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The African American Traveler, 2011 Edition Final Report

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The African American Traveler, 2011 Edition

FINAL REPORT



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For the purpose of this study we have the following definitions:

- African American: A person having origins in any of the Black racial groups of Africa. It includes people who indicate their race as "Black, African Am., or Negro," or provide written entries such as African American, Afro American, Kenyan, Nigerian, or Haitian. (Source: U.S. Census).
- African American Travelers are defined as those who have taken at least one trip in the past 12 months for pleasure, vacation or personal purposes within the United States that was 50+ miles away from home one-way OR where the traveler spent at least one overnight and has shared or sole responsibility for travel planning.

Sample sizes for the population segments mentioned in this report are outlined below.

- African American Travelers (Total Sample): n=1018
- Curious and Engaged Travelers (CE): n=325
- Family Reunion Travelers (FR): n=295
- Business Travelers (BT): n=279

While the survey looked at a representative sample of African American Travelers, almost half were in the age group from 45 to 64. Throughout the survey, colors are used to differentiate generational groups.

 Gen Y travelers (under 29) n=119

 Gen X travelers (29-44) n=311

 Boomer travelers (45-64): n=501

 The Silent Generation travelers (over 64): n=87

Definition of Market Segments

- The segment of the African American traveler market we call Curious and Engaged (C & E) represents about a third (32%) of the overall representative population surveyed. We took the respondents (n=325) who answered yes to any of the 3 choices in the following question:

Now, thinking about all the trips you have taken over the past three (3) years, which statement best describes you?

1. I took one or more trips where the availability of African American history sites and culture was a key reason I chose to take the trip;
 2. I took one or more trips where the availability of African American history sites and culture helped me choose between potential destinations;
 3. I took one or more trips where I sought out African American history sites and culture, but they were not a factor in choosing between destinations.
- The Family Reunion Traveler (FR) is defined as those who say they attended a social or family event during their most recent trip. There were 295 people in this group, 29% of total respondents.
 - The Business Traveler (BT) took one or more business trips in the last 12 months. Of the total population surveyed, 27% say they took one or more business trips over the last year (n=279).



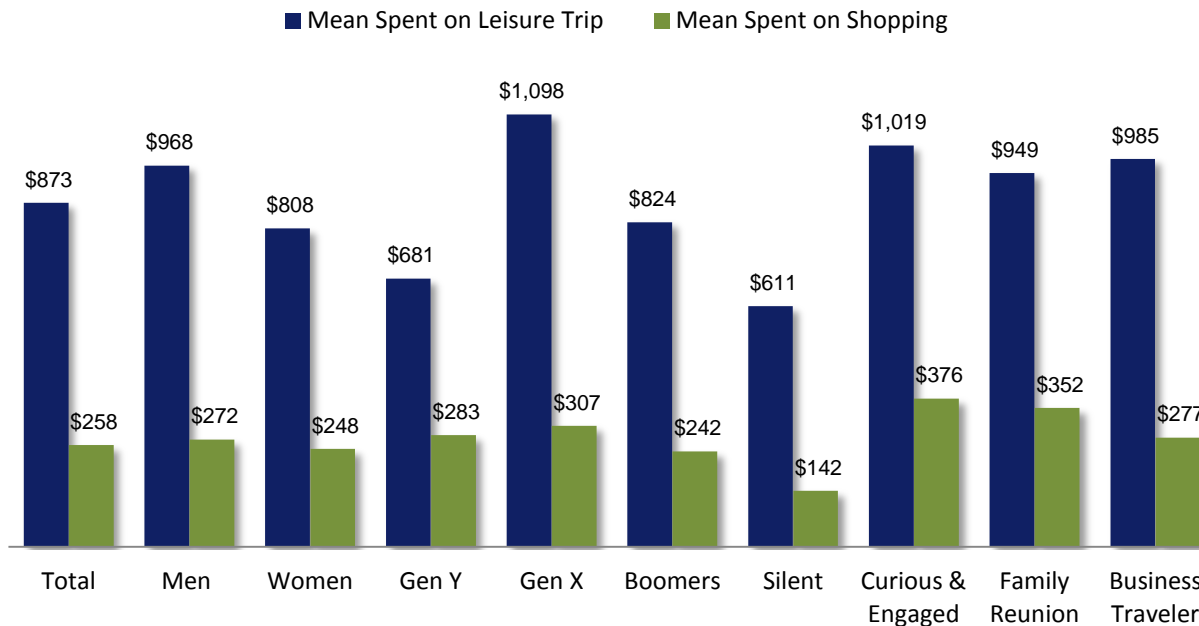
Economic Impact of African American Travelers

Total Spending Including Shopping	Total African American Market
Sample Size	1,018
Average Amount Total Spend	\$ 1,144
Median # Leisure Trips	2
Population* (in Millions)	42.2
Median Household Size	2
Estimated Economic Impact: (in Billions)	\$48.3

Source: U.S. Census Note: Formula (Average Total Spend * Median Leisure Trips * Estimated Population) / Median Household Size = Estimated Economic Impact (in Billions); Total Spend, Leisure Trips and Population Estimates Rounded. Total Spend including shopping

How Much They Spend

Spending on Leisure Trips



- Gen X and Curious & Engaged travelers spend the most, around \$1,400 combining their trip spending with their shopping on the trip.
- All three of the segment groups spend more than these travelers overall, both on their trips and on shopping.
- Forty percent of African American travelers spend more than \$500 on their trips, while 75% of Gen Y spend between \$0 and \$500 and 63% of the Silent/GI Generations spend \$500 or less
- More than three-quarters of these travelers spend up to \$500 on shopping during their trips.
- Twenty two percent of the Silent/GI Generations spend nothing on shopping.

About how much would you say you, personally, spent in total on this most recent trip (including transportation, lodging, entertainment, food & dining expenses, etc.)? Base Total respondents n = 1018

And how much did you spend on shopping alone on this most recent trip? Base Total respondents n = 1018



Motivators of Segments Versus Total Leisure Market

Very Important/Somewhat Important	Total Leisure Market	Total African American Travelers	Curious and Engaged	Family Reunion	Business Traveler
Relaxing and relieving stress	94%	94%	96%	95%	95%
Creating lasting memories	92%	91%	95%	94%	90%
Enriching my relationship with my spouse/partner/children	88%	81%	84%	83%	85%
To stimulate your mind/be intellectually challenged	75%	81%	89%	83%	86%
Pampering yourself	66%	81%	87%	86%	80%
Having my family able to participate in the activity together	-	80%	85%	88%	84%
Having stories to share back home	72%	77%	84%	83%	81%
Learning more about history and local cultures	73%	75%	91%	79%	80%
Learn more about African American history and culture	-	68%	88%	76%	74%
Being outdoors	-	63%	69%	70%	67%
Providing educational experiences for my children	61%	62%	76%	70%	66%
Teaching my children about African American history and culture	-	62%	81%	71%	67%
Challenging myself physically, to feel physically energized	51%	60%	70%	68%	68%
Seeking out solitude and isolation	53%	55%	59%	58%	62%
Pursuing a hobby	53%	49%	57%	55%	57%

- In terms of motivation, a significantly higher percentage of Curious and Engaged travelers are seeking travel experiences where they can learn about local history and culture.
- While not comparable to the total leisure market, a similarly high percentage of these travelers are motivated by learning more (88%) and teaching their children (81%) about African American history and culture.
- Overall this group says that being pampered is important on a trip, fifteen points more than the total leisure market

- =Not asked

How important are each of the following factors when choosing the types of activities you do on a leisure trip? Total respondents n=1018