

HISPANIC TRAVEL MARKET

REFERENCE GUIDE

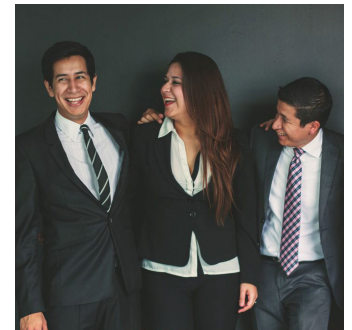
Facts about the Hispanic Travel Market

- U.S. Hispanics represent more than \$56 billion in leisure travel annually.
- Hispanics are the fastest growing demographic in the United States. (Source: eMarketer Hispanics)
- Hispanics take an average of 2 more vacations than non-Hispanics, no matter what income each average household makes. (Source: [ThinkNow Research](#))
- The average vacation cost for Hispanic travelers is around \$4K for travel in the U.S., and \$6K for international travel, and a survey of a family or individual's most recent vacation showed that Hispanics spent an average of \$300 more than their non-Hispanic counterparts. (Source: [ThinkNow Research](#))
- One major difference between Hispanic and non-Hispanic travelers is 59% of Hispanics say "My children influence where we decide to go on vacation," where 43% of non-Hispanics said the same. (Source: [ThinkNow Research](#))
- 79% of Hispanics said they take 1 or more vacations each year, which is the same percentage as non-Hispanics. (Source: [ThinkNow Research](#))
- Hispanics travel in larger groups and spend more per trip than the general population. (Source: Mandela Research)
- The Hispanic market represents 16% of the U.S. population. (Source: Pew Hispanic Center)
- Purchasing power of Hispanics is forecasted to grow from \$1 trillion in 2010 to \$1.5 trillion in 2015. (Source: Selig Center for Economic Growth).
- Hispanics represent one in every six Americans. (Source: The Voice of Hispanic Marketing)
- While many populations are aging, the fastest growing segment of the Hispanic market is under 30 years old. (Source: Western Public Research)
- Approximately 31% of Hispanics travel in a group of four or more, compared with the general population's 25% that travels in groups of four or more. (Source: Mandela Research)
- Hispanics are more likely to travel with children and to travel with more than two adults than the general population. (Source: Mandela Research)

Quotes from the industry

"I consume media in English and Spanish. If you're only speaking to me in one language, you're missing a piece of me, and you're missing abuela. A grandmother, perhaps paying for the trip, might speak one language, while the person pushing for the trip speaks another."

—Jorge Plasencia, chairman and CEO, República and chair of the National Council of La Raza



101 Prosperous Place, Suite 350
Lexington, KY 40509 USA
+1.859.264.6540 | 800.682.8886



NTAonline.com | @NTAnews | #NTAnow

HISPANIC TRAVEL MARKET

REFERENCE GUIDE



As Seen in Courier

[Cuatro quests in Mexico](#) June 2017

What to Know about Hispanic Travel

Speaking with cultural relevance includes using social media and a variety of websites that Hispanics use to stay connected with their roots, family and home countries. Social media also is how a significant number of Hispanics gain ideas for travel.

What is the Hispanics in Travel Caucus?

The Hispanics in Travel Caucus brings together professionals, executives, organizations and thought-leaders involved in the Hispanic travel market. The goals of the caucus: 1) to meet and connect with industry colleagues involved in Hispanic travel; 2) discuss trends, challenges and opportunities in Hispanic travel; 3) exchange strategies, insight and ideas meaningful to the marketplace; and 4) build a coalition of NTA Hispanic travel leaders, members and delegates. NTA has hosted several Hispanics in Travel Caucuses.

NTA and ThinkNow Research

NTA has a relationship with ThinkNow Research, a leading Hispanic Market research company. Together we are working to provide NTA members with the latest travel trends, research and studies in the Hispanic marketplace. Download the Hispanic Travel and Vacation Trends study, published by ThinkNow Research which covers the travel and vacation habits of U.S. Hispanics.

Hispanic Travel Market Web Section

NTA features a section on [NTAonline.com](#) dedicated to providing information and educational resources about the Hispanic travel marketplace.



NTA and the Hispanic Market in the News

[Why target Hispanics? It's a Growth Market](#) Feb. 2015

NTA Hispanic Market Advisory Group

NTA has a volunteer leadership advisory group dedicated to promoting the importance of working with and understanding the Hispanic market.

Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

[Membership rates and requirements](#)

[NTA member demographics](#)

[Member benefits](#)

[Membership savings](#)

Quick Links

[NTAonline.com](#)

[Join NTA](#)

[Travel Exchange](#)

[Contact '18](#)

[Product Development Trips](#)

[Advertising & Sponsorship](#)

[Travel Market Guides](#)

