

September 2021

# *The Hispanic Traveler :*

*Insights, Opportunities & Priorities*

Hispanic  
Traveler





# 444.6 Million

Total U.S. Hispanic Leisure Traveler Stays\*

There were 444.6 M Hispanic U.S. leisure traveler stays in 2019. This accounts for 12.8% of the U.S. leisure travel market.

\* Accounts for each city a travel party visits and takes the number of people in the travel party into consideration.



**\$113.9 Billion**

Hispanic U.S. leisure travelers spent \$113.9 B on domestic leisure travel in 2019.

Transportation and food and beverage account for the largest share of spending.

## SUMMARY

# Demographics

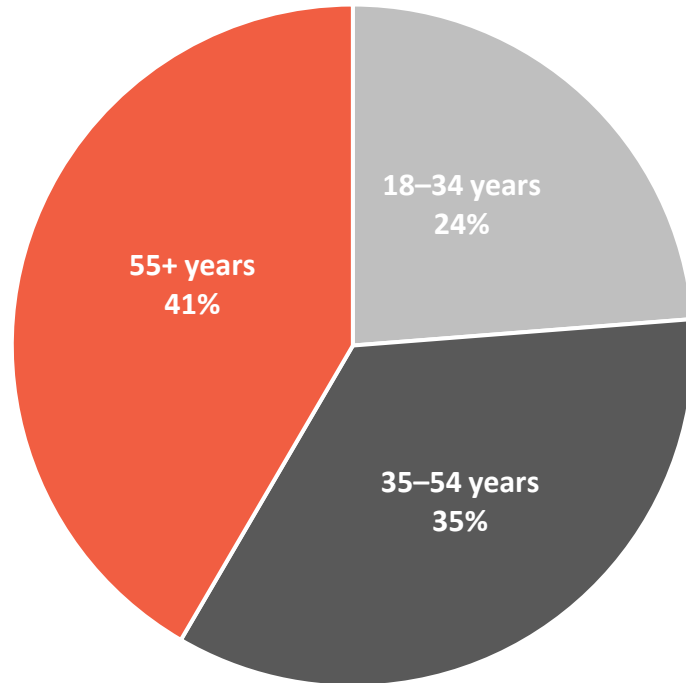
- U.S. Hispanic overnight leisure travelers' average age is four years younger than the average U.S. overnight leisure traveler (46 vs. 50). The U.S. Hispanic overnight leisure traveler is also more likely to have kids in the household (40% vs. 35%).
- Most U.S. Hispanic overnight leisure travelers are in the Millennial/Gen Z generation (36%) or Gen X generation (34%).
- U.S. Hispanic overnight leisure travelers have a lower median income compared to the U.S. overnight leisure traveler, (\$75.3K vs. \$87.2K) and are more likely to be employed (69% vs. 64%) and less likely to be retired (15% vs. 24%).

	U.S. Overnight Leisure	U.S. Hispanic Overnight Leisure
Average Age	50 years	46 years
Employed	63%	69%
Retired	24%	15%
Median Income (000)	\$87.2	\$75.3
Children in Household	35%	40%
Generations:		
Millennial/Gen Z	30%	36%
Gen X	28%	34%
Boomer	35%	28%
Silent/GI	6%	2%

OVERNIGHT LEISURE

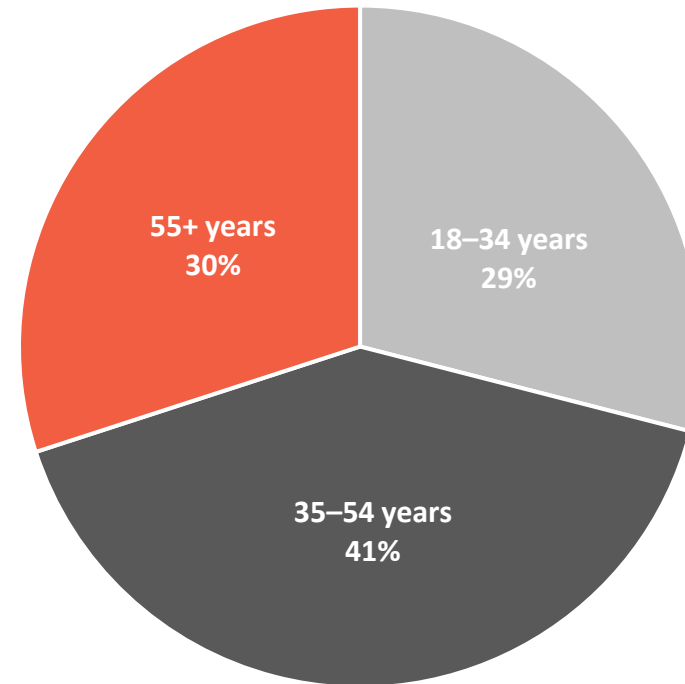
# Age Distribution

U.S. Overnight Leisure



Average: 50 years

U.S. Hispanic Overnight Leisure



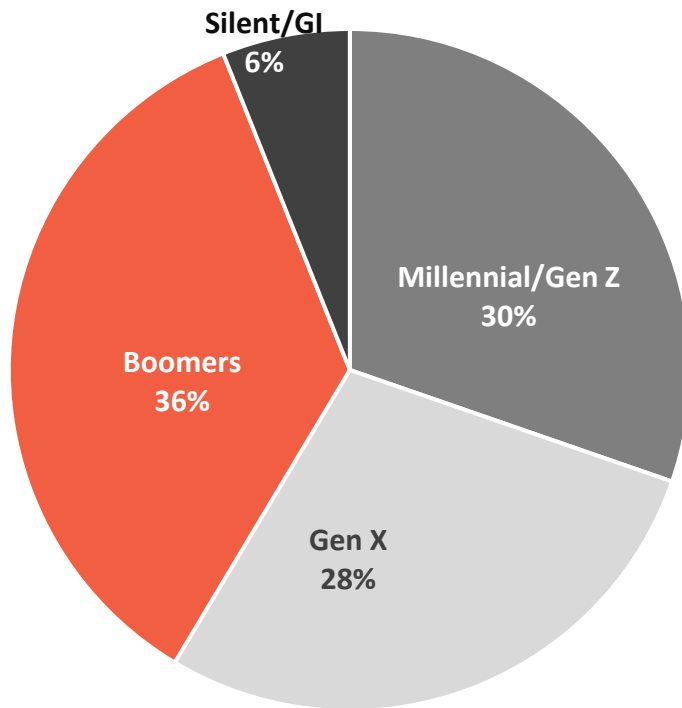
Average: 46 years

2019 Person-stays (%)

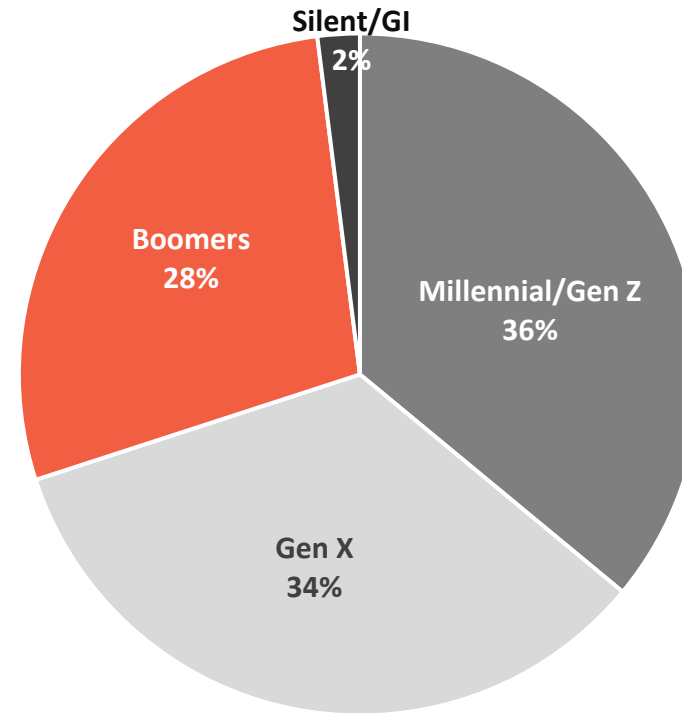
OVERNIGHT LEISURE

# Generational Distribution

U.S. Overnight Leisure



U.S. Hispanic Overnight Leisure

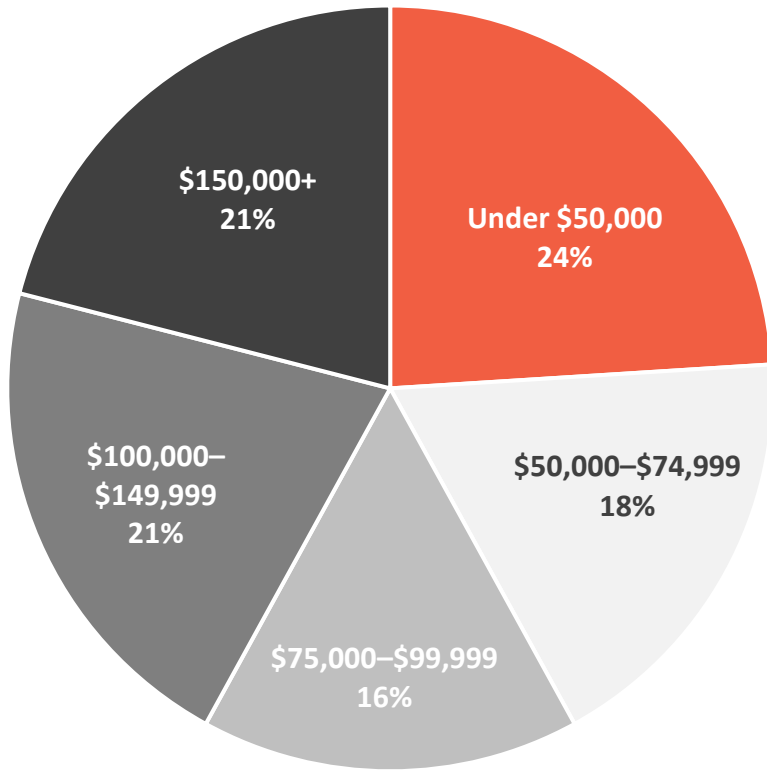


2019 Person-stays (%)

OVERNIGHT LEISURE

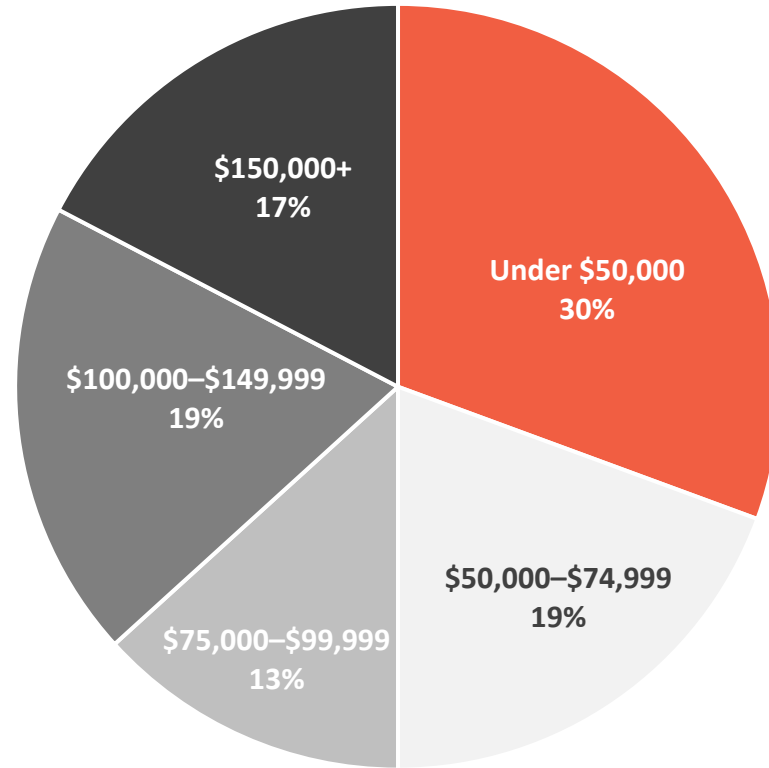
# Household Income Distribution

U.S. Overnight Leisure



Average: \$107,040

U.S. Hispanic Overnight Leisure



Average: \$97,299

2019 Person-stays (%)

## SUMMARY

# Destinations

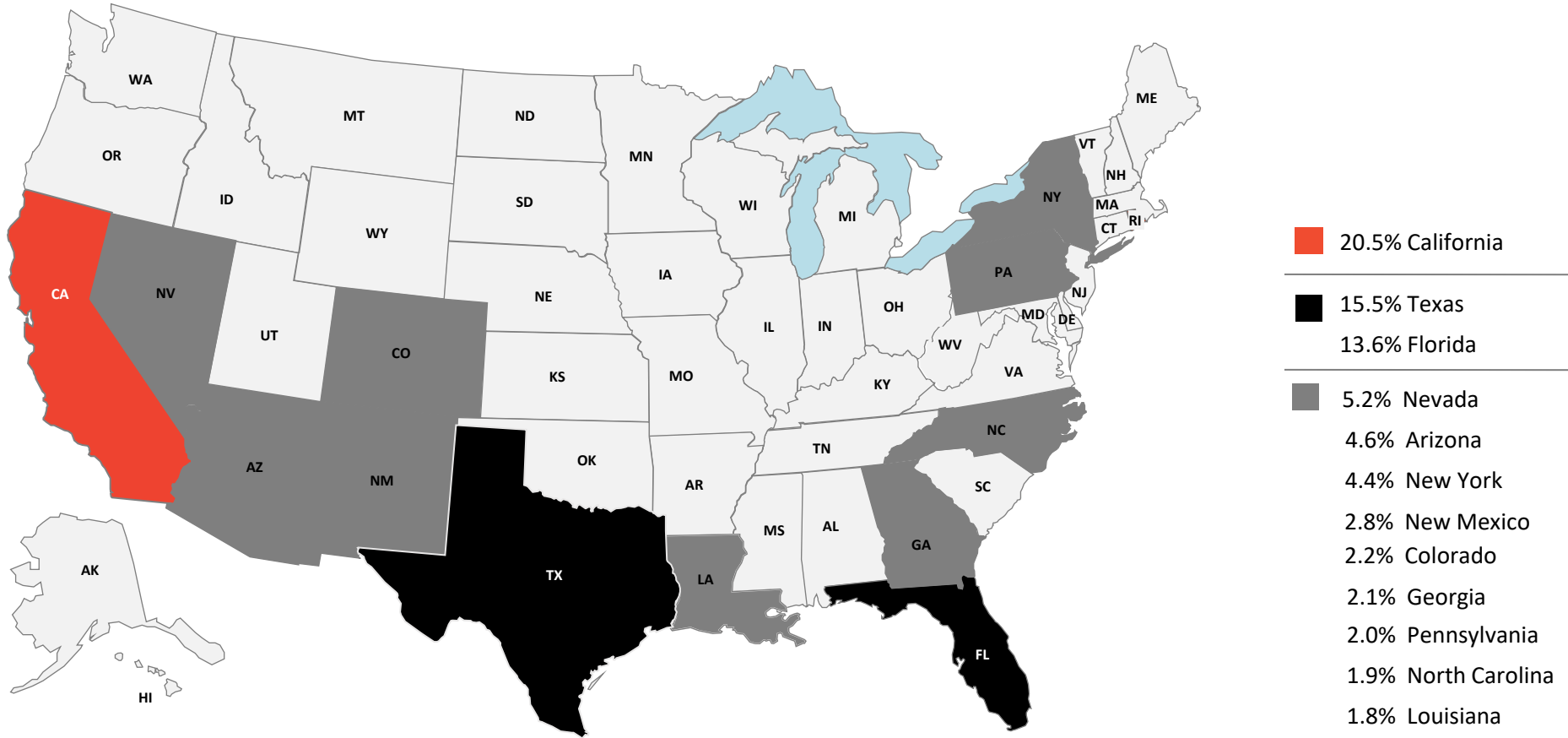
- The top 10 U.S. destinations for U.S. Hispanic overnight leisure travelers are listed in the chart to the right. California attracts the largest percentage of U.S. Hispanic overnight leisure travelers (20.5%), followed by Texas and Florida.
- Hispanic overnight leisure travelers over index on visiting California, Texas, Florida, Nevada, Arizona, New Mexico and Colorado.
- The Pacific region attracts the largest percentage of U.S. Hispanic overnight leisure travelers (25%), which is followed by the South Atlantic at 21.7%. These two regions account for nearly half of all overnight leisure travel by Hispanic travelers.
- Eleven percent of U.S. Hispanic overnight leisure travelers took an international vacation in 2019, nearly double that of U.S. overnight leisure travelers. The top destination countries were Mexico (39%), Puerto Rico (8%) and Italy (6%).

States Visited	U.S. Hispanic Overnight Leisure	U.S. Overnight Leisure
California	20.5%	10.9%
Texas	14.5%	7.0%
Florida	13.6%	9.9%
Nevada	5.2%	2.9%
Arizona	4.6%	2.3%
New York	4.4%	4.7%
New Mexico	2.8%	1.0%
Colorado	2.2%	1.7%
Georgia	2.1%	2.7%
Pennsylvania	2.0%	3.7%



OVERNIGHT LEISURE

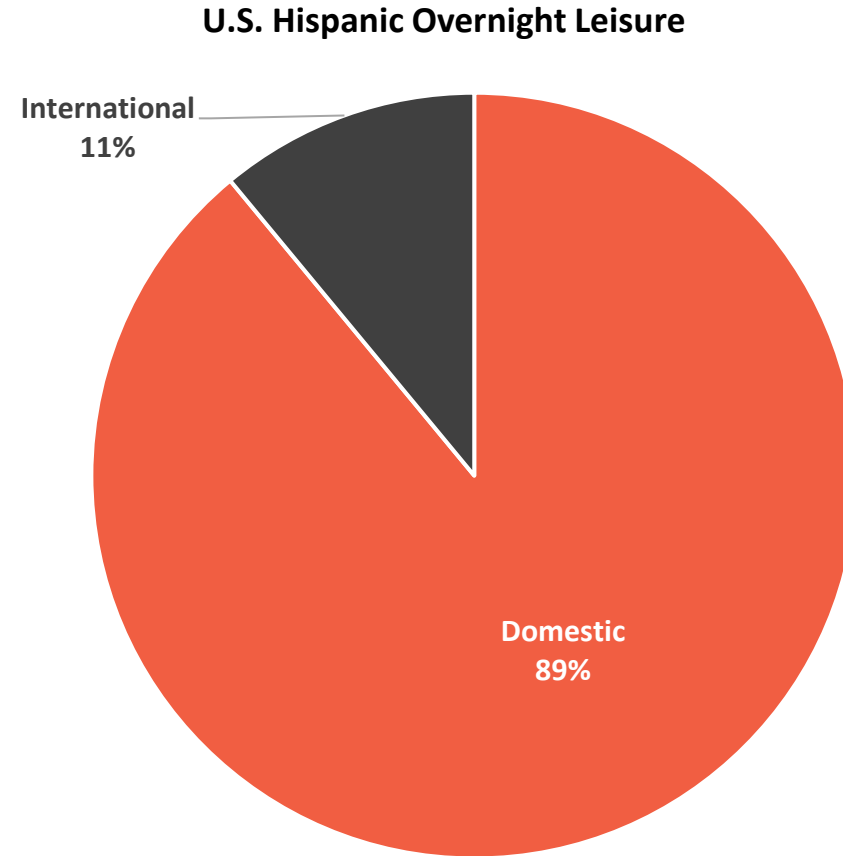
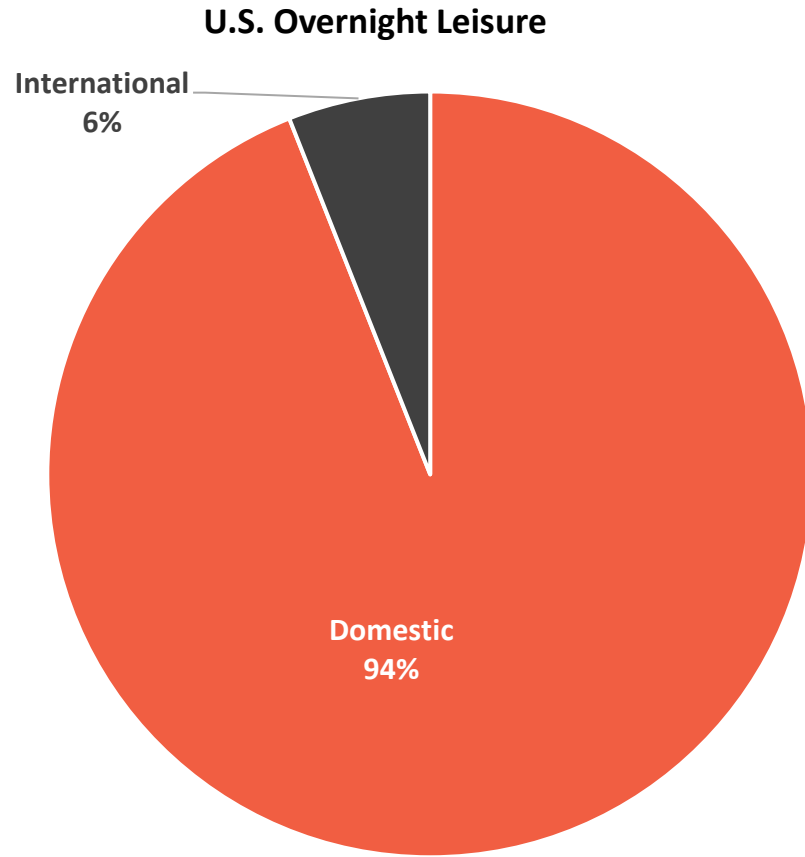
# Top Destination States of U.S. Hispanic Overnight Leisure Travelers



2019 Person-stays (%)

OVERNIGHT LEISURE

# Domestic & International Travel



2019 Person-stays (%)

OVERNIGHT LEISURE

# Leisure Activity Participation

Family/Life Events – 52% (50%)		General – 33% (31%)		Culture – 43% (37%)		Attractions – 36% (31%)	
Visit Friends/Relatives	36%	Shopping	25%	Touring/Sightseeing	15%	Nightlife	16%
Other Personal Celebrations	10%	Medical/Health	4%	Historic Sites	14%	Gambling	9%
Holiday Celebration	7%	Religious/Faith-based	3%	Live Music	12%	Theme/Water Park	7%
Reunion/Graduation	3%	Conference		Museum, Art Exhibit, etc.	11%	Zoo/Aquarium	4%
Funeral/Memorial	3%	Spa	2%	Movies	9%	Amateur Sports	4%
Wedding	2%			Festival/Fairs	7%	Show: Boat/Home/Car	4%
				Theatre/Dance Performance	4%	Professional Sports	3%
Food & Beverage– 27% (29%)		Nature/Outdoors– 29% (29%)		Outdoor Sports – 15% (15%)			
Culinary/Dining Experience	25%	Beach/Waterfront	17%	Hiking	6%		
Winery/Distillery/Brewery	3%	Parks: National/State	14%	Biking	4%		
		Wildlife Viewing/Eco-Travel	5%	Fishing	3%		
		Camping	4%	Boating/Sailing	2%		
				Watersports	2%		
				Golfing/Tennis	2%		
				Extreme Adventure Sports	1%		
				Hunting	1%		
				Snow/Winter Sports	1%		

(%) = Hispanic Overnight Leisure Travelers  
 (%) = U.S. Overnight Leisure Travelers



## SUMMARY

# Timing, Planning & Travel Party

### Seasonality

Hispanic overnight leisure travel is most likely to take place in summer months (34%), with the rest fairly evenly distributed between the seasons: fall (23%), spring (23%), winter (19%) – this is similar to U.S. overnight leisure travel.

### Planning Window

There is a shorter planning time frame for Hispanic overnight leisure travel than U.S. leisure travel in general. Forty-five percent of U.S. Hispanic overnight leisure stays were planned in three weeks or less compared to only 42% of all U.S. leisure stays.

### Length of Stay

Nearly 4 in 10 (38%) U.S. Hispanic overnight leisure travel was a one-night stay, with 46% being two to three nights. The average number of nights of an overnight leisure vacation by Hispanic travelers in 2019 was 2.5, slightly less than the U.S. average of 2.7 nights.

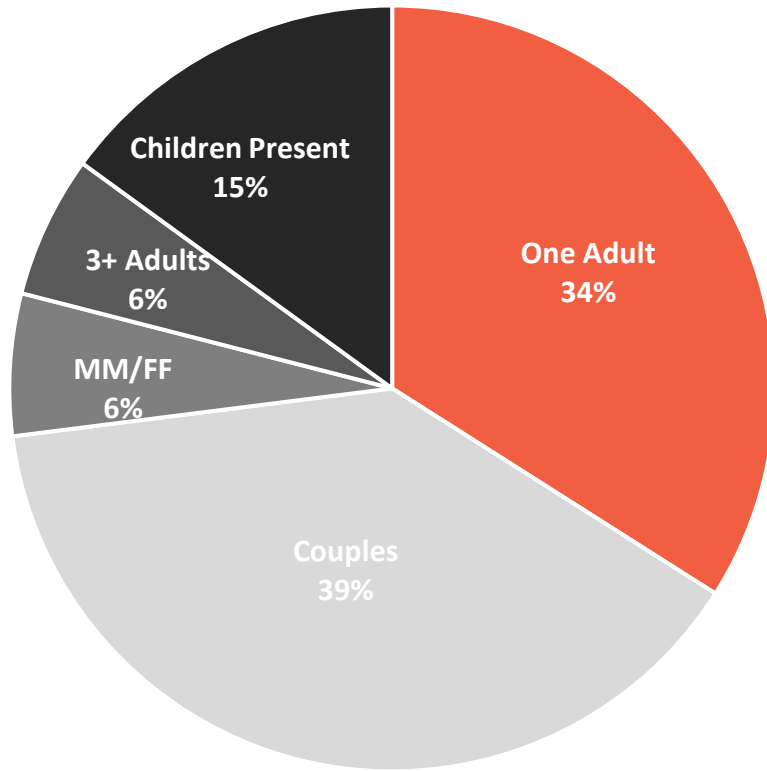
### Travel Party Composition

Thirty-six percent of U.S. Hispanic overnight leisure travel was solo travel, as compared to the 34% of U.S. leisure travel. Forty-one percent of U.S. Hispanic overnight leisure travel was in pairs while 16% overnight leisure stays had children present.

OVERNIGHT LEISURE

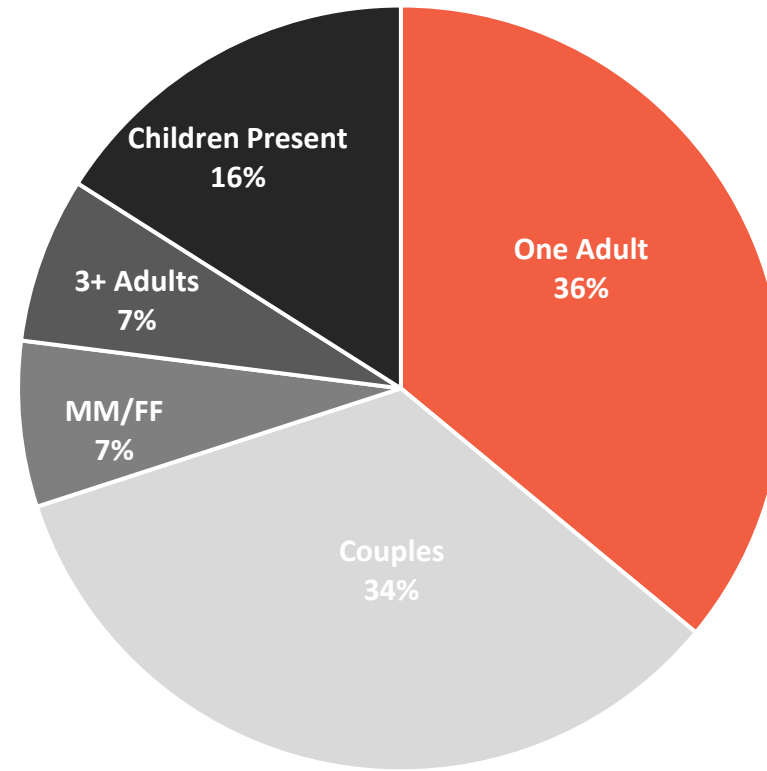
# Travel Party Distribution

U.S. Overnight Leisure



Average Party Size: 2.0 people

U.S. Hispanic Overnight Leisure



Average Party Size: 2.0 people

**Children present:** defined as one or more adults accompanied by one or more persons under age 18. The child has to live in the household.

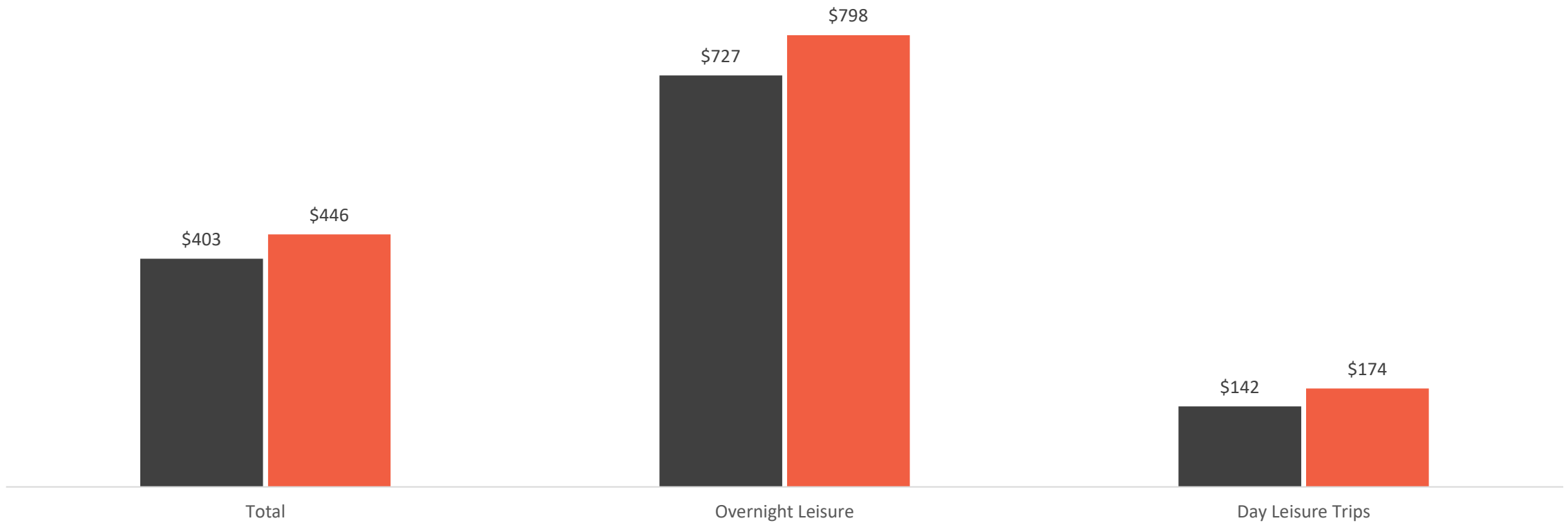
**MM/FF:** Include either two females or two males from different households traveling together.

2019 Person-stays (%)

TOTAL LEISURE

# Avg. Travel Party Per Stay Spending

■ Total U.S. Leisure ■ Total U.S. Hispanic Leisure



2019 Person-stays (\$)

September 2021

# ***Vistas Latinas:***

*A Landmark Study of  
U.S. Travelers of Hispanic Descent*

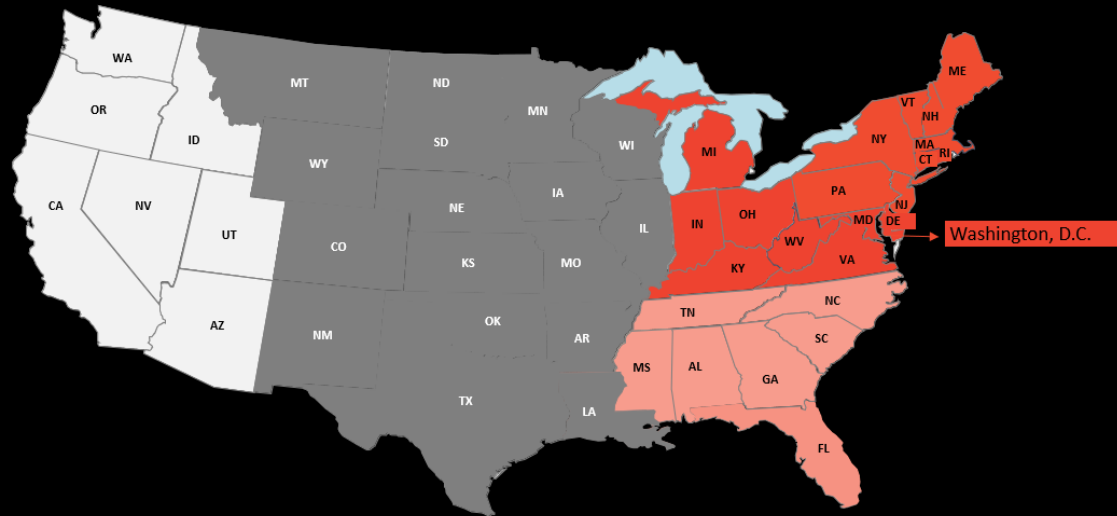
# Vistas Latinas



# Methodology

This report is based on a sample of 3,324 U.S. Hispanic leisure travelers. Data was collected online from August 12 through September 9, 2021. In order to qualify for the survey, respondents had to be over 18 years of age and identify as Afro-Latino/Afro-Latina/Afro-Latinx, Cuban-American, Hispanic, or Latino/Latina/Latinx/Latine and taken an overnight leisure trip between January 2019 and June 2021.

Data was weighted by age, education, household income, sex and state within each region. The regions were then balanced to reflect the adult Hispanic populations.



## Region

Northeast	18%
South	16%
Mid-States	31%
West	35%

**Note about terminology:** Respondents were asked which term they prefer to describe their cultural background. The majority of Hispanic travelers surveyed preferred “Hispanic” (80%) with another 25% preferring “Latino/Latina.” We drafted the survey using the term “Latinx” therefore any reference to survey questions will reflect that but within the writing we will refer to the respondents as “Hispanic.” (See appendix for more detail.)



# Preferred Terminology

	Total	Born in U.S.	Not born in U.S.	Parents Born in the U.S.	Parents Not Born in the U.S.
Hispanic	80%	83%	69%	83%	77%
Latino/Latina	25%	22%	<b>42%</b>	19%	<b>34%</b>
Latinx	3%	3%	3%	3%	4%
Afro-Latino/Afro-Latina	2%	2%	1%	1%	2%
Latine	1%	1%	1%	1%	1%
Other	2%	2%	2%	3%	1%

What term do you prefer to describe your cultural background? (Select all that apply.)

# Preferred Terminology

	Total	Gen Z	Millennial	Gen X	Boomer
Hispanic	80%	76%	82%	81%	82%
Latino/Latina	25%	<b>41%</b>	24%	22%	20%
Latinx	3%	5%	3%	5%	1%
Afro-Latino/Afro-Latina	2%	3%	2%	1%	1%
Latine	1%	3%	1%	1%	0%
Other	2%	0%	1%	2%	5%

What term do you prefer to describe your cultural background? (Select all that apply.)

# Travel Motivation

## (By Generation)

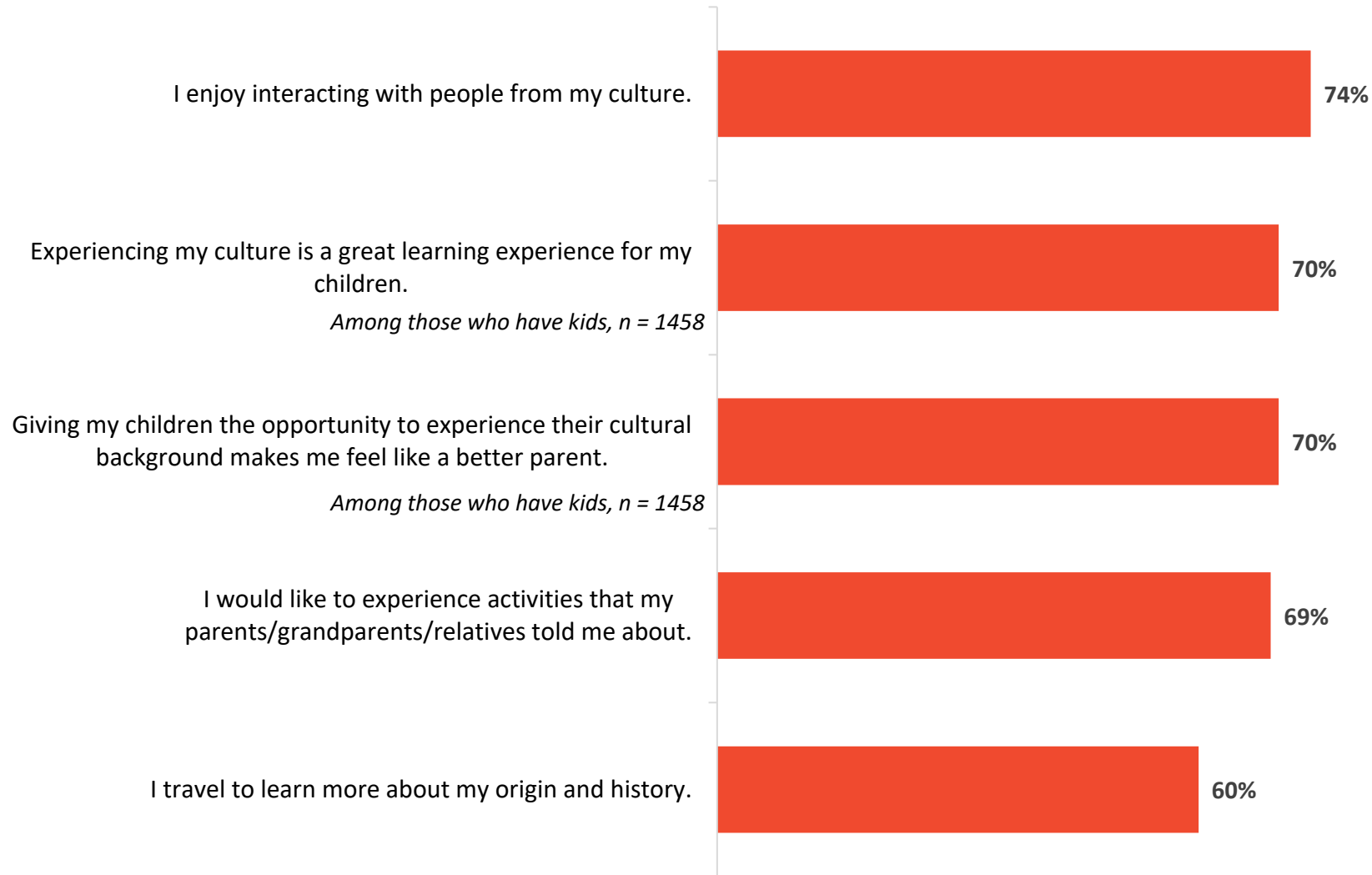
Motivation (Top-2 Box)	Total	Gen Z	Millennial	Gen X	Boomer
Relaxation	85%	84%	81%	88%	90%
The opportunity to explore new places	81%	83%	83%	80%	78%
Family fun	81%	76%	82%	86%	75%
Reconnect with important people in my life (spouse, partner, children, etc.)	78%	67%	79%	83%	77%
Opportunity to explore nature and engage in outdoor activities	77%	74%	80%	81%	70%
The thought of visiting familiar places	76%	70%	76%	73%	84%
Experience different cultures	72%	76%	79%	73%	56%
Experience new cuisines	71%	73%	75%	72%	59%
Experience my own culture in a deeper way	69%	76%	74%	69%	54%
Reconnect with my culture/roots	68%	77%	72%	68%	50%
The opportunity for reflection and self-discovery	67%	69%	75%	68%	50%
Pursue a hobby	61%	65%	69%	62%	41%
Meet new people	57%	57%	66%	59%	40%
Pursue wellness programs/lifestyles	56%	51%	64%	60%	41%
Play/participate in a sport	44%	40%	56%	48%	19%

Note: The top five for each generation are highlighted.

- Relaxation, the opportunity to explore new places and family fun are top travel motivations for Hispanic travelers of all ages.
- Gen Z Hispanic travelers are more interested in experiencing different cultures and reconnecting with their own culture/roots.
- Gen X and Boomers are more interested in reconnecting with important people in their own life than Millennials or Gen Z.

# My Hispanic Culture

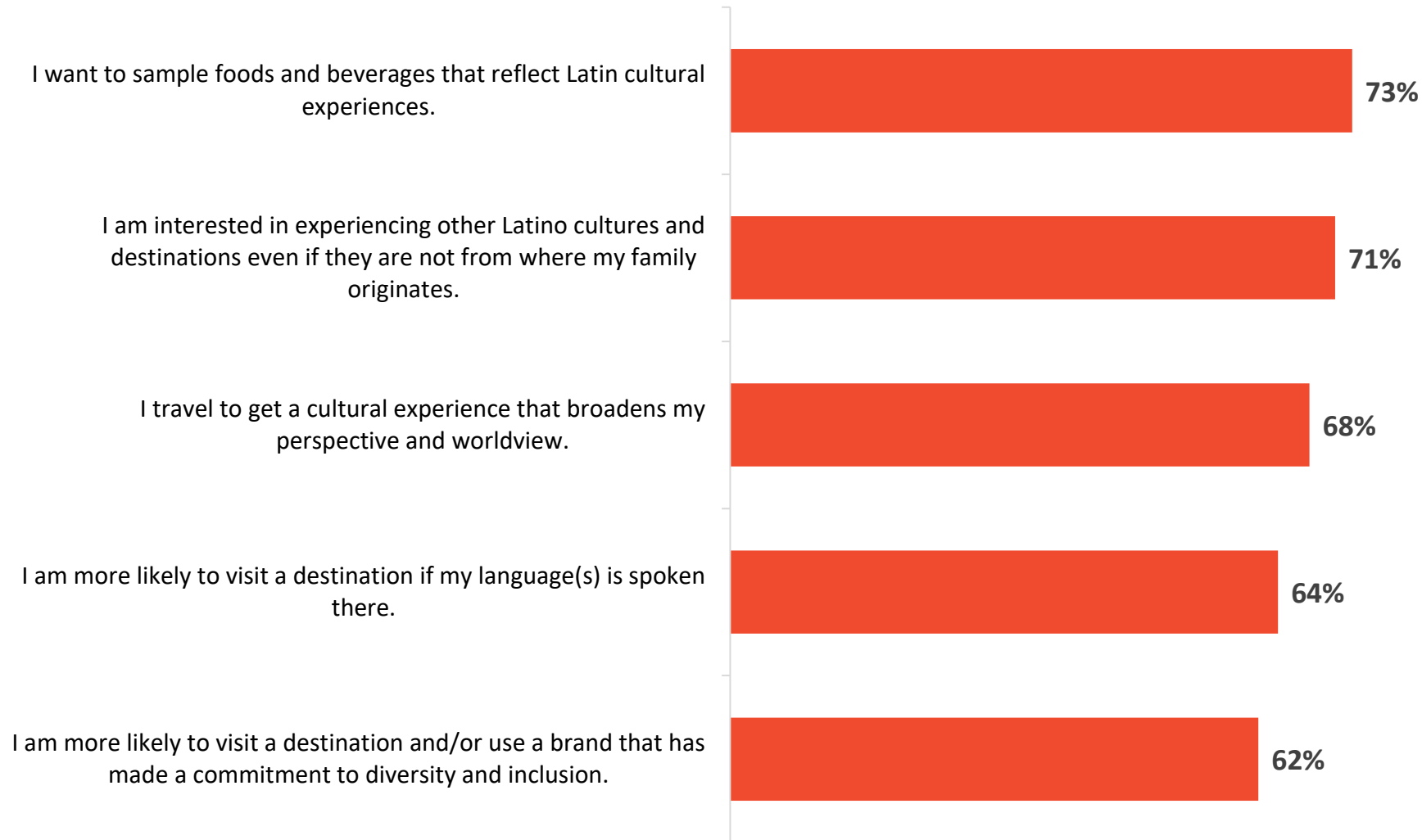
## (Agreement Statements)



- Among Hispanic travelers whose parents were *not* born in the U.S., 80% have top-2 box agreement with the statement “I enjoy interacting with people from my culture” compared to 70% of those whose parents were born in the U.S.
- For Gen Z (70%) and Millennial (75%) Hispanic travelers, there is a much greater interest in experiencing activities that parents/grandparents told them about.

# Hispanic/Latin Culture

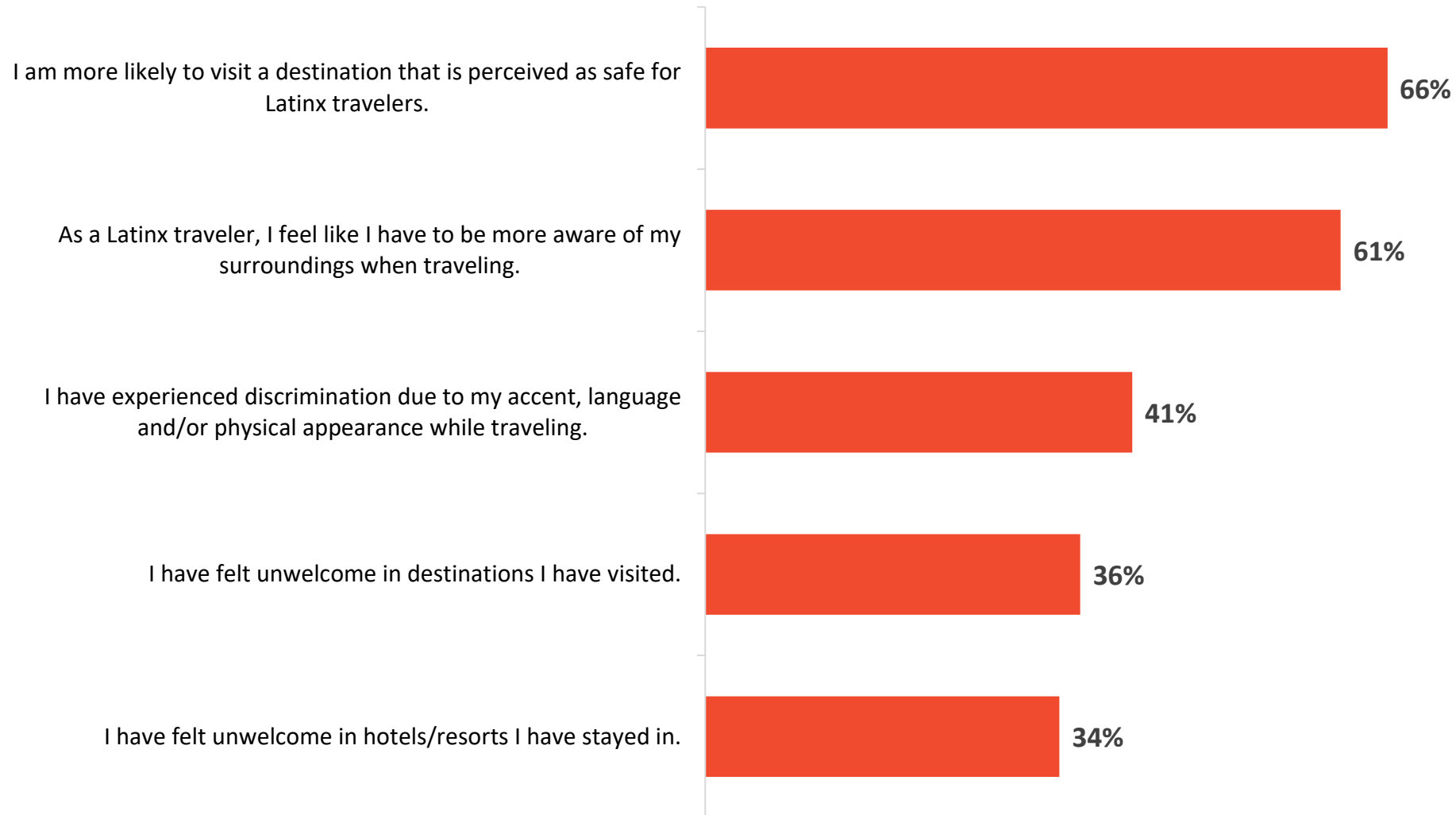
## (Agreement Statements)



- Seven in 10 say they are interested in experiencing other Latino cultures and destinations, even if it's not where their family originates from. Agreement with this statement is strongest among those 50 years of age or younger.
- Brands' commitment to diversity and inclusion is much more important to Gen Z and Millennial Hispanic travelers, with 66% and 68% having top-2 box agreement with this statement.

# Hispanic/Latinx Discrimination in Travel

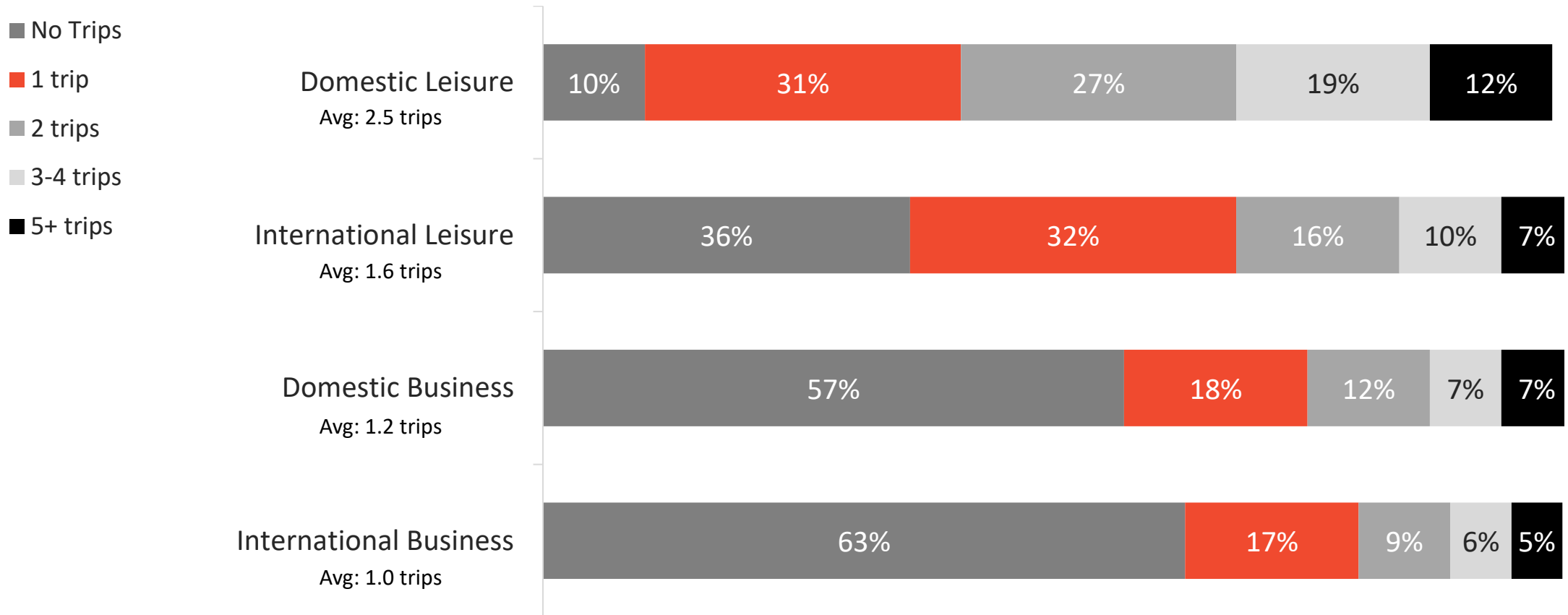
## (Agreement Statements)



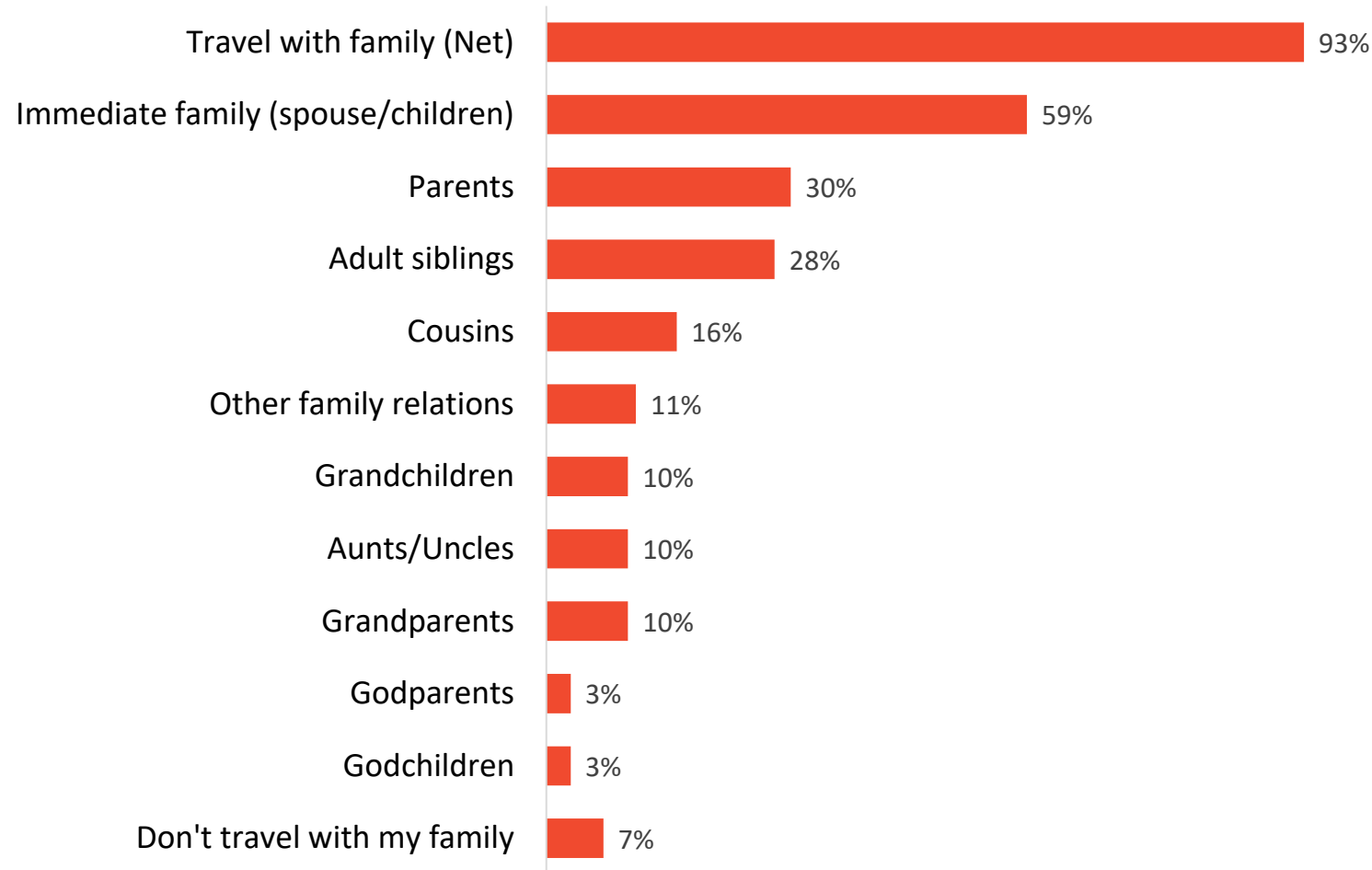
- Four in 10 Hispanic travelers have experienced discrimination due to their “accent, language and/or physical appearance while traveling.”
- Comparing statements to *The Black Traveler* study, Black travelers had much higher top-2 box agreement, with 71% agreeing “I am more likely to visit a destination that is perceived as safe for Black travelers,” and 69% saying they “..have to be more aware of my surroundings.”

# Travel Intentions

Hispanic travelers are ready to get back to traveling. Only 10% of Hispanic travelers surveyed intend to not take any domestic overnight leisure trip in the next two years. A little over a third said they weren't going to take any international leisure trips. There are very low intentions regarding business travel, with most Hispanics not planning a business trip in the next few years, domestically or internationally.



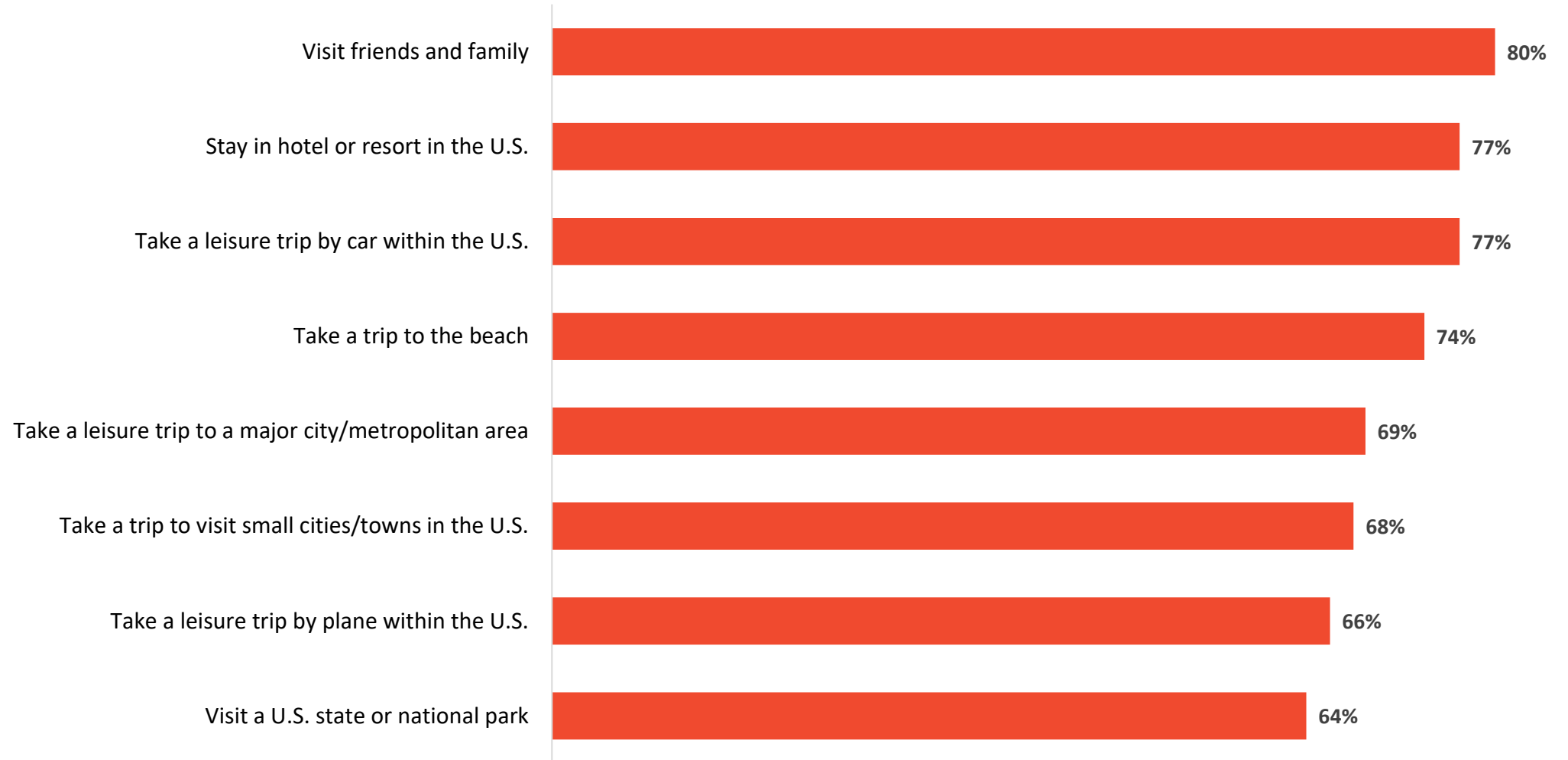
# Travel Party



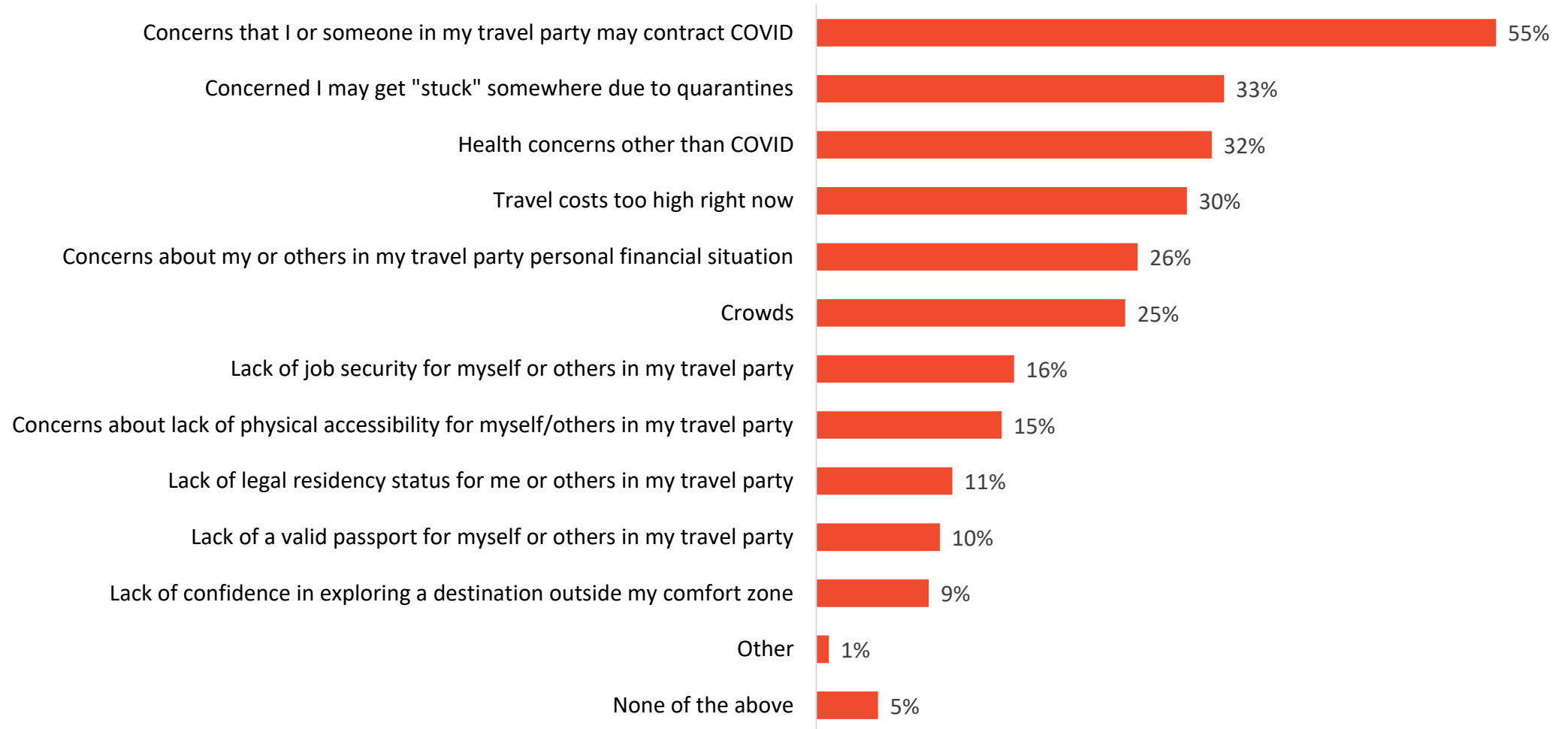
- Hispanic travelers predominantly travel with their family (93%). Of those who travel with their family, it's predominantly immediate family (59%) followed by parents and adult siblings.



# Likelihood to Do in the Next Two Years



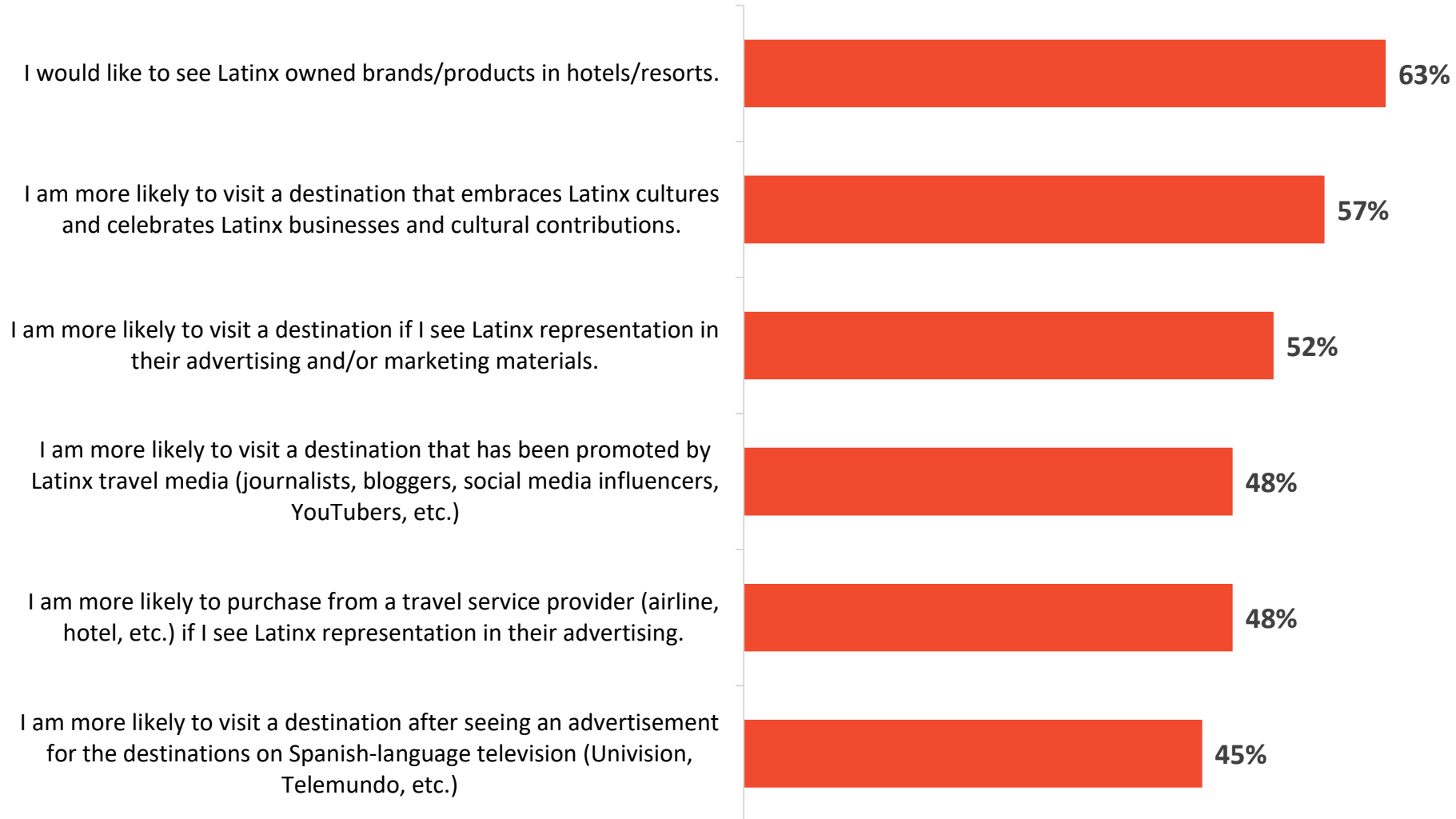
# Travel Concerns



Please indicate which of the following would keep you from traveling (domestic or international) during the next 12 months. *(Please select all that apply)*

# Hispanic/Latin Representation

## (Agreement Statements)



- These statements parallel similar statements asked of Black travelers in *The Black Traveler: Insights, Opportunities & Priorities* by MMGY Travel Intelligence.
- Comparing Hispanic travelers' agreement with these statements to Black travelers, representation in advertising and by travel media influencers are just as important to Hispanic travelers, with scoring being very similar to Black travelers.

# Destinations Likely to Visit

## (By Region)

Likely to Visit (Top-2 Box)	Total	Western	Mid-states	Southeast	Northeast
Las Vegas, NV	61%	71%	62%	48%	53%
Los Angeles, CA	57%	68%	54%	44%	53%
Orlando, FL	55%	42%	55%	75%	64%
New York City, NY	55%	45%	52%	57%	77%
San Diego, CA	53%	71%	44%	40%	47%
Miami, FL	51%	41%	50%	67%	59%
San Francisco, CA	49%	58%	44%	41%	48%
Tampa, FL	44%	34%	42%	59%	54%
Houston, TX	43%	35%	59%	35%	40%
Washington, D.C.	43%	39%	43%	42%	49%
Denver, CO	42%	37%	52%	39%	36%
Dallas, TX	42%	36%	55%	33%	38%
San Juan, PR	41%	31%	37%	51%	58%
San Antonio, TX	41%	33%	58%	32%	36%
Austin, TX	41%	34%	53%	35%	37%
Phoenix, AZ	40%	46%	41%	32%	33%
Chicago, IL	38%	36%	41%	37%	39%
Seattle, WA	38%	41%	37%	32%	41%
Boston, MA	37%	32%	34%	35%	50%
Portland, OR	35%	38%	35%	29%	36%
Philadelphia, PA	34%	31%	28%	33%	49%
Atlanta, GA	34%	28%	32%	42%	39%
Cleveland, OH	27%	27%	23%	25%	33%

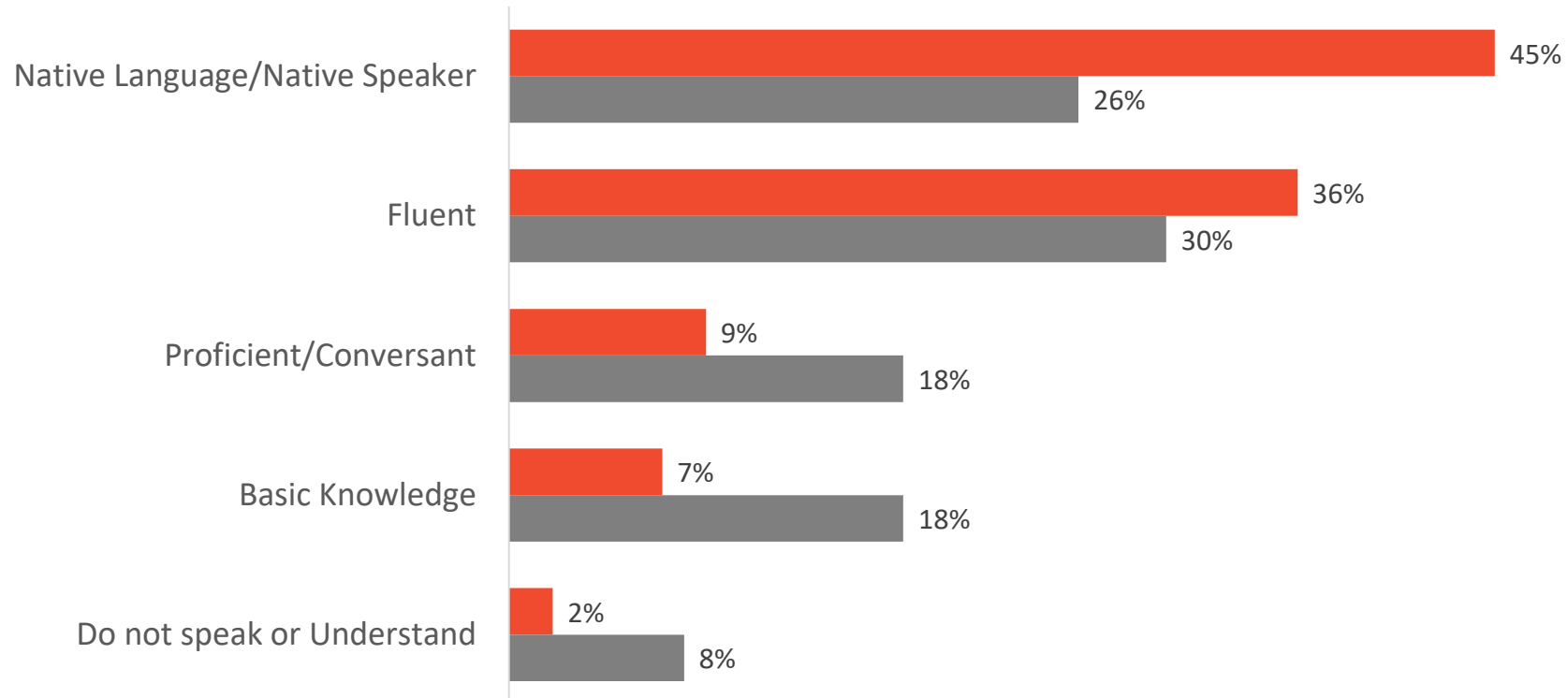
Note: The top five for each region are highlighted.

- The top destinations for Hispanic travelers differ depending on what part of the country they live in.
- Hispanics who live in the Eastern U.S. are more likely to select New York City, San Juan, Puerto Rico and destinations in Florida.
- For those in the Mid-states region, Texas destinations and Las Vegas rank high.
- For Western states, California destinations are top destinations along with Las Vegas and Phoenix.

# Language Proficiency

Of U.S. Hispanic travelers surveyed, 88% elected to take the survey in English and 12% took the survey in Spanish. Of all respondents, 81% said they are native or fluent English speakers and 56% said they are native or fluent Spanish speakers.

■ English  
■ Spanish



# Language Usage

Hispanic travelers surveyed speak English more than Spanish overall. The percentage of time speaking Spanish is higher at home than at work or social situations. Millennials and Gen Zers indicated that they speak Spanish a greater percentage of their time than Gen X and Boomers.

	English	Spanish
At Home	64%	36%
At Work	74%	26%
Social Situations	67%	33%

	Gen Z	Millennial	Gen X	Boomer
At Home (English/Spanish)	61% / 39%	60% / 40%	65% / 35%	72% / 28%
At Work (English/Spanish)	79% / 21%	69% / 31%	74% / 26%	78% / 22%
Social Situations (English/Spanish)	69% / 31%	63% / 37%	69% / 31%	72% / 28%

What percentage of the time do you speak English and Spanish in each of the following situations?

# Media

The media most consumed by Hispanic travelers is TV/streaming media, accounting for 5.9 average hours a day. Even though most media consumed is in English, over a quarter of all media is consumed in Spanish. Of all the media consumed, radio, podcasts or streaming audio is the media that has a higher consumption in Spanish compared to others.

	Average Hours	English	Spanish
TV or streaming video	5.9 hours	73%	27%
Internet	5.3 hours	75%	25%
Social media	4.1 hours	72%	28%
Radio, podcasts or streaming audio	3.5 hours	69%	31%
Printed newspapers/magazines	2.0 hours	70%	30%

# Country of Latin Heritage

The majority of those surveyed were born in the U.S. (83%). Of those who were born in the U.S., 68% said their parents were also born in the U.S. with an average of 2.8 generations of their family having resided in the U.S. For those that were born in another country, 44% have lived in the U.S. for over 21 years.

Of all Hispanic travelers surveyed, half said their family originated from Mexico. Hispanic travelers from the Caribbean represented nearly a quarter of those surveyed followed by Hispanics from South America, Central America and Spain.

*Note: Respondents could select more than one country for their origin.*

Country of Origin	Total
Mexico	50%
Caribbean	23%
South America	18%
Central America	8%
Spain	7%
Other	2%

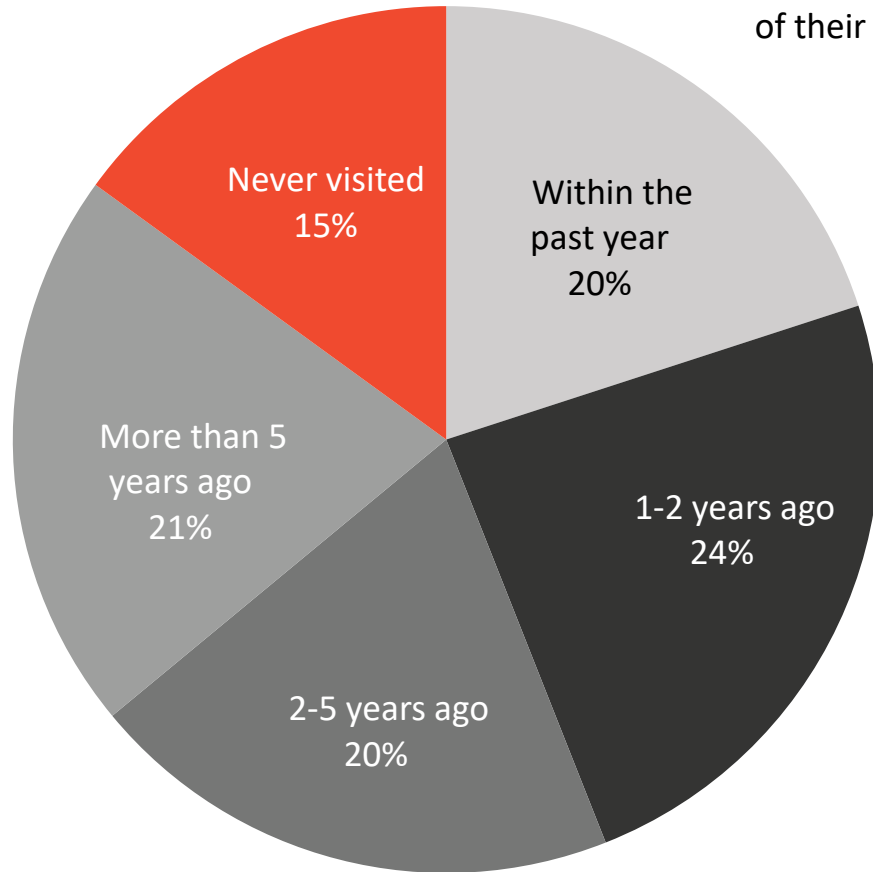
How long have you lived in the U.S.?	Total
0-5 years	21%
6-10 years	11%
11-15 years	9%
16-20 years	15%
21+ years	44%

You indicated you are Hispanic or Latinx. From which country/countries does your Hispanic or Latin heritage originate? (Please select all that apply)

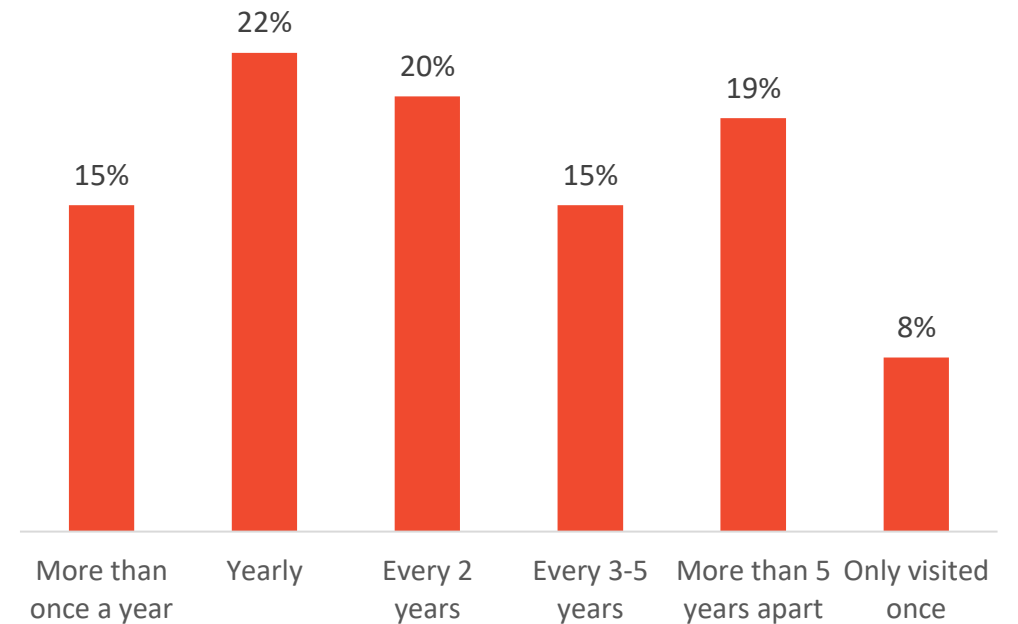


# Last Time Visited the Country/Territory of Heritage

85% of respondents have visited the country/territory of their family heritage.



How often do you visit your country of heritage?



Questions?  
We have  
answers

Thank *you.*