

State Tourism - US - August 2013

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“Travel marketers must consider the specific needs of different demographics when promoting state tourism. For example, understanding Hispanic travelers, such as family-oriented travel and outdoor activities, will help reach this group. Similarly, responding to the preferences of the most affluent travelers will help target this demographic, such as a higher likelihood to travel for business.”
 – Fiona O’Donnell, Senior Analyst, Lifestyles and

In this report we answer the key questions:

- Targeting Hispanics for domestic travel
- Appealing to Millennial women
- Meeting expectations of affluent travelers

Expenditures related to the domestic tourism market are increasing as the effects of the economic recession continue to subside and consumers regain the confidence to pay for products and services related to state travel. Increasing budgets at state offices of tourism help drive the market, as well as the greater propensity for specific demographic groups to travel more than others, including married consumers, those aged 55 and older, and affluent households. This report focuses on these factors, and provides in-depth analysis of the following:

- Consumer trends identified by Mintel’s Inspire platform and how state travel marketers can capitalize on these trends;
- Annual expenditures across travel segments, from transportation and accommodations to food and drinking establishments and entertainment and recreation;
- Advertising strategies of states with the highest tourism marketing budgets, and those which draw the most domestic tourists.

This report also examines consumer travel in the past 12 months; typical travel companions; sources used to research domestic travel; and factors that influence the destinations consumers choose, including mode of travel, outdoor activities, natural sites, entertainment/recreation, and the presence of kid-friendly attractions. A profile of the domestic tourist is also included.

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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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