

TRAVEL INSIGHTS



OCTOBER 2021

HISPANIC TRAVELER AUDIENCE

The Hispanic population is one of the fastest growing audiences in the United States. With increased scale and purchasing power, this diverse group is an important audience for travel brands to understand and reach. Their open-mindedness to new experiences, passion for their familial and cultural roots, and power of influence contribute to their unique preferences in travel.

While this piece was inspired by Hispanic Heritage Month, we acknowledge that this audience is diverse with unique nuances to various countries of origin. This information is intended to serve as a high-level overview to inspire deeper conversation around this rich audience.

BACKGROUND

19%

Hispanics make up roughly **19%** of the U.S. Population, growing at 23% since 2010.

- KANTAR US MONITOR

30

Latinos are among the youngest racial or ethnic groups in the U.S. with a median age of **30** in 2019.

-PEW RESEARCH

\$1.9 TRILLION

\$1.9 Trillion buying power (about 11% of buying power in US), projected to be \$2.6 trillion by 2025.

- KANTAR US MONITOR

+2

Hispanic travelers took almost **2 more trips in a year** vs. non-Hispanic travelers, and spent more per vacation (nearly \$300 difference).

-THINKNOW RESEARCH

KEY MARKETS:

California **15.6**

Texas **11.4**

Florida **5.7**

MILLION

-KANTAR US MONITOR



FAMILY AS PRIORITY

For the Hispanic audience, family is a top priority and is an integral aspect of their lives and their travels. Relationships are important to them, often traveling with, or going to visit, immediate and extended relatives.

– MARKETING BREW

93%

Ninety-three percent of Hispanic individuals surveyed said they travel with their families. Of that number, 59% said they traveled with immediate family, 30% with their parents and 28% with adult siblings.

– MMGY & TRAVEL UNITY

1.90x

Hispanic travelers have a higher affinity than the general population for family-friendly destinations such as Disneyland (**1.90x**).

– HELIXA MRI FUSION

49%

Parents use travel as a way to pass on their culture to their children: Travelocity found that half of Latino parents (**49%**) said that they teach future generations about their heritage through cultural trips.

– TRAVELOCITY DATA VIA YAHOO

60%

Kid-friendly and family attractions are likely, as children have a strong influence on where they go on vacation: **60%** of Hispanic individuals agreed with “My children influence where we decide to go on vacation” compared to 43% of non-Hispanic individuals.

– THINKNOW RESEARCH

FAMILY IS THE #1 VALUE FOR HISPANICS

– KANTAR US MONITOR



CONNECTED TO HERITAGE

The Hispanic audience takes pride in their heritage, race, and ethnicity as a core aspect of their personal identity. This strong connection fuels their desire for heritage-focused travel that could manifest in music or food, among other things, and motivates their support for travel brands that represent them.

31%/22%

Hispanic travelers are more likely to be music lovers than general travelers (**31%** vs. **22%**).

- HELIXA MRI FUSION

60%/47%

60% of Hispanics feel highly connected to their heritage vs. only **47%** of the general pop.

- KANTAR US MONITOR

85%

85% of Hispanic travelers have already visited their family's home country, with almost one-quarter of those traveling back to that country each year.

- MMGY AND TRAVEL UNITY

>1/2

Just **over half** agreed that Hispanic representation in a destination's marketing made a difference in their decision-making.

- MMGY AND TRAVEL UNITY



1.39x

1.39x. Hispanic travelers are food influencers, over indexing on the statement "People often ask my advice when it comes to food" by **1.39x**

- HELIXA MRI FUSION

OPEN-MINDED ENTHUSIASM

Even more so than the general populations, Hispanics have an enthusiasm for learning new things and an open-mindedness to novel experiences. They are optimistic and crave stimulation in their travels.

77%/62%

I am more likely to choose a brand if it exposes me to new sensations or experiences **77% of Hispanics** vs. **62% of the general pop.**

– KANTAR US MONITOR

80%/74%

80% of Hispanic respondents feel more than in recent past, they feel energized and enthusiastic about the possibilities ahead in life. Vs. **74% of the general pop.**

– KANTAR US MONITOR

85%/74%

85% of Hispanics would welcome more novelty and change in their life vs. **74% of the general pop.**

– KANTAR US MONITOR

Knowledge & Learning are in Hispanics' top 10 values, unique from the top 10 of the **general pop.**

– KANTAR US MONITOR

Curious about music and pop culture, Hispanic Travelers are more likely to be music lovers and entertainment junkies than non-Hispanic travelers.

– HELIXA MRI FUSION



WITHIN MOBILE REACH

The Hispanic audience can be best reached online and on their terms. They are likely to leverage social media, the internet and regular usage of their smartphones to find information on travel, make purchases, and share their thoughts. While Spanish is still a part of their culture, the majority welcome English and prefer to be referred to on specific origin terms when appropriate such as “Mexican American.” If using broader language, they are more familiar with “Hispanic” rather than the more modern and gender-neutral reference of “LatinX.”



70% of respondents prefer to be referred to as Hispanic vs. **24%** Latino/a and only **6%** LatinX.

– KANTAR US MONITOR

However, if able to avoid catch-all terms, origin is an effective way of acknowledging diversity. More than half of Hispanics (36.6 million) count Mexico as their or their family’s country of origin, 5.6 million count Puerto Rico, and Salvadoran, Cuban and Dominican descent account for a little over 2 million each.

– FORBES



Social Media involvement: 74% of Hispanics vs. 64% of the general.

– KANTAR US MONITOR

76%_x 3%_✓

76% of Latino/a adults have not heard of the term LatinX. Only **3%** use this term.

– KANTAR US MONITOR



58% of Hispanics agree “my smartphone is an important tool for me as a shopper” vs. **42%** of the general.

– KANTAR US MONITOR

50%

50% of Hispanics choose English as their preferred language with only **34%** preferring Spanish (16% are open to both).

– KANTAR US MONITOR

EARLY ADOPTERS AND INFLUENCERS

Hispanics consider themselves to be early adopters and influencers in their circle of friends and relatives. They are more likely to try new experiences and share those experiences with others. They actively crave more ways to share their cultural pride and point of view with the world.

68% Hispanics
57% of the general pop

I am usually one of the first people in my group of friends to accept new ideas or try new things **68%** vs. **57%** of the general pop.

– KANTAR US MONITOR

68% Hispanics
58% of the general pop

Family & friends often ask me for information about or my opinion on new brands and products **68%** vs. **58%** of the general pop.

– KANTAR US MONITOR

72% Hispanics
52% of the general pop

72% wish they had more ways to show the world how proud they are of their culture and heritage vs. **52%** of the general pop

– KANTAR US MONITOR





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