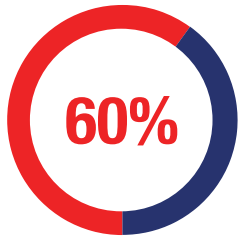
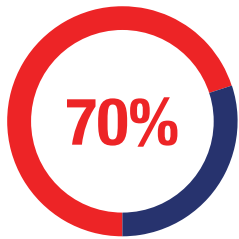


U.S. HISPANIC TRAVELERS LATEST TRENDS & PREFERENCES

Families young and old travel together.



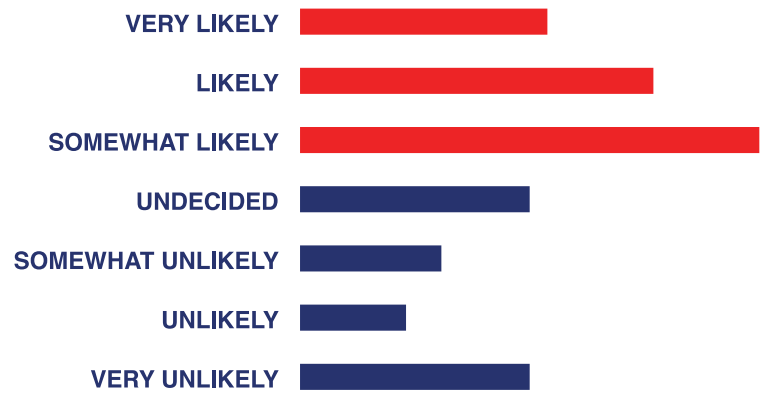
travel with older members



travel with younger members

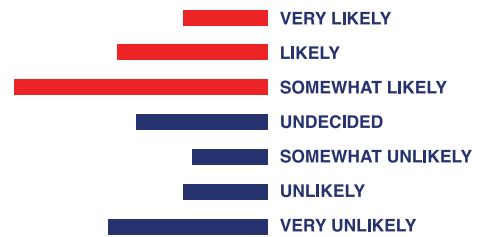
60% tend to extend business trips for leisure

Likelihood of extending a business trip to add leisure time

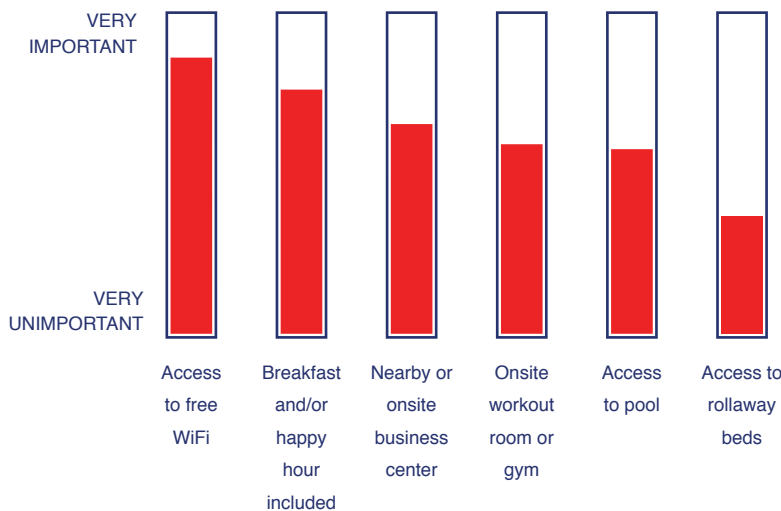


52% will likely invite a family member along on a business trip

Likelihood of including a family member in business travel



Value free WiFi access and complimentary breakfast more than any other amenity



bestwestern.com

Source: Best Western & Allison+Partners
Hispanic Travel Trend Survey, July 2014

