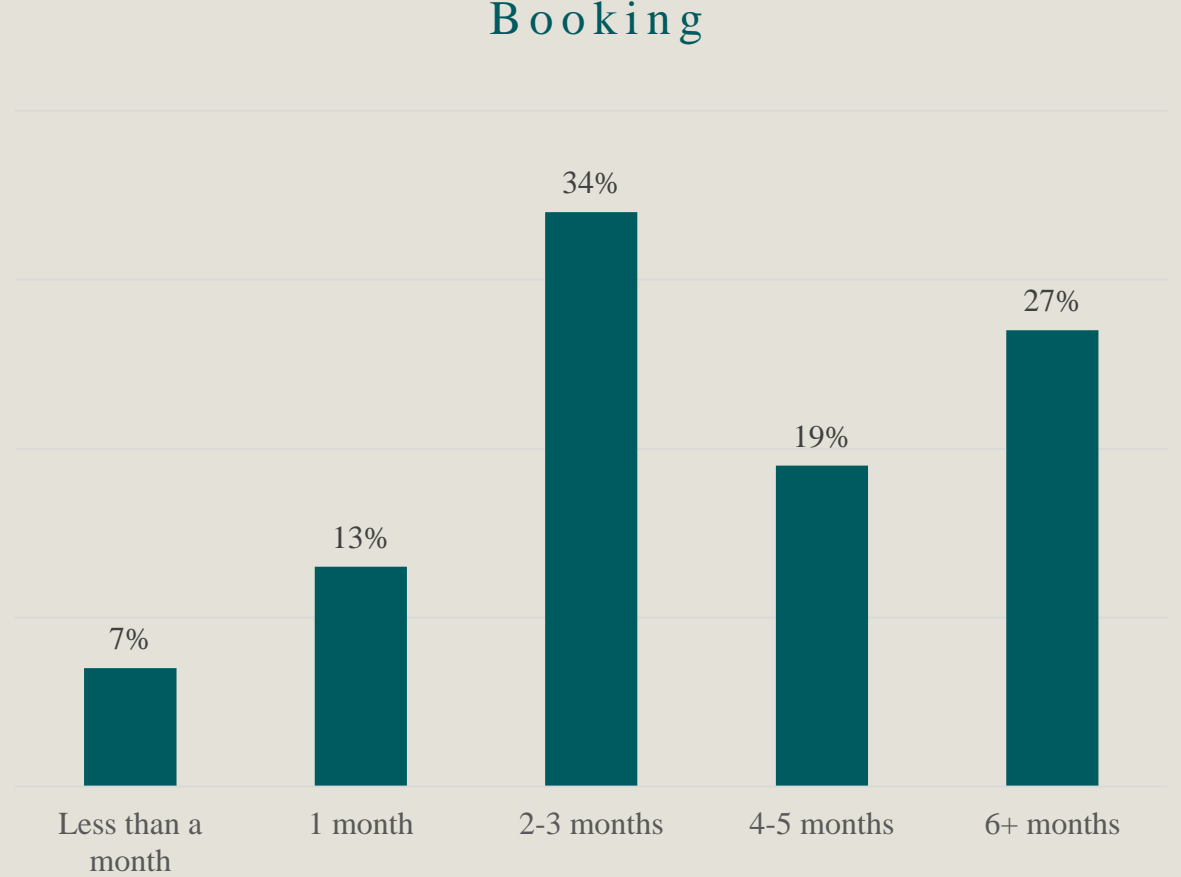
N: 1050

# Planning & Booking *Behavior*

## Planning



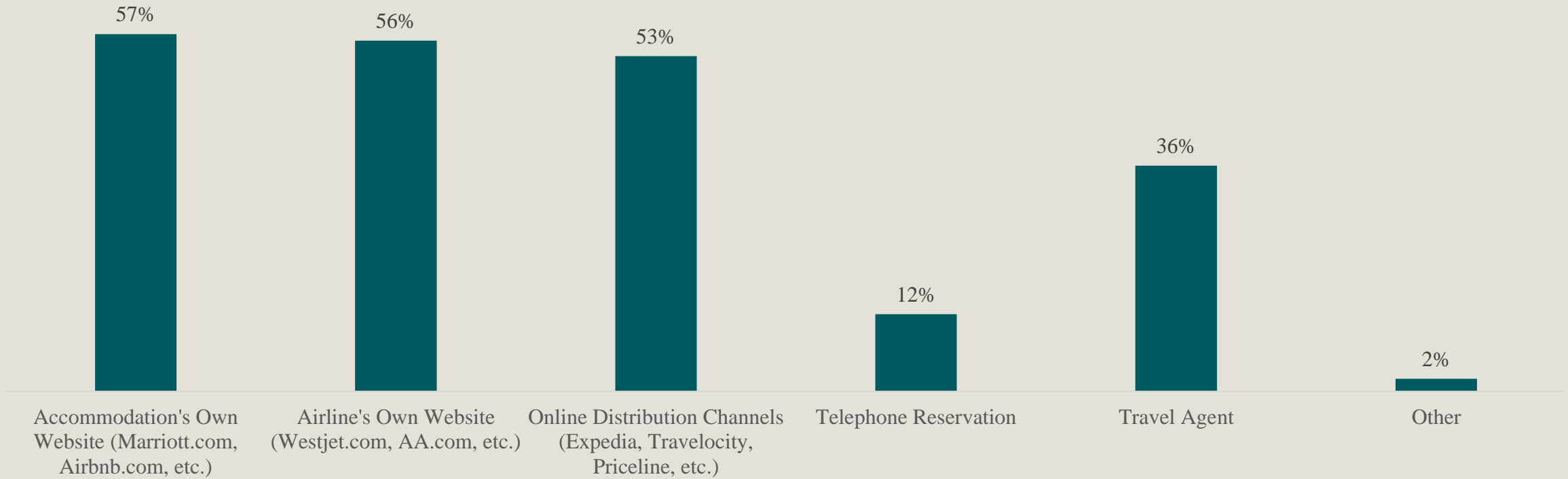
## Booking



Question: How far in advance do you start planning a vacation? / How far in advance do you purchase your flight tickets for a vacation?



## Channel used for *Planning and Booking*



Question: How do you normally arrange your reservation(s) for your vacation? Select all that applies

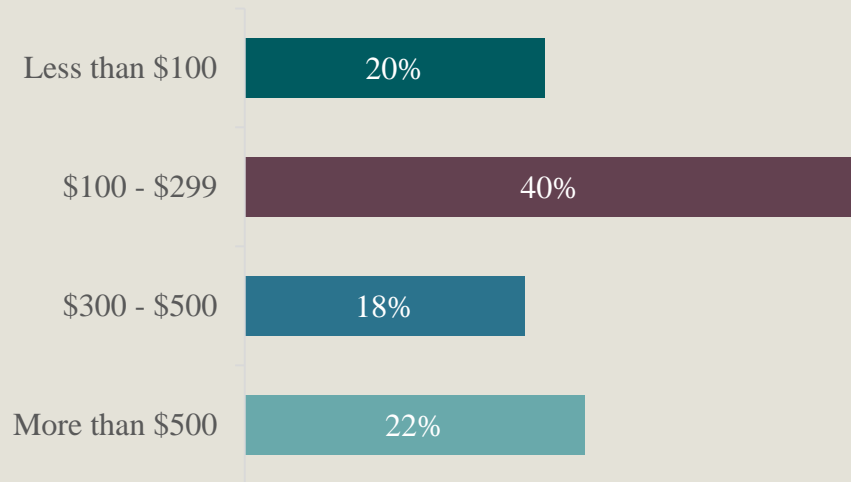
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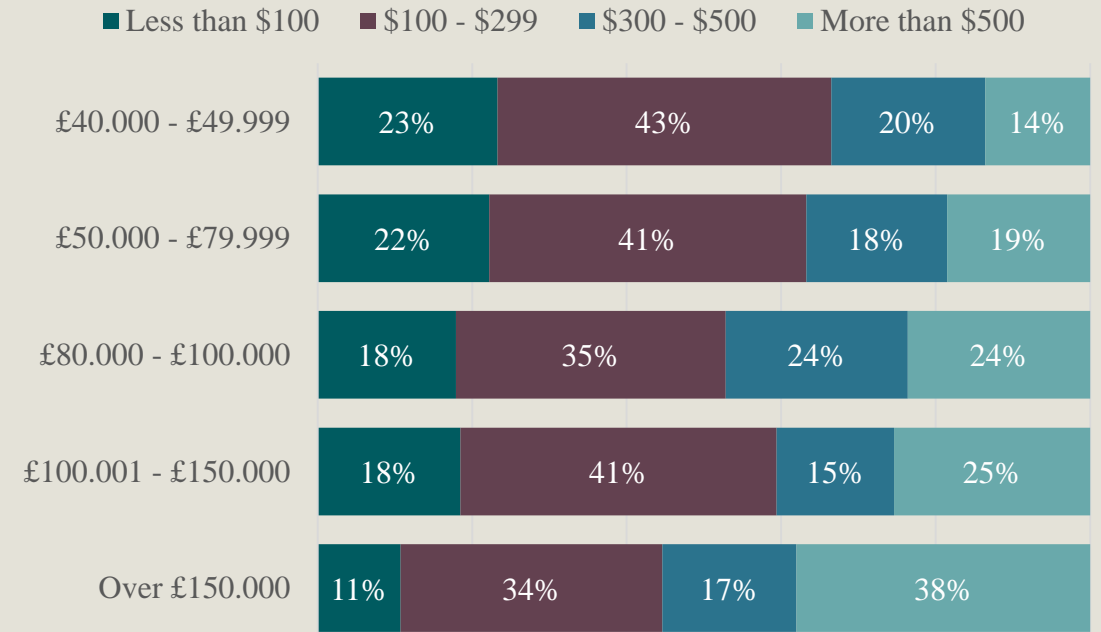
# Spend Behavior



## Spend Per Day *F&B and Activities*

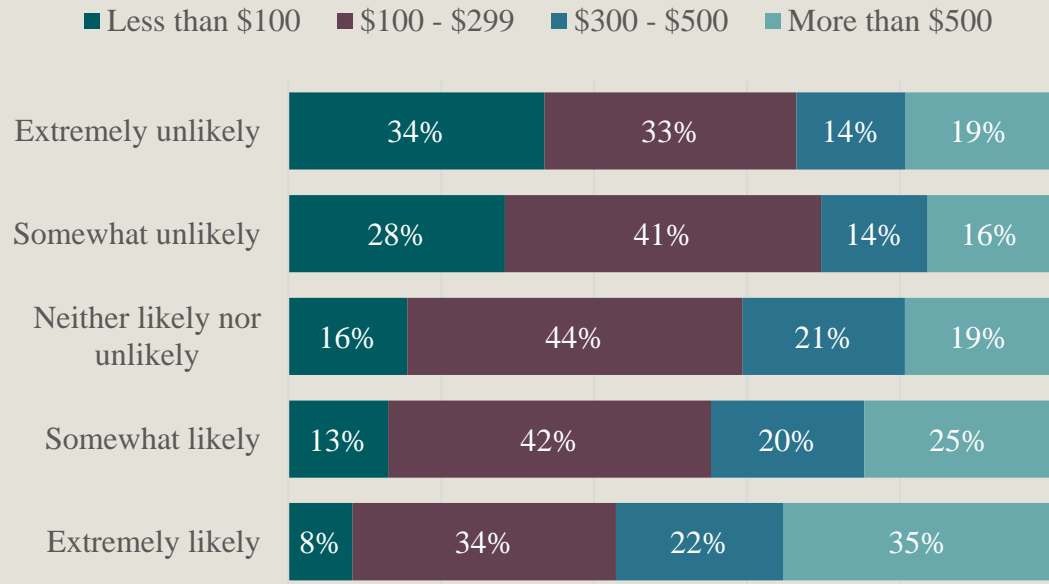


## Spend Per Day *By Household Income*



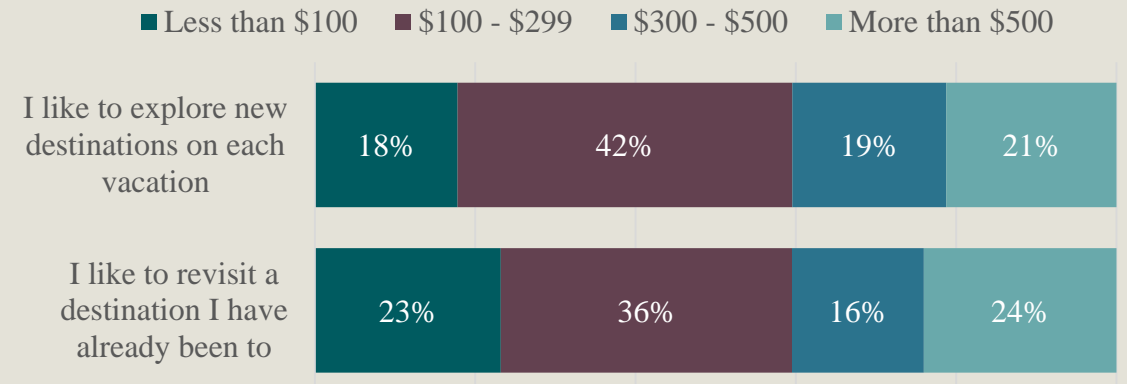
Question: How much do you spend on average on vacation on food & beverage and other activities per person per day? | What is your annual household income?

## Spend Per Day By Likelihood of Travel to a Caribbean Destination Next Year



*Question: How much do you spend on average on vacation on food & beverage and other activities per person per day? | How likely are you to travel abroad to a Caribbean island in the next 12 months?*

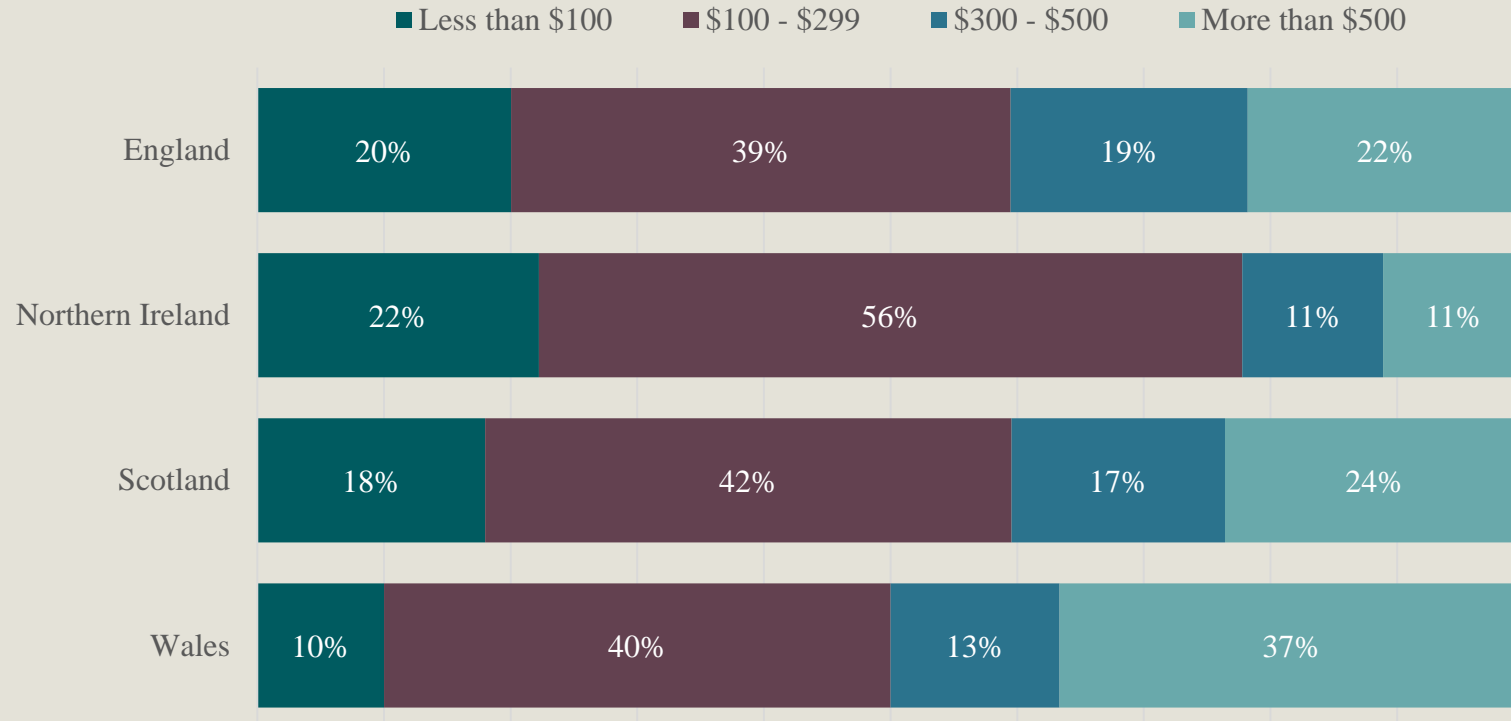
## Spend Per Day By Type of Traveler



*Question: How much do you spend on average on vacation on food & beverage and other activities per person per day? | Which of the following best describes you as a traveler?*

# Travel Spend Behavior

## Spend Per Day By Country



Question: How much do you spend on average on vacation on food & beverage and other activities per person per day? | Which Country in the United Kingdom do you currently reside in?



# Travel *Preferences*





## TOP 5 Key Marketing Messages to Focus On

### Important Destination Criteria

- 1 Cleanliness
- 2 Safety
- 3 Appealing Natural Environment
- 4 Locals Are Welcoming & Hospitable
- 5 Direct Flights

### Important Vacation Benefits

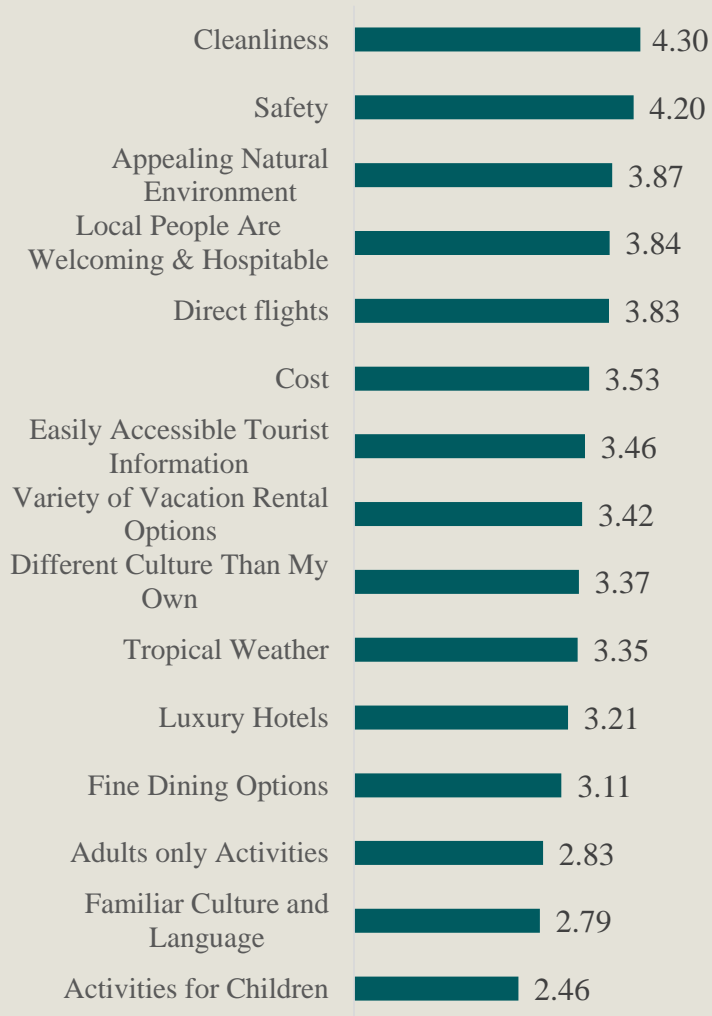
- 1 To get a break from day-to-day life
- 2 To Relax and Relieve Stress
- 3 To Create Lasting Memories
- 4 To Have Fun
- 5 To See or Do Something New

### Preferred Activities/ Experiences

- 1 Going out to eat
- 2 Outdoor Activities
- 3 Zoos & Aquariums
- 4 Museums
- 5 Festivals & Fairs

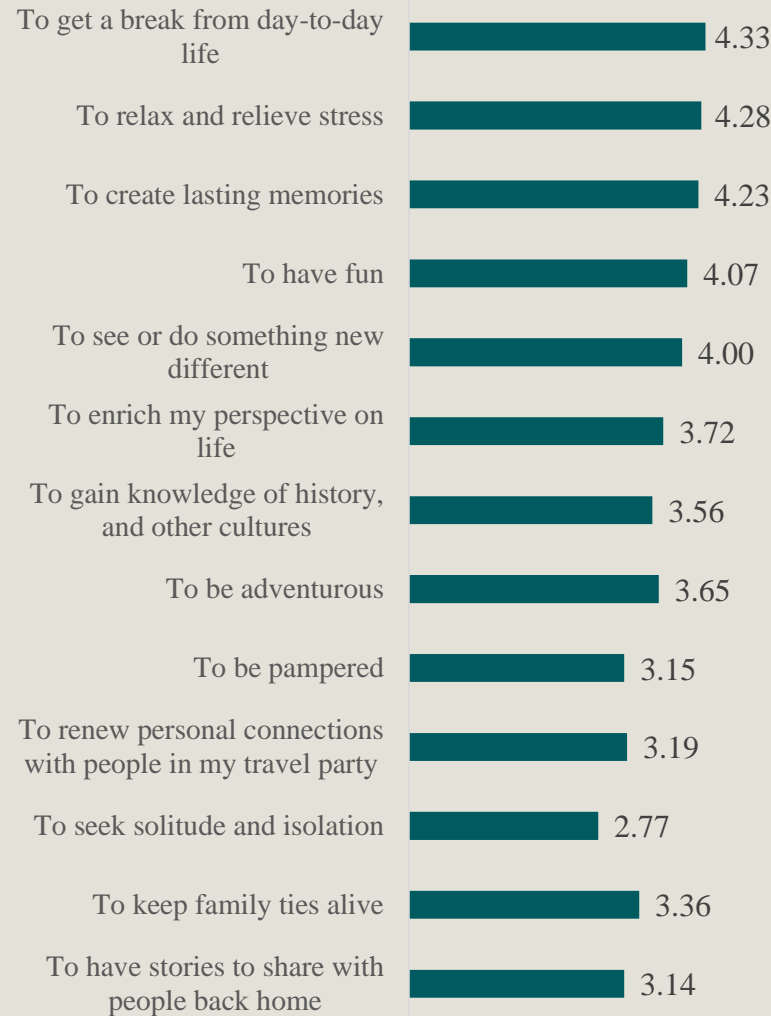
Note: Important key marketing messages to point out: the respondents indicated that Safety and health-focused measures must be communicated clearly. Another interesting observation is that UK travelers scored Direct Flights as essential criteria.

### Important Destination Criteria



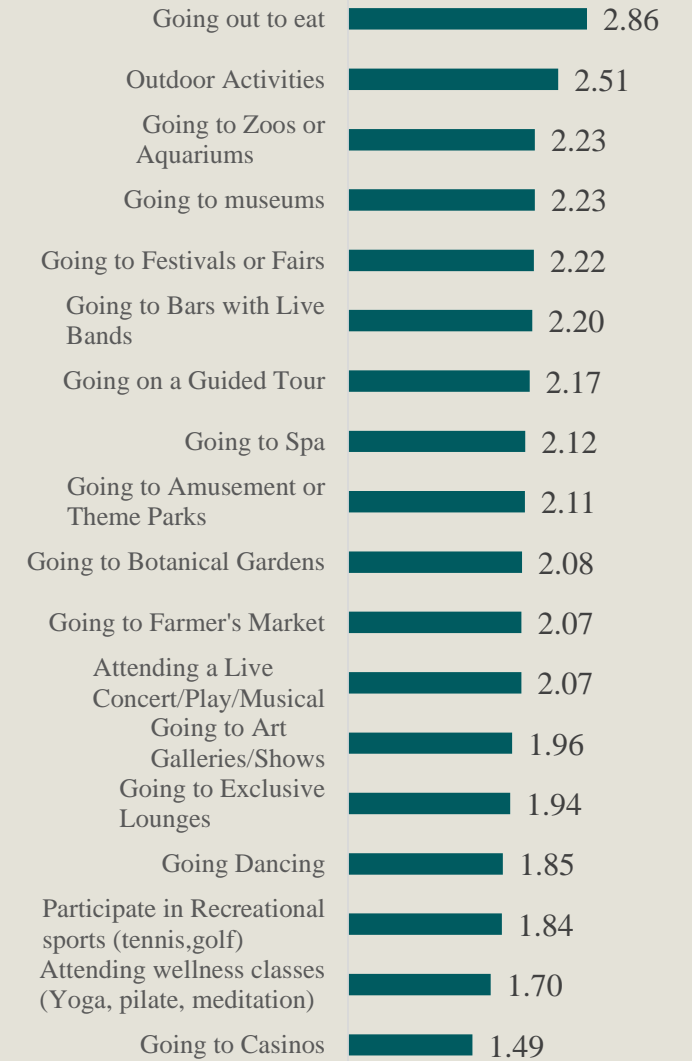
1= Not at all important to 5 = Extremely important

### Important Vacation Benefits



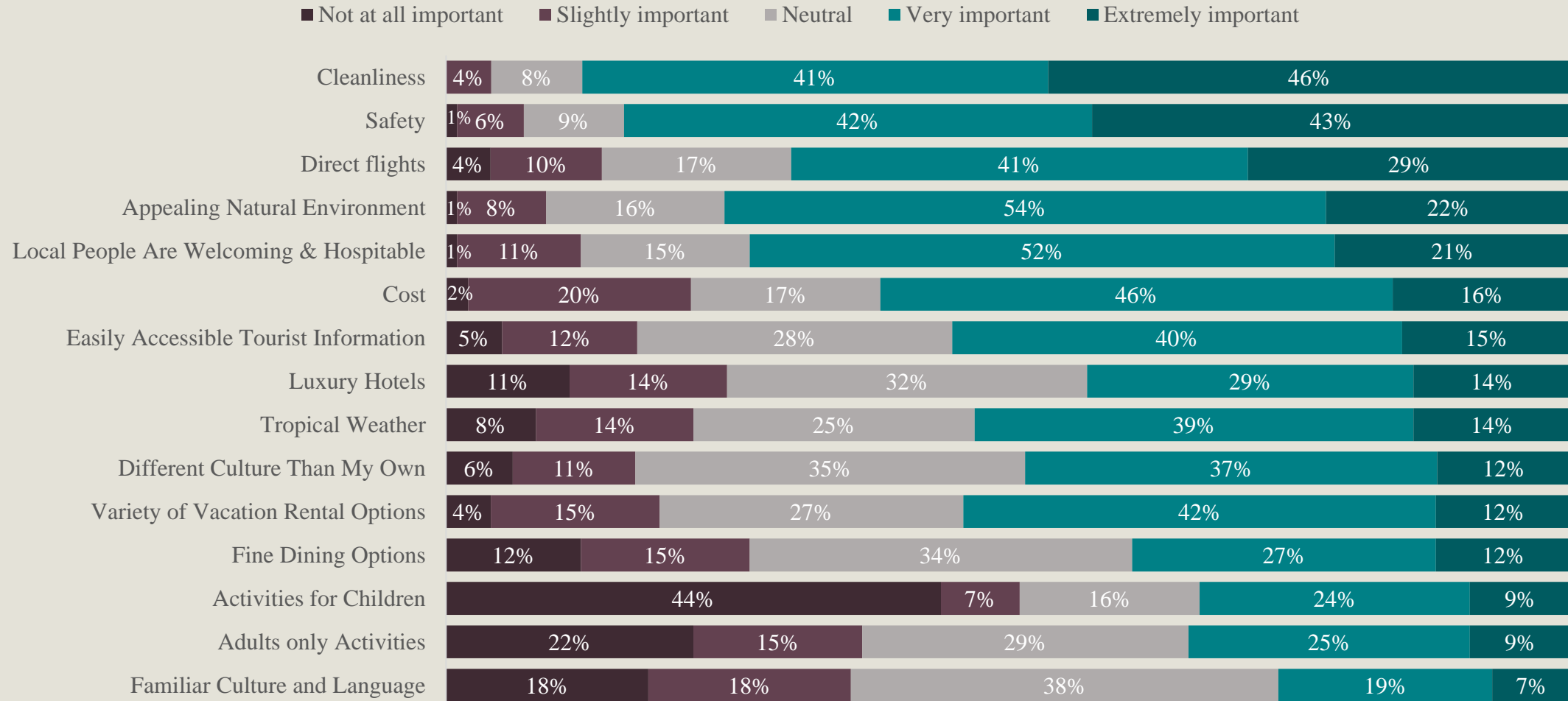
1= Not at all important to 5 = Extremely important

### Preferred Activities/ Experiences

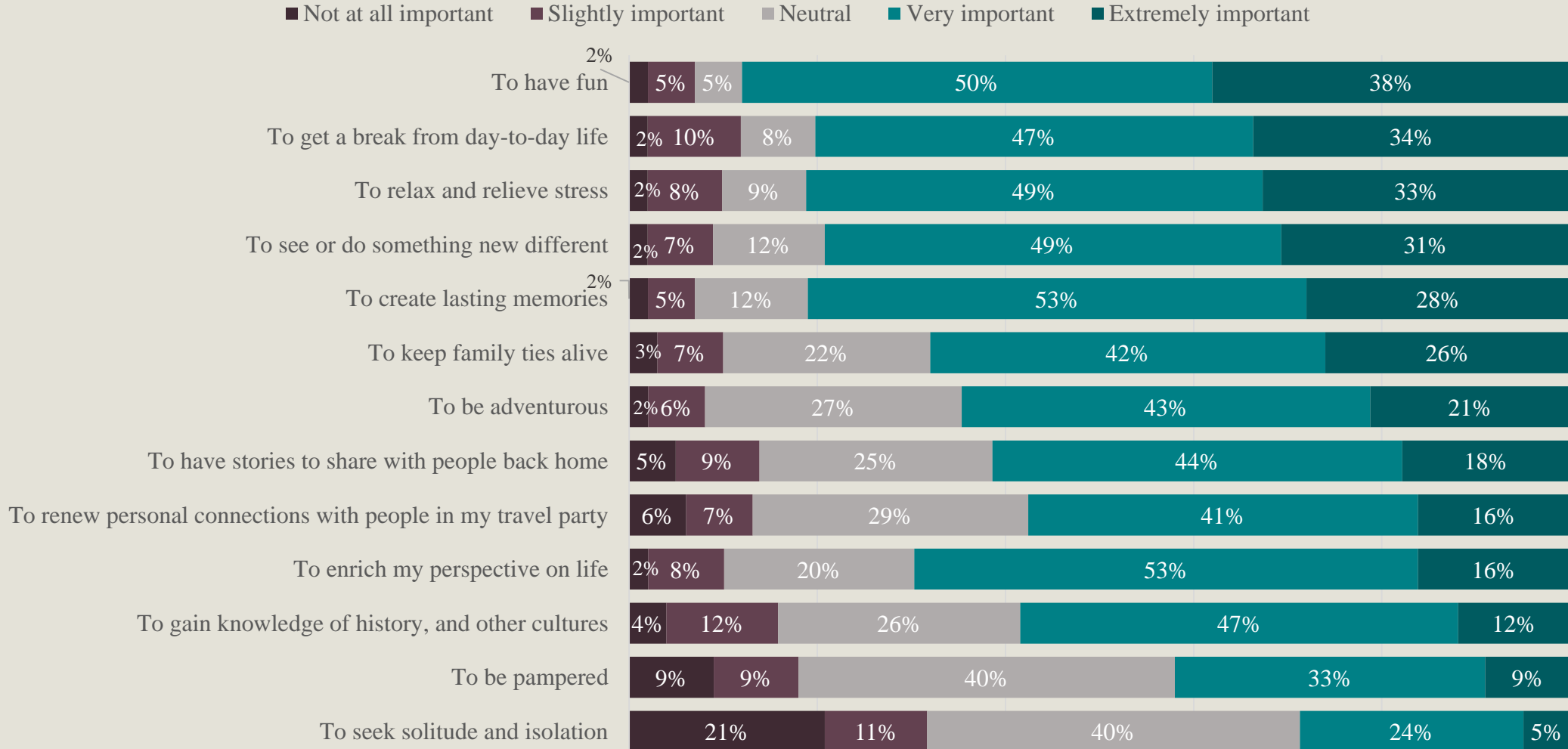


1= No to 3 = Yes

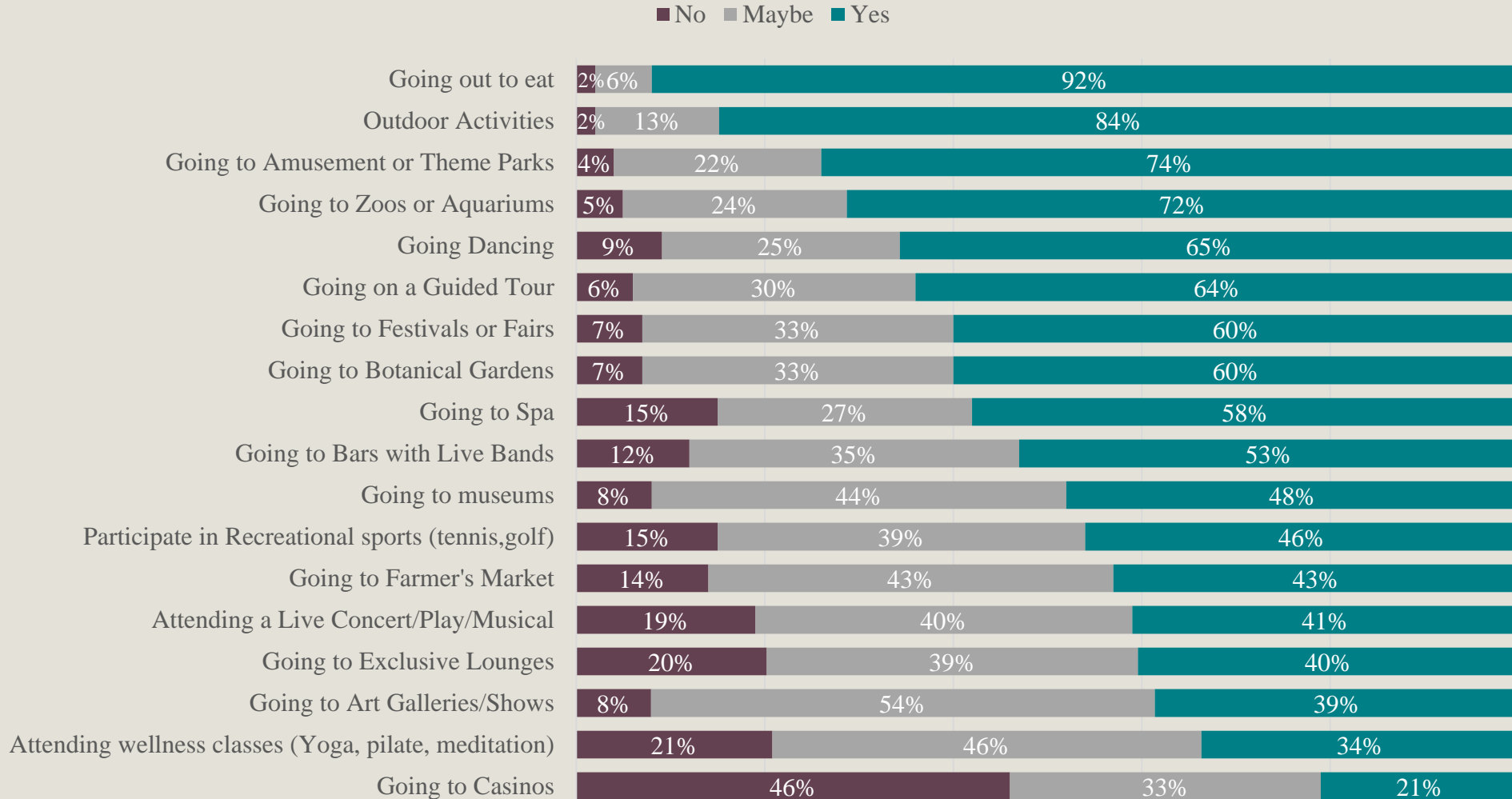
## Important Destination Criteria



## Important Vacation Benefits



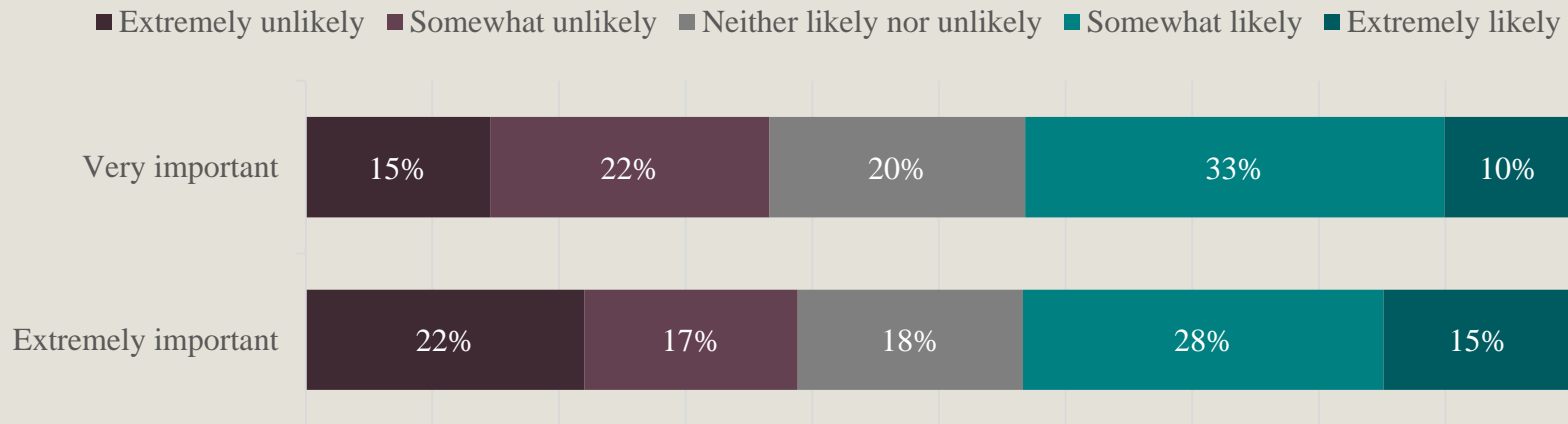
## Preferred Activities/ Experiences



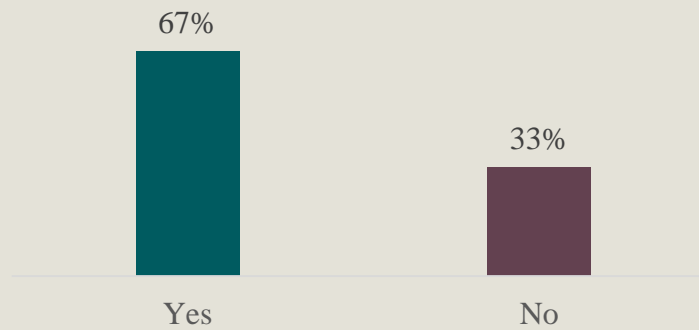
# Insights

## Direct Flights

*The likelihood of Caribbean Travel next 12 months*



## *Heard about Aruba*



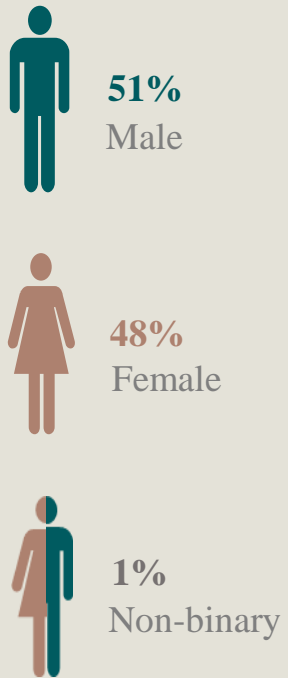


# Affluent

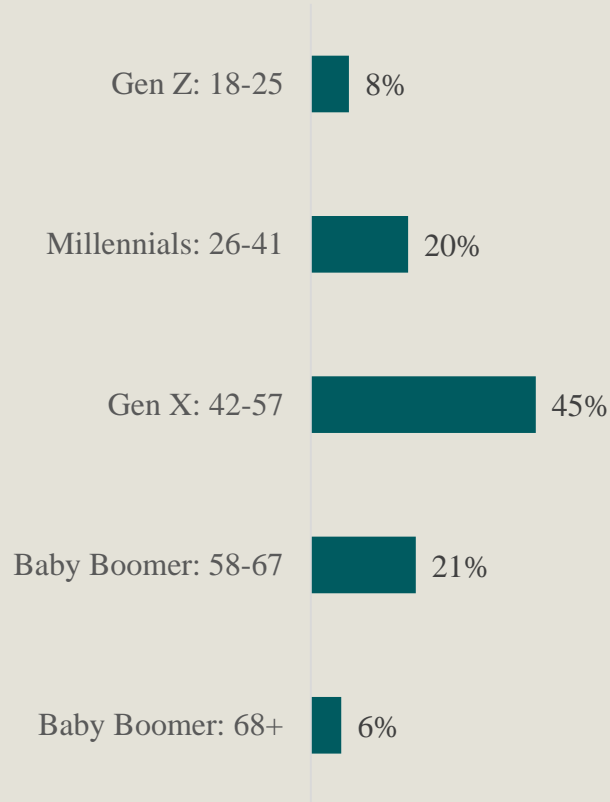
*Household Income of £80,000 or higher*



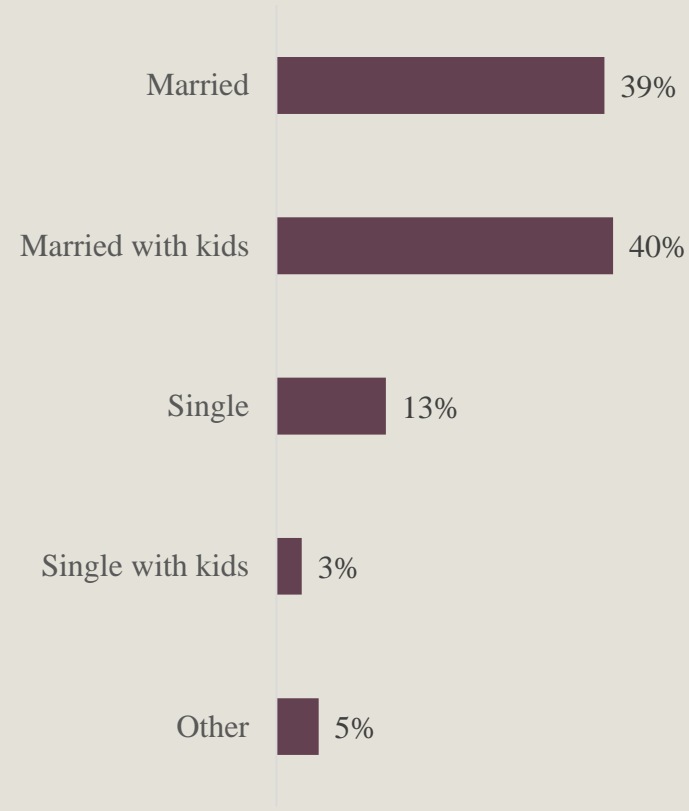
## Gender



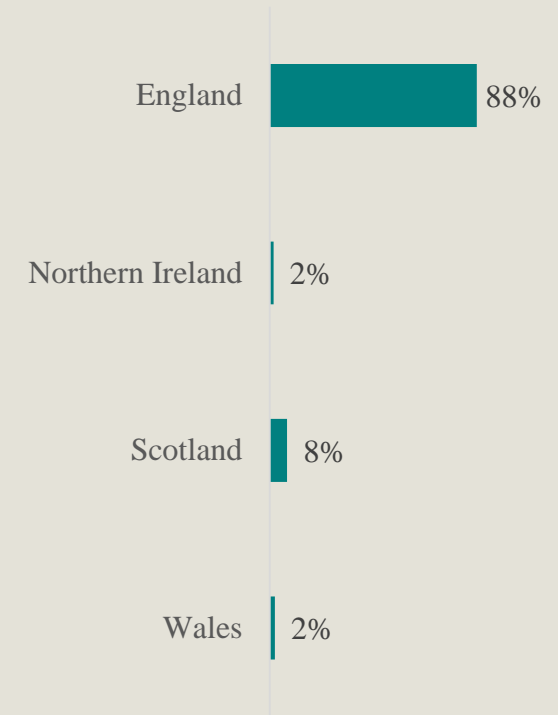
## Age Range



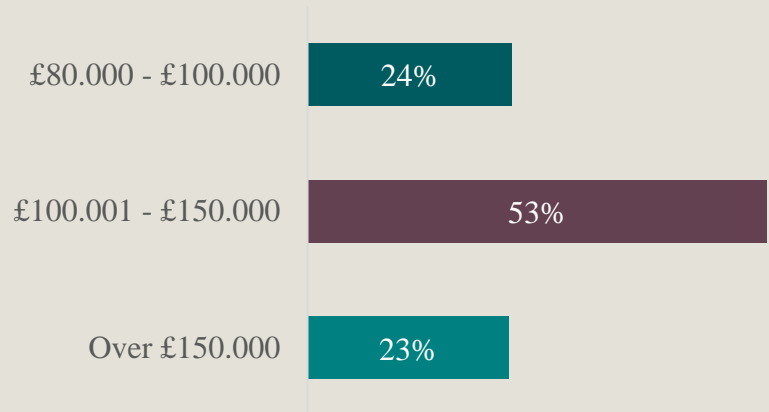
## Household



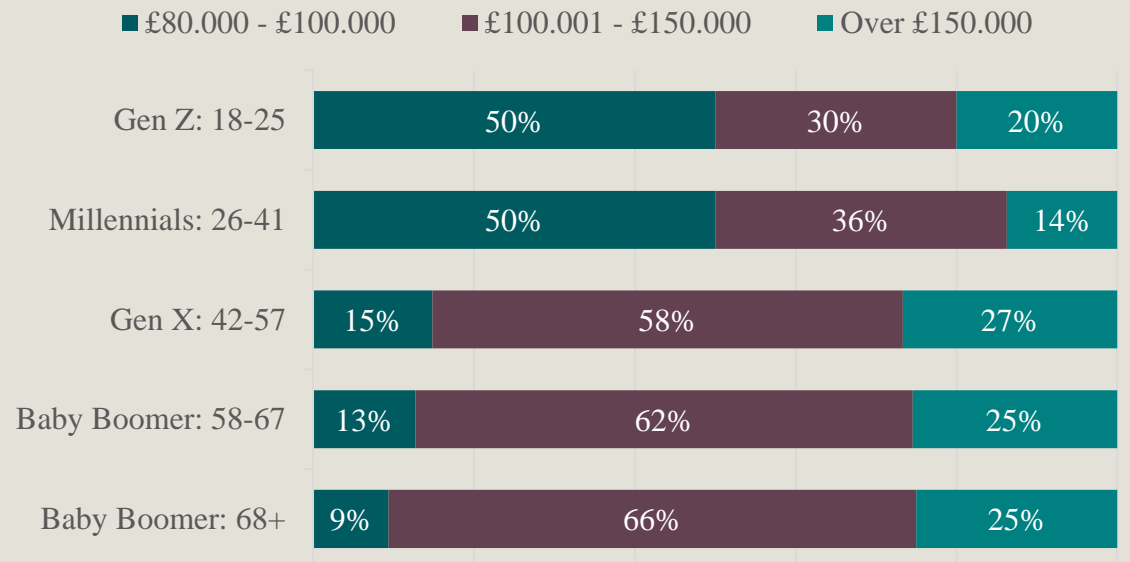
## UK Countries



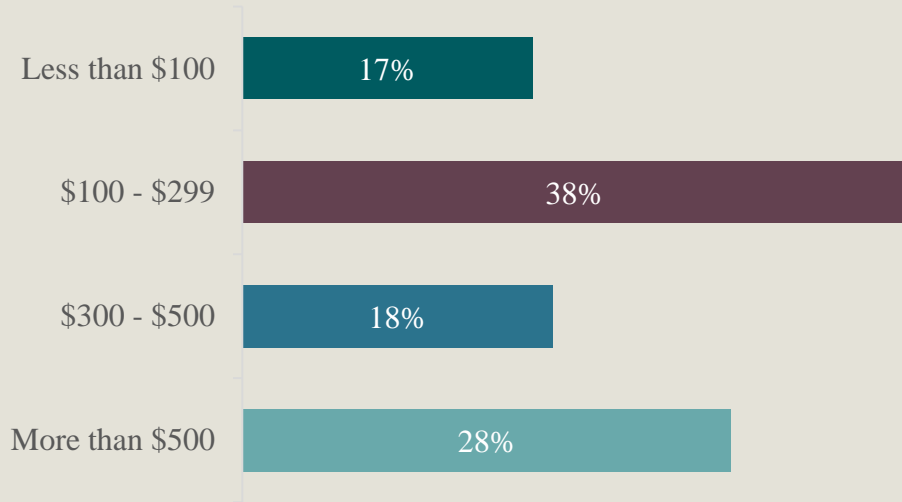
## Household Income



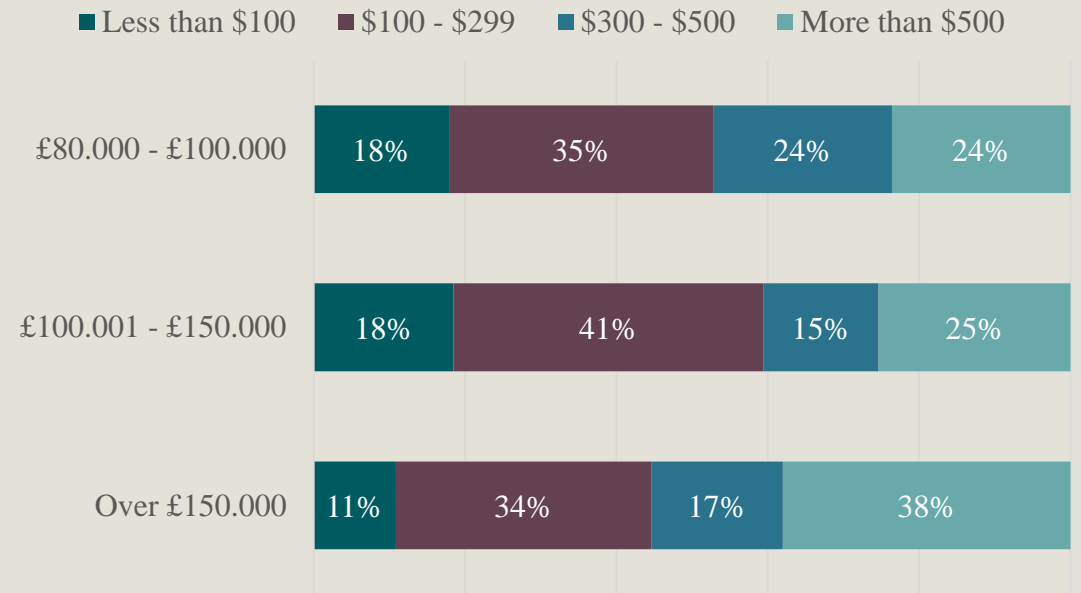
## Household Income *By Generation*



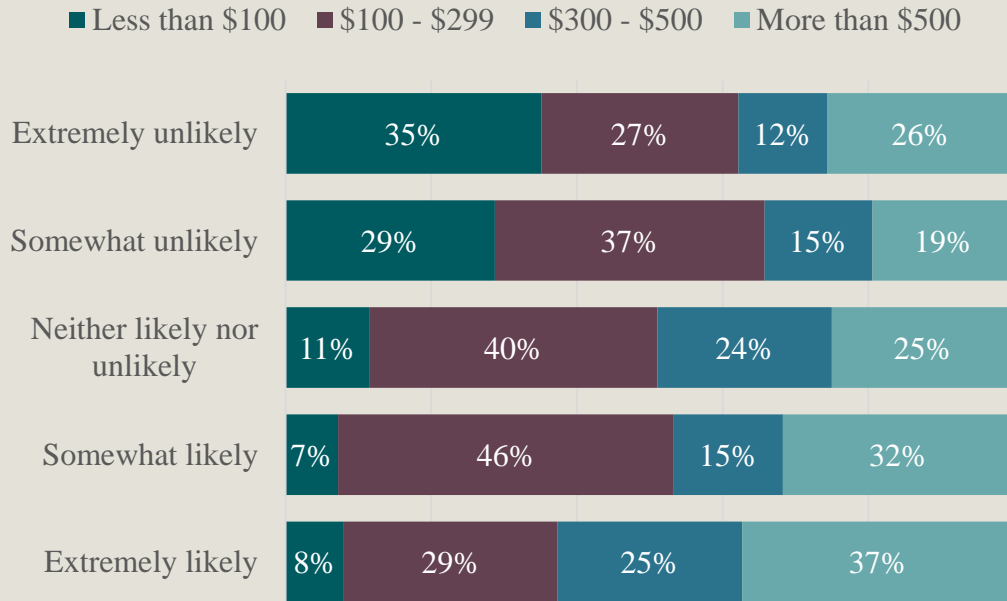
## Spend Per Day *F&B and Activities*



## Spend Per Day *By Household Income*

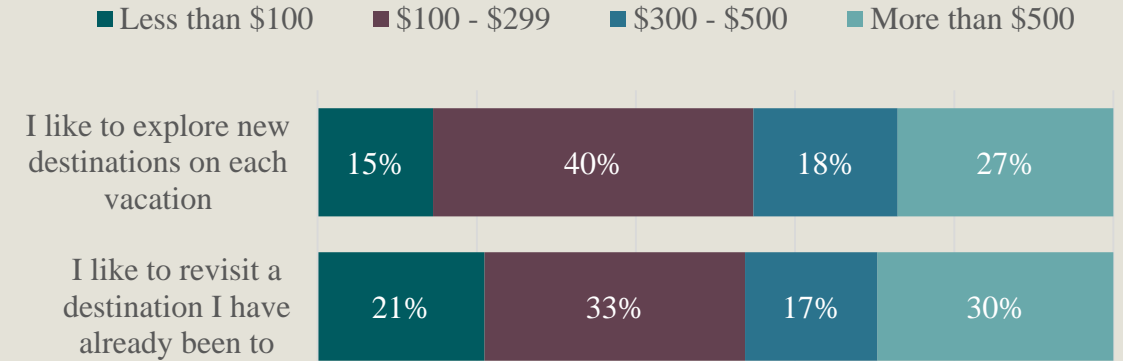


## Spend Per Day By Likelihood of Travel to a Caribbean Destination Next Year



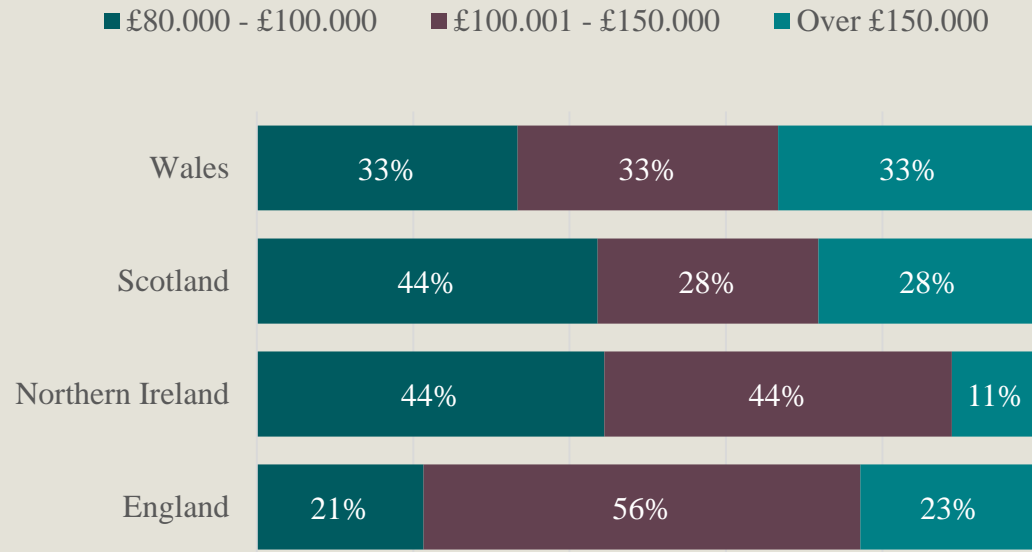
Question: How much do you spend on average on vacation on food & beverage and other activities per person per day? | How likely are you to travel abroad to a Caribbean island in the next 12 months?

## Spend Per Day By Type of Traveler



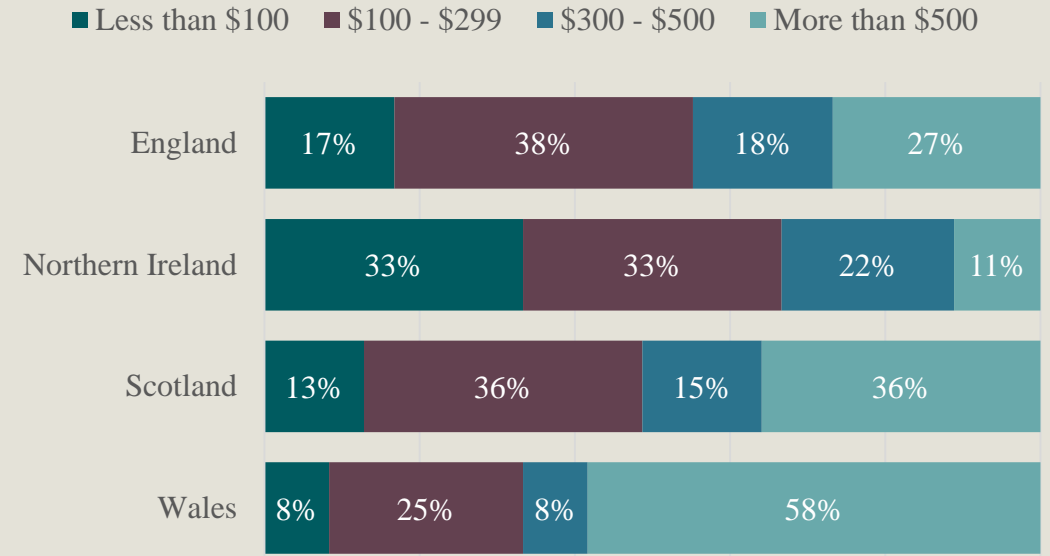
Question: How much do you spend on average on vacation on food & beverage and other activities per person per day? | Which of the following best describes you as a traveler?

## Household Income By UK Country



Question: What is your annual household income? | Which Country in the United Kingdom do you currently reside in?

## Spend Per Day By UK Country

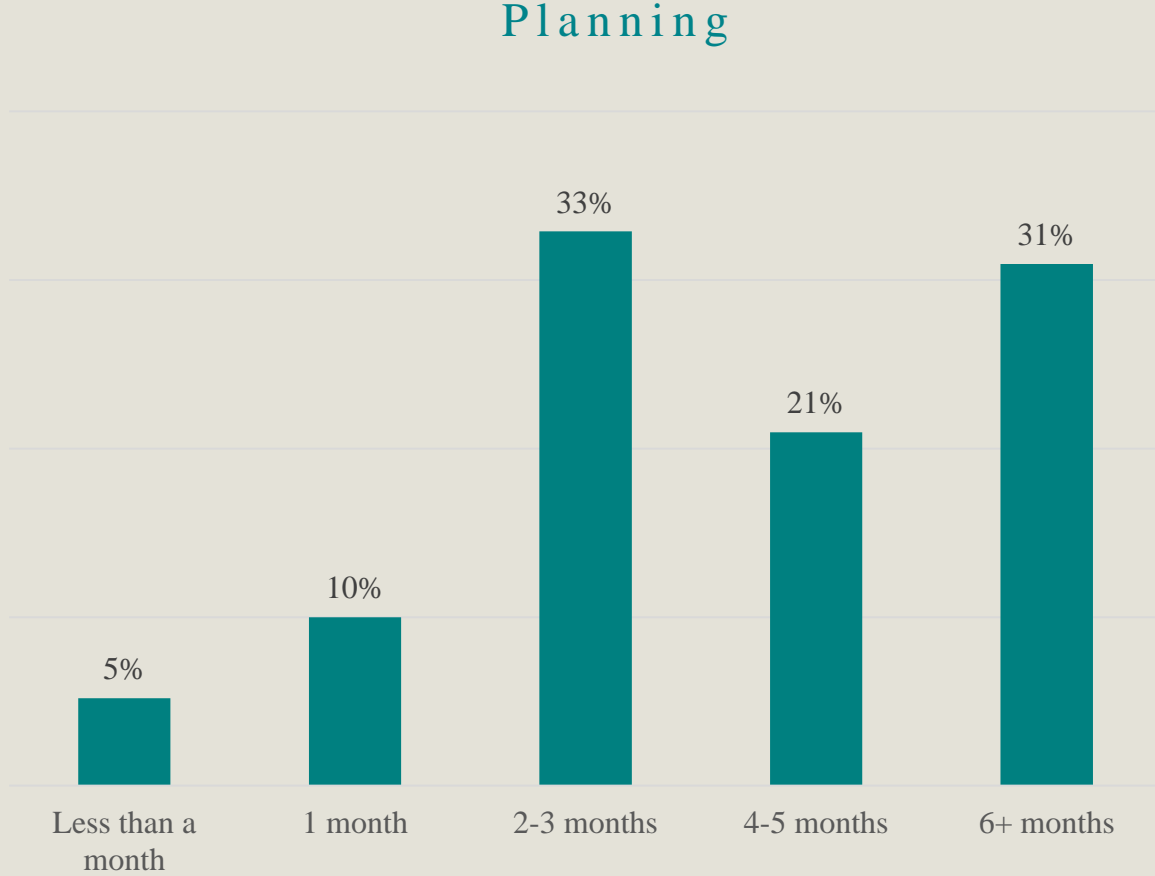


Question: How much do you spend on average on vacation on food & beverage and other activities per person per day? | Which Country in the United Kingdom do you currently reside in?

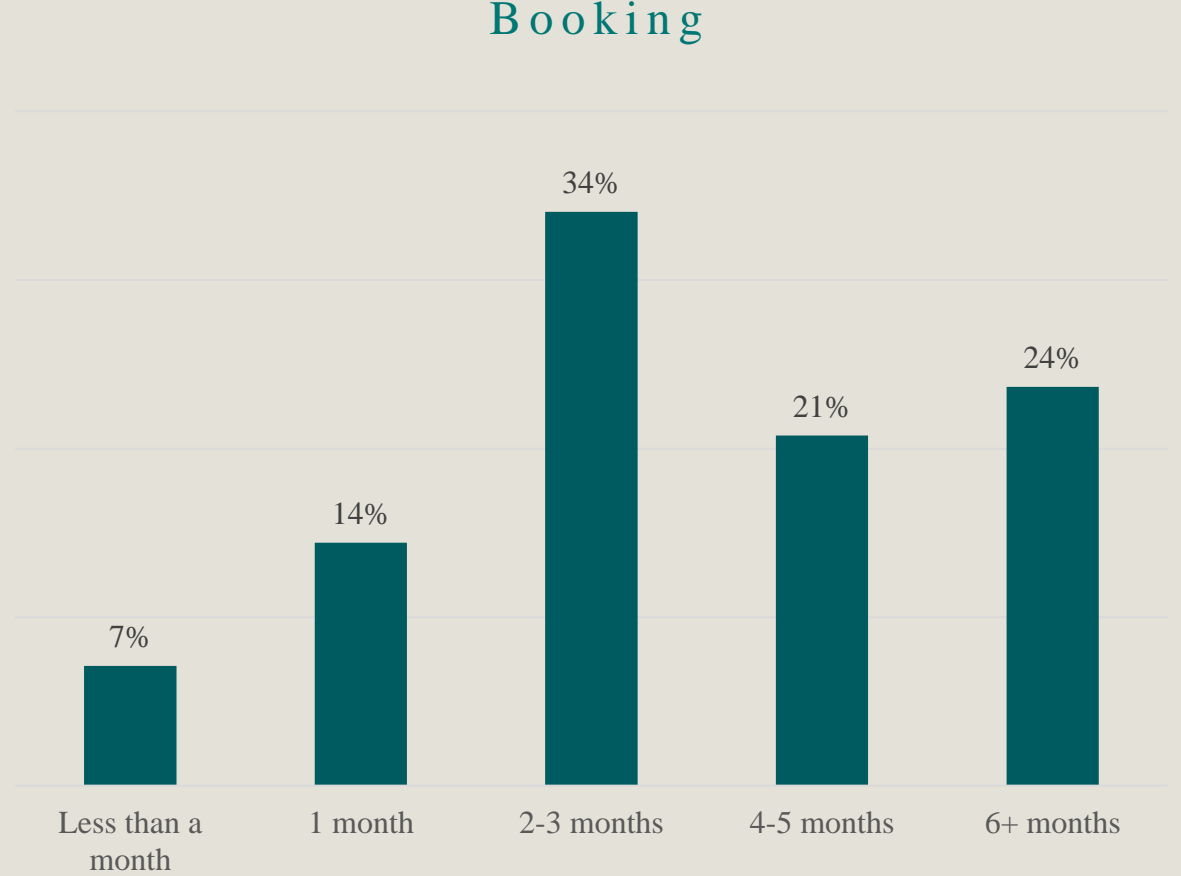


# Planning & Booking *Behavior*

## Planning

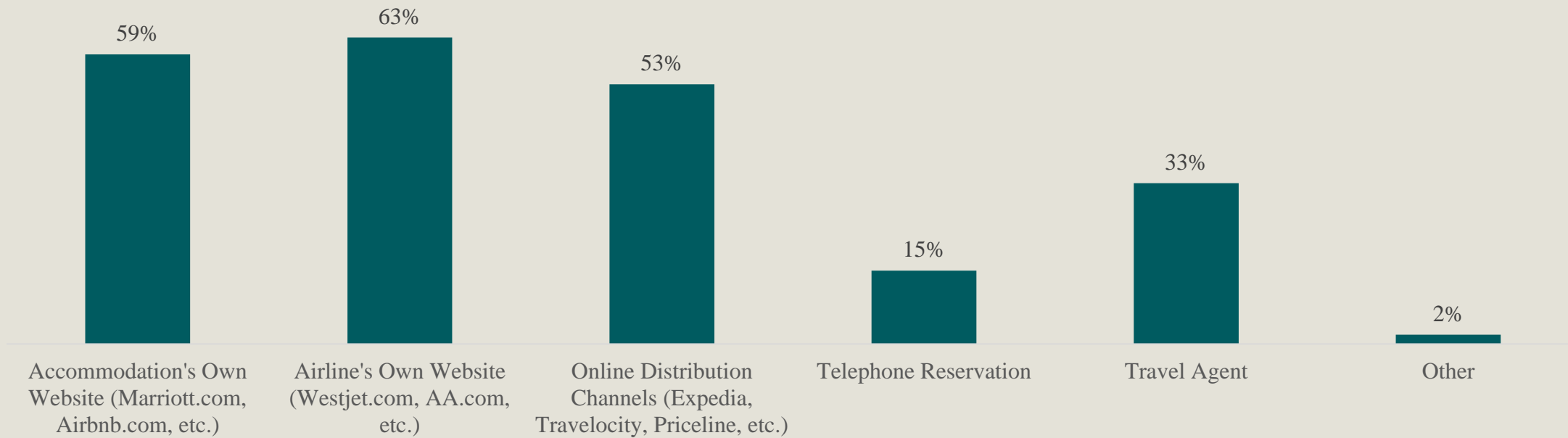


## Booking



Question: How far in advance do you start planning a vacation? / How far in advance do you purchase your flight tickets for a vacation?

## Channel used for *Planning and Booking*

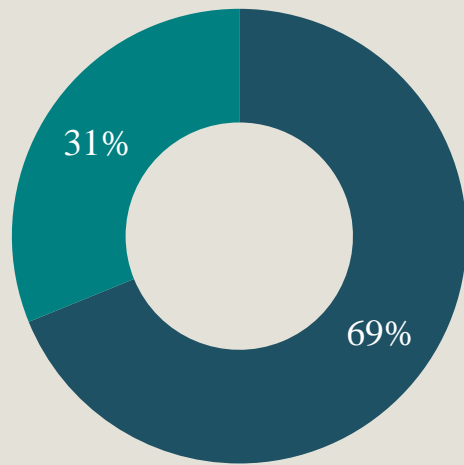


Question: How do you normally arrange your reservation(s) for your vacation? Select all that applies

N: 520

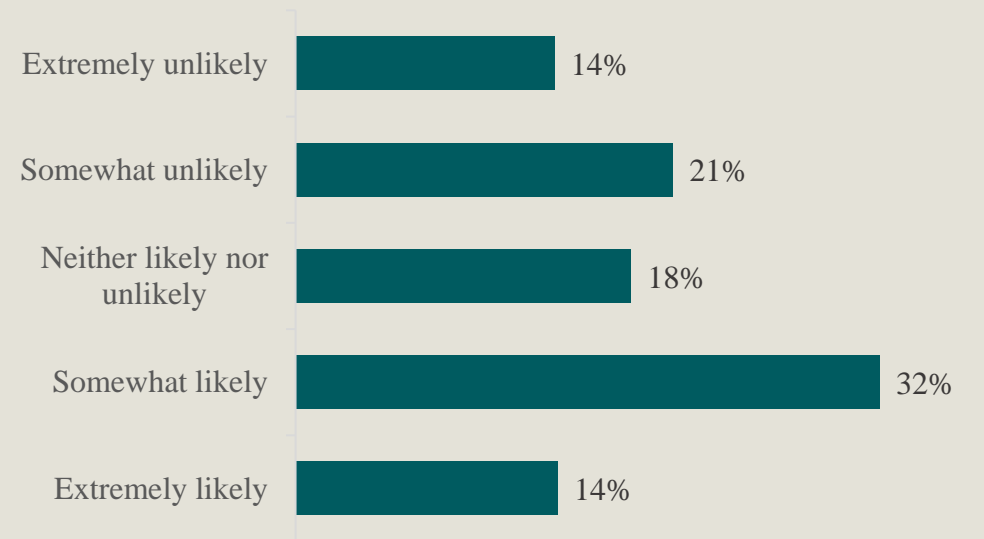
## Type of Traveler

- I like to explore new destinations on each vacation
- I like to revisit a destination I have already been to



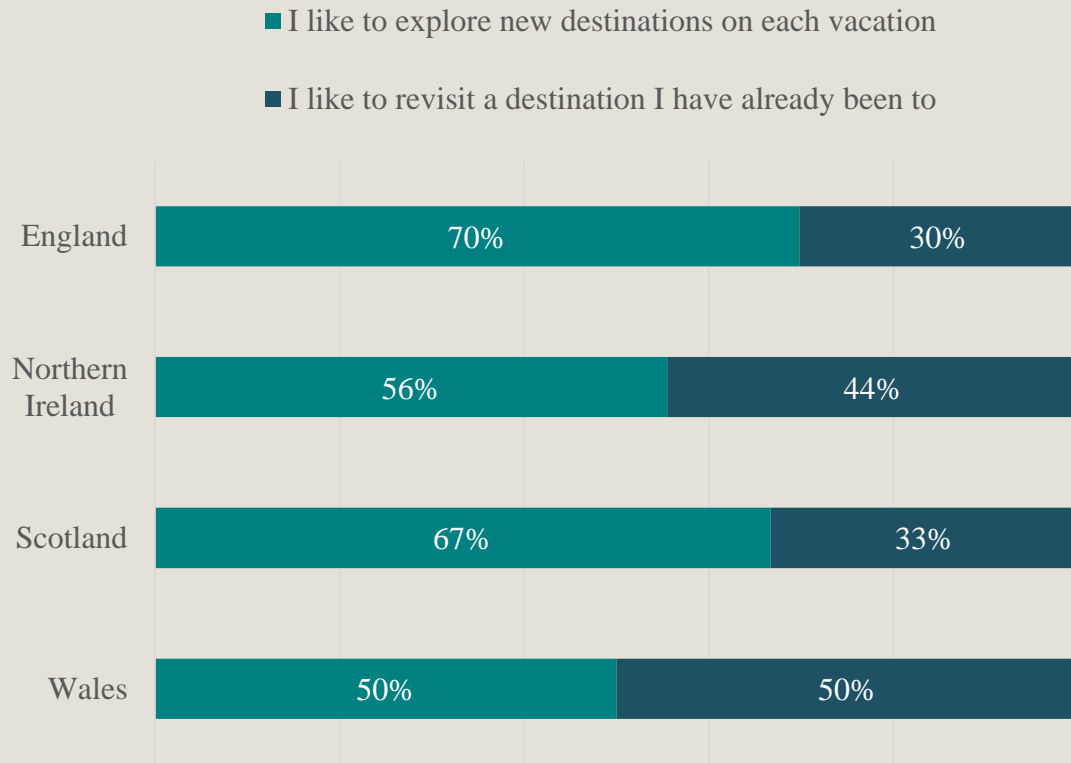
Question: Which of the following best describes you as a traveler?

## Likelihood of Traveling To a Caribbean Island Next Year

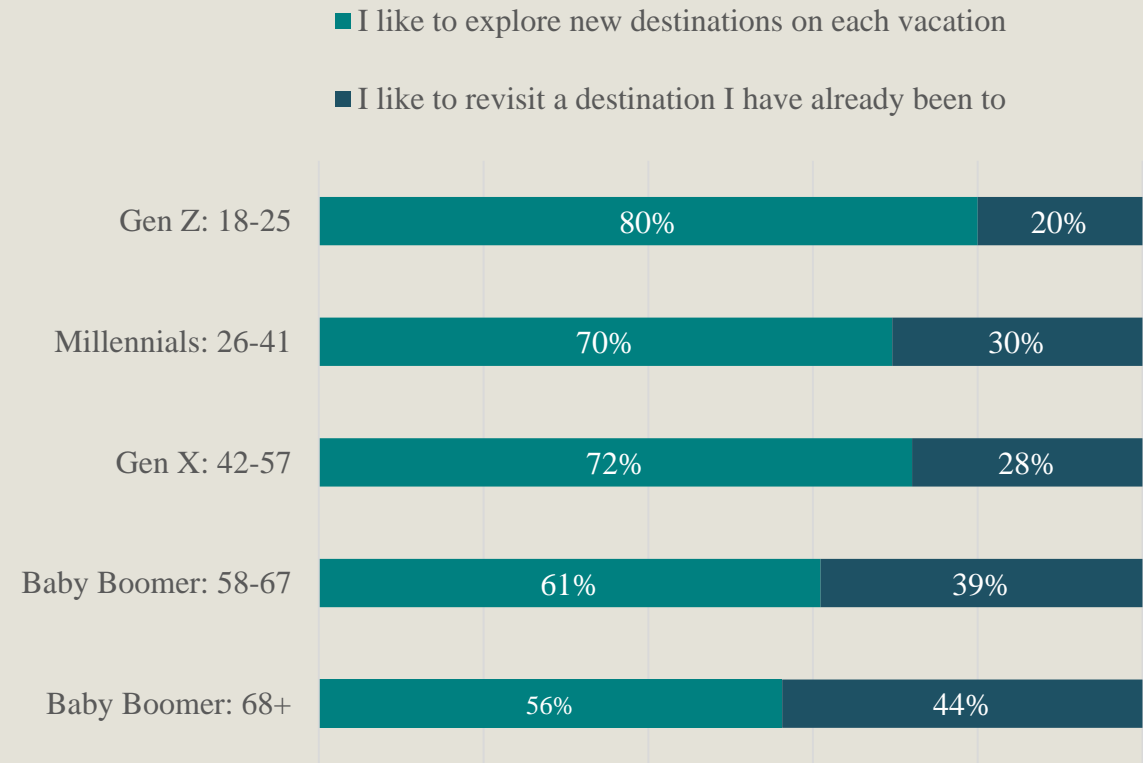


Question: How likely are you to travel abroad to a Caribbean island in the next 12 months?

## Type of Traveler By Country

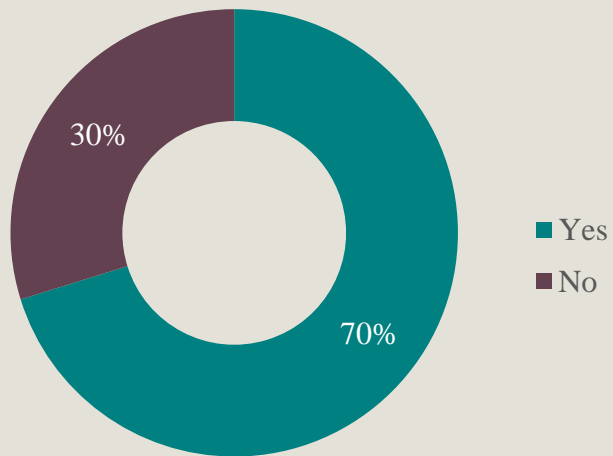


## Type of Traveler By Generation



Question: Which of the following best describes you as a traveler? | Which Country in the United Kingdom do you currently reside in? | Age Range?

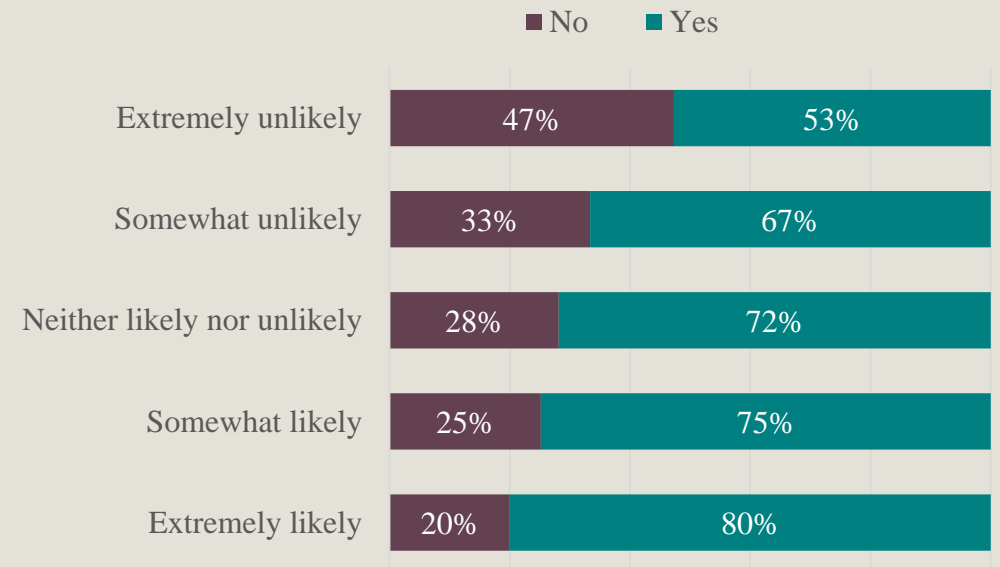
## Heard about Aruba



Question: Have you heard about Aruba?

70% of all Respondents indicated that they have heard about Aruba before.

## Heard about Aruba By Likelihood of Traveling to the Caribbean next year



Respondents that indicated that they have heard about Aruba are more likely to travel to the Caribbean in the next 12 months.

## TOP 5 ALL

### Messaging When Choosing a Destination

#### Important Destination Criteria

- 1 Cleanliness
- 2 Safety
- 3 Direct Flights
- 4 Appealing Natural Environment
- 5 Locals Are Welcoming & Hospitable

#### Important Vacation Benefits

- 1 To get a break from day-to-day life
- 2 To Relax and Relieve Stress
- 3 To Create Lasting Memories
- 4 To Have Fun
- 5 To See or Do Something New

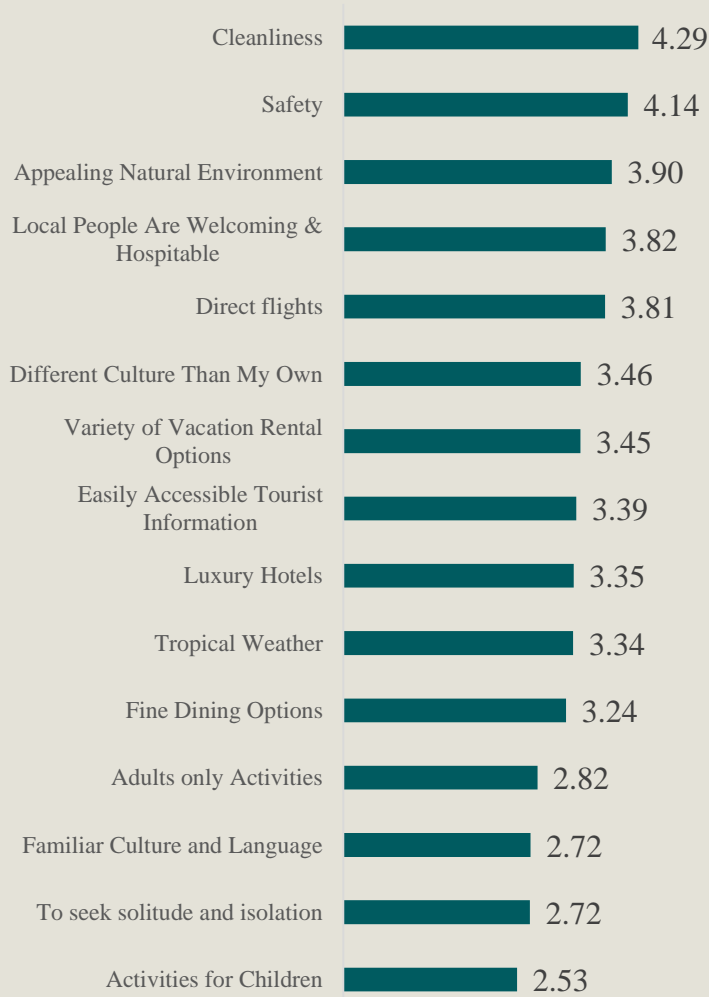
#### Preferred Activities/ Experiences

- 1 Going out to eat
- 2 Outdoor Activities
- 3 Museums
- 4 Festivals and Fairs
- 5 Going to Bars with Live Music

Note: The Affluent UK travelers scored Direct Flights as the third most important criteria, while the UK respondents generally considered this the fifth most important criteria when choosing a destination. Another interesting observation is that the Affluent indicated that one of their preferred activities while on vacation was going to bars with live music, and scored this within their top 5.



### Important Destination Criteria



1= Not at all important to 5 = Extremely important

### Important Vacation Benefits



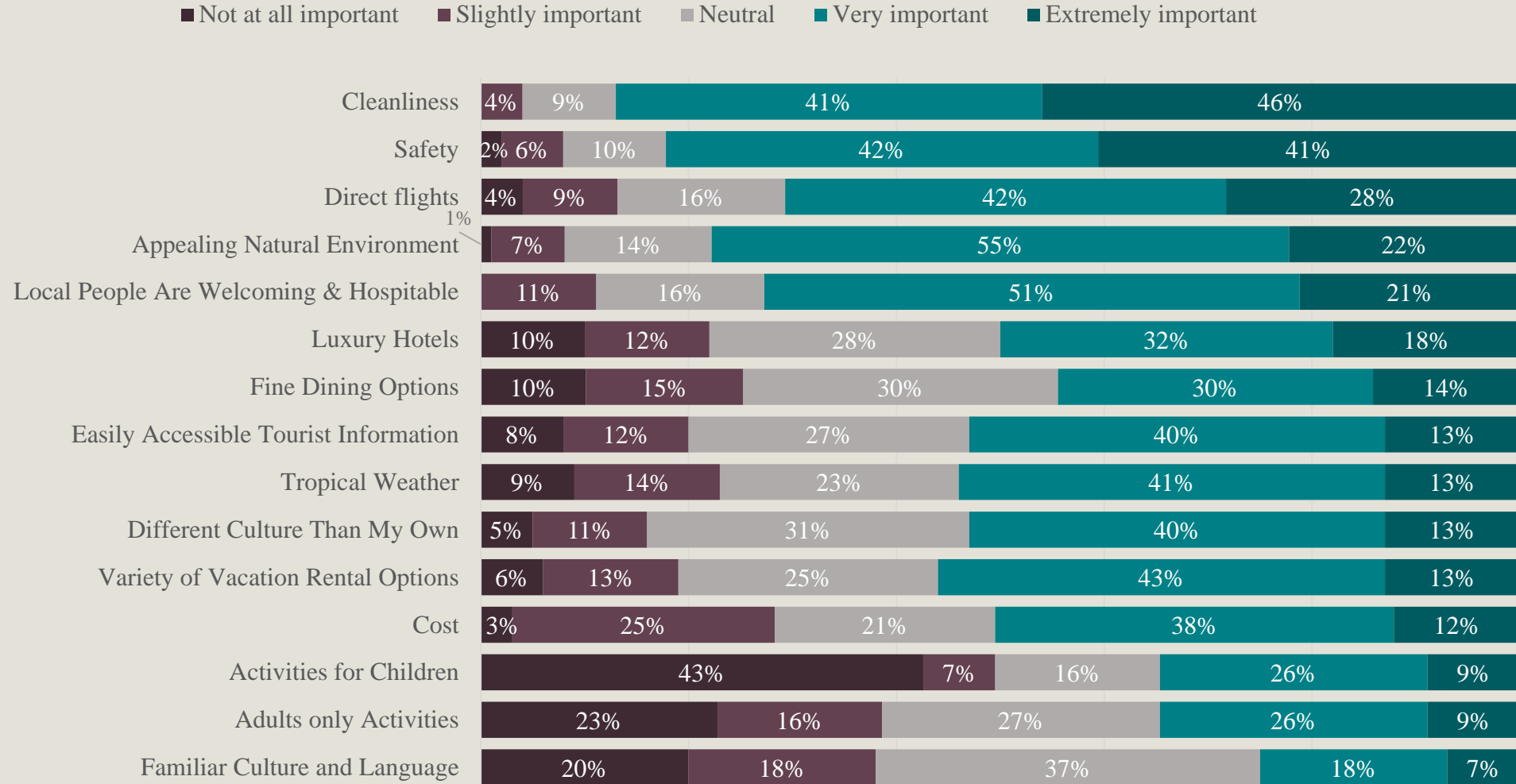
1= Not at all important to 5 = Extremely important

### Preferred Activities/ Experiences

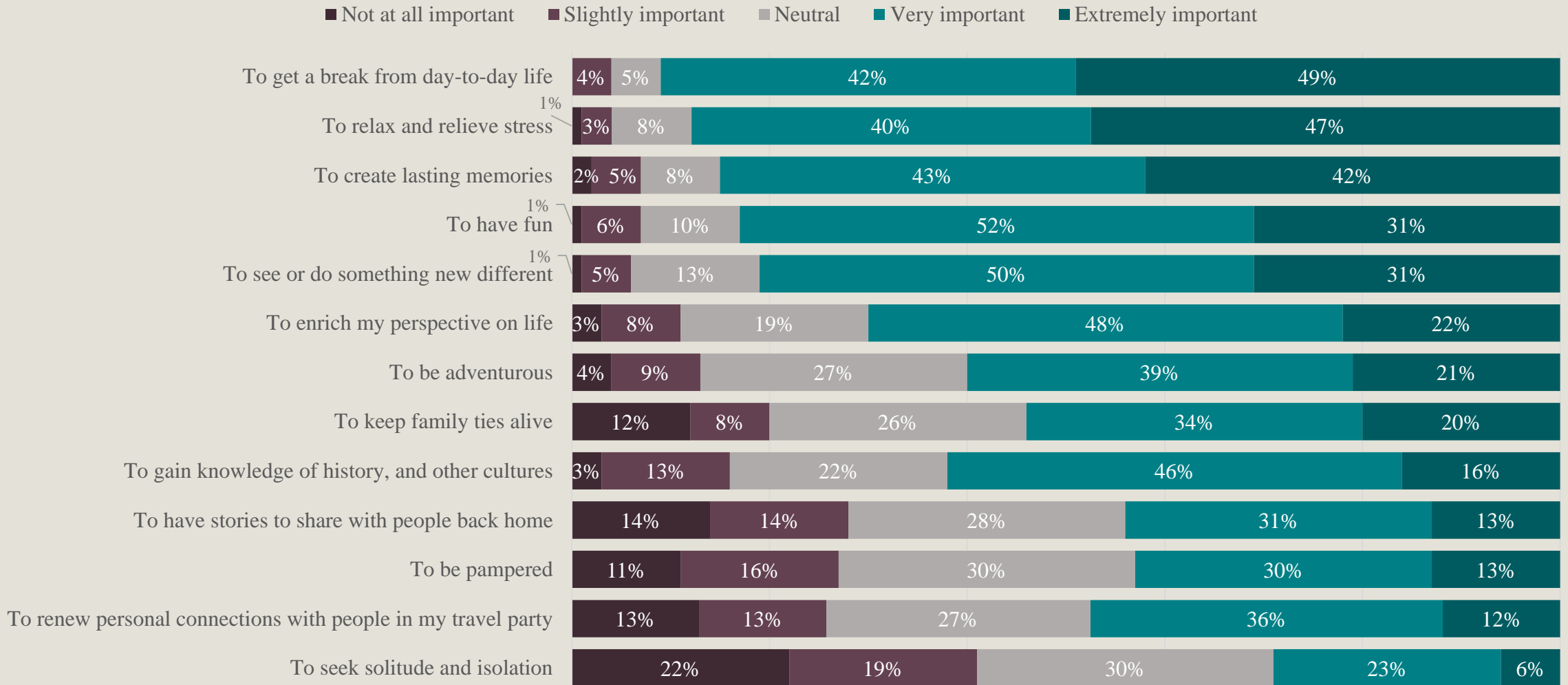


1= No to 3 = Yes

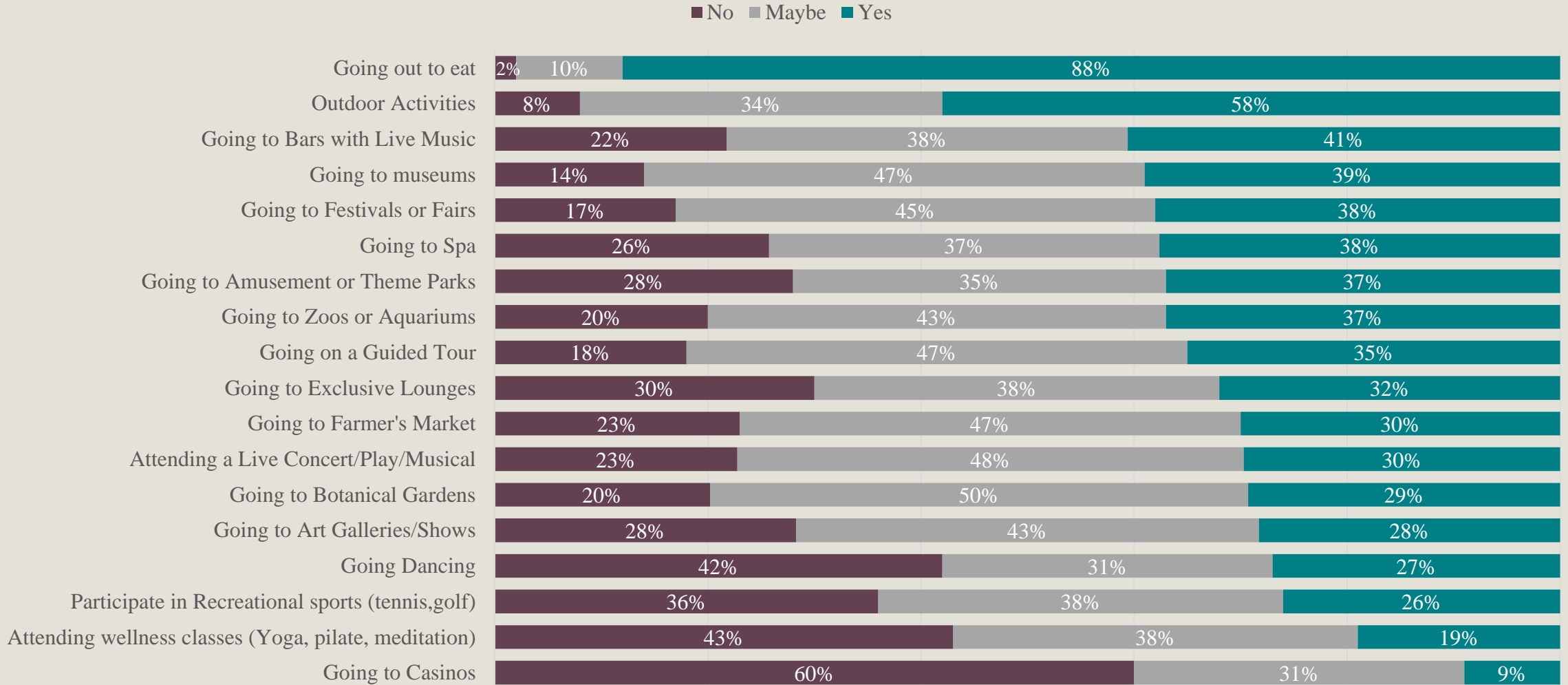
## Important Destination Criteria



## Important Vacation Benefits



## Preferred Activities/ Experiences





Thank you