



U. S. Hispanic Travelers Report

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|---------------|---|
| Item Type | event;event |
| Authors | LLC, Mandala Research |
| Download date | 2025-02-07 12:26:32 |
| Link to Item | https://hdl.handle.net/20.500.14394/48680 |

U.S. Hispanic Travelers Report



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Methodology:

The survey data in this report is based on data collected in in the Longwood's **Travel USA®** survey throughout 2010.

Each quarter, a random cross-section of 500,000 **Travel USA®** panel members is sent an email invitation to participate in an online survey. A reminder is emailed several days later to non-responders.

Travel USA® data is weighted on key demographics to correct any differences between the sample and the US population targets.

In 2010 the completion rate for those accessing the **Travel USA®** questionnaire was 91%

For Hispanic Travelers the following sample was achieved in 2010:

4,601 overnight trips

2,353 day trips

For the 2010 Travel Year, this yielded for the total market population 209, 724 trips for analysis nationally. This total consists of 36,453 overnight trips and 68,443 day trips

For the purposes of this study the data has been weighted as follows

Total Hispanic Travelers Overnight Trips N=5379

Total Hispanic Travelers Day Trips N=2819



Definitions:

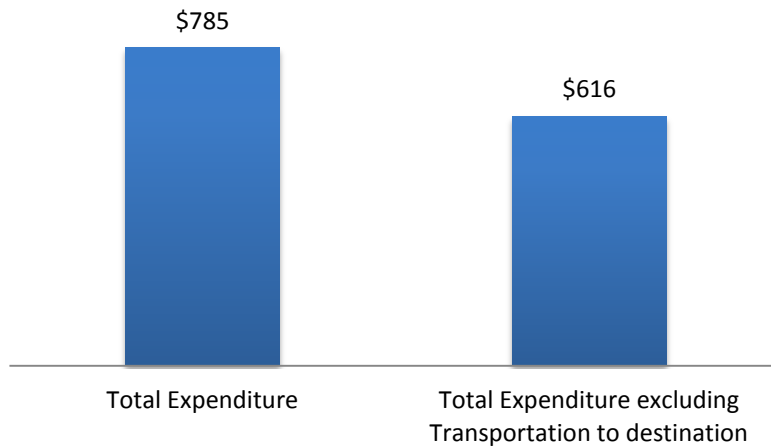
An **overnight trip** is any journey for business or pleasure outside your community not part of your normal routine, where you spent one or more nights away from home. During the months of January/February/March of 2010, how many **overnight trips** did you take?

A **day trip** is any journey for business or pleasure outside of your community not part of your normal routine that does not include an overnight stay. **In this survey, a day trip would involve travel of more than 50 miles from your home.** During the months of January/February/March of 2010, how many **day trips** did you take?

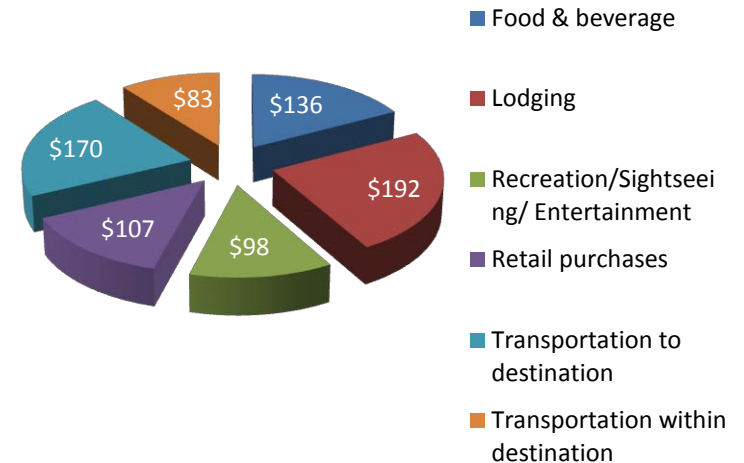
Overnight Trip Spending

Lodging is the largest expense on an overnight stay, slightly higher than transportation to the destination. Spending on food, activities and shopping are 55% of expenditure when excluding transportation to the destination.

Mean Total Expenditures Overnight Trip Total Hispanic



Breakdown of Mean Expenditures Overnight Trip Total Hispanic



Please provide your best estimate of how much was spent for each of the following by your immediate travel party in each of the city/region you visited. **NOTE:** If this was a **pre-paid package trip**, please indicate only those dollar amounts spent **in addition to** the cost of the package n=4825

Economic Impact Hispanic Overnight

The economic Impact of Hispanic Travelers is over \$42 Billion annually. If you add Day Trips (see below) the total economic impact of these travelers is over \$56 Billion.

“More than half of the growth in the total population of the United States between 2000 and 2010 was due to the increase in the Hispanic population”.*

The Hispanic population increased by 15.2 million between 2000 and 2010, accounting for over half of the 27.3 million increase in the total population of the United States. Between 2000 and 2010, the Hispanic population grew by 43 percent, which was four times the growth in the total population at 10 percent.” Source: 2010 US Census Data.

| Hispanic Traveler Economic Impact: Overnight Stays | |
|--|-----------------------|
| Avg Total Spend Overnight Trips | \$785 |
| X Mean # of Trips | 3.21 |
| X Estimated Population* | 50.5 Million |
| / Household Size | 3 |
| Economic Impact | \$42.42Billion |

| Hispanic Traveler Economic Impact: Day Trips | |
|--|------------------------|
| Avg Total Spend Day Trips | \$261 |
| X Mean # of Trips | 3.19 |
| X Estimated Population* | 50.5 Million |
| / Household Size | 3 |
| Economic Impact | \$14.02 Billion |

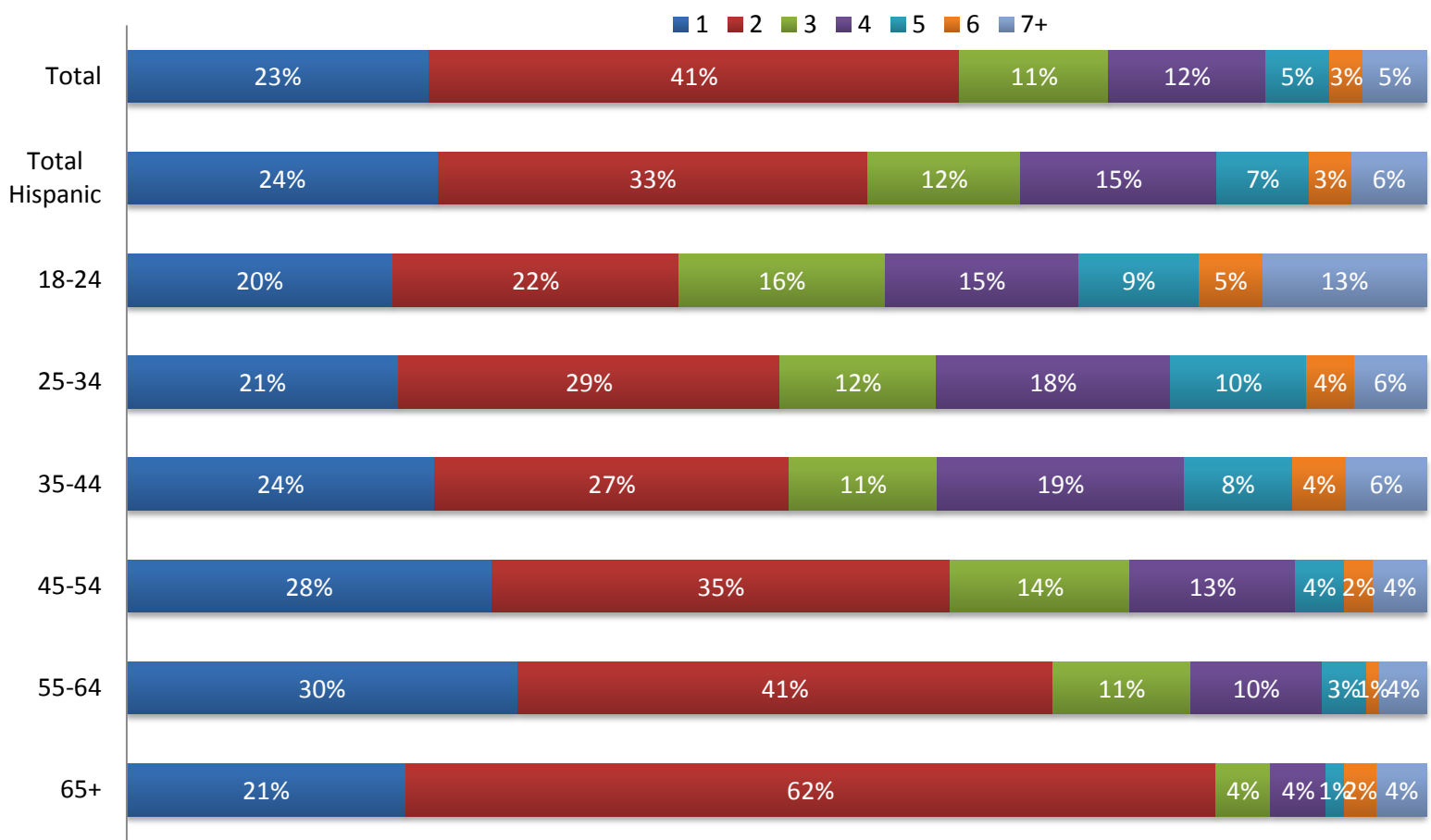
**Total Economic Impact
Hispanic Leisure Travel
Market: \$56.44 Billion**

*Source: U.S. Bureau of the Census, 2010

Travel Party Size Adults & Kids

Hispanic travelers tend to have a noticeable larger travel parties than the average traveler. 31% had 4 or more people in their travel party, compared to 25% for the average traveler.

Travel Party Size Adults & Kids



Including yourself, how many adults and children were in your travel party N=5379