

## Black Consumers and Travel - US - November 2013

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“Black consumers typically travel to destinations that have a high percentage of Blacks in the population, such as the southern US or the Caribbean. These destinations can be more cost effective because of a lower cost of living, frequently offered promotions and discounts to these destinations.”

- Tonya Roberts, Multicultural Analyst

### This report looks at the following areas:

- How have attitudes and behaviors changed in the last few years? Are Black consumers traveling more to domestic locations or taking staycations?
- What are some of the things that Black consumers are looking for when it comes to choosing one destination or travel arrangement over another?
- How do Black consumers feel about traveling?
- What are some of the destinations Black consumers are traveling to? How does it vary demographically, specifically by age?

How do they prefer to travel? What are they looking for in terms of accommodations? The recent Great Recession has had a major impact on the travel industry, particularly among Black consumers. Rather than traveling abroad or even to another state for vacations, Black consumers opted for more economical staycations in their own city or state. Now that the economy is rebounding, we can expect these consumers to begin traveling again.

Black consumers have a wide range of interests, and travel is one of them – whether actual trips they’ve taken or aspirations of travel. These consumers are more likely to travel to destinations where there are people who look like them or have similar lifestyles, which is why the majority of the vacation trips they take tend to be in the US, Caribbean or Africa. Black consumers, and particularly Millennials, have a growing interest in learning more about other cultures and this is likely to impact the destinations that these consumers will travel to in the future.

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