

## Hispanics and Travel - US - July 2013

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“Hispanics tend to travel to and within areas with the largest Hispanic populations. The industry should look for ways to give travel accommodations more elements of the home, promote more interaction with Spanish-speaking staff, and offer travel activities for families.”  
– Gretchen Grabowski, Travel & Leisure Analyst

### In this report we answer the key questions:

- What types of trips Hispanics take, how often, and why
- Where Hispanics stay when they travel
- How Hispanics collect travel information, and how they book travel

Hispanics account for more than 54.5 million people, or about 17.2% of the U.S. population, and most spend time traveling each year. Hispanics tend to choose travel destinations and activities that are in some way family-centric. However, travel frequency and preferences also depend on demographic characteristics such as gender, age, income, and language spoken in the home.

This report explores the types of trips—domestic and international—Hispanics take, as well as their reasons for travel. It also covers the types of accommodation Hispanics use when they travel, where they look for information and deals, and how they book their trips. Attitudes toward travel are also discussed.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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