



Hispanic Travel Trends

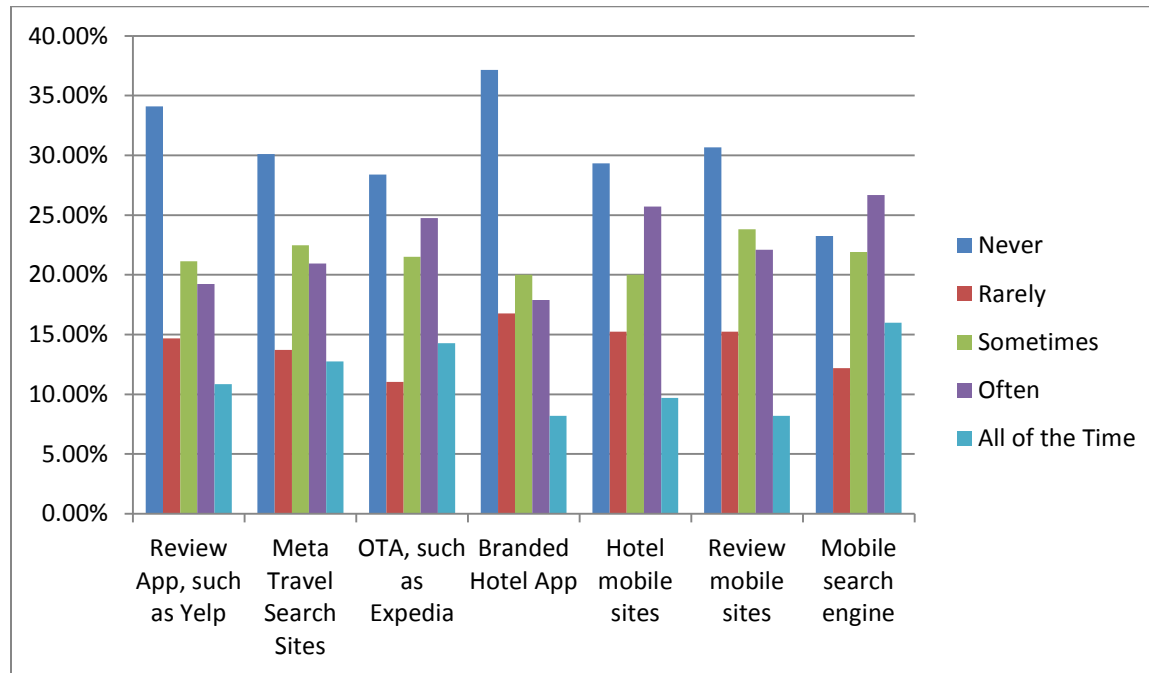
Research + Insights

Overview

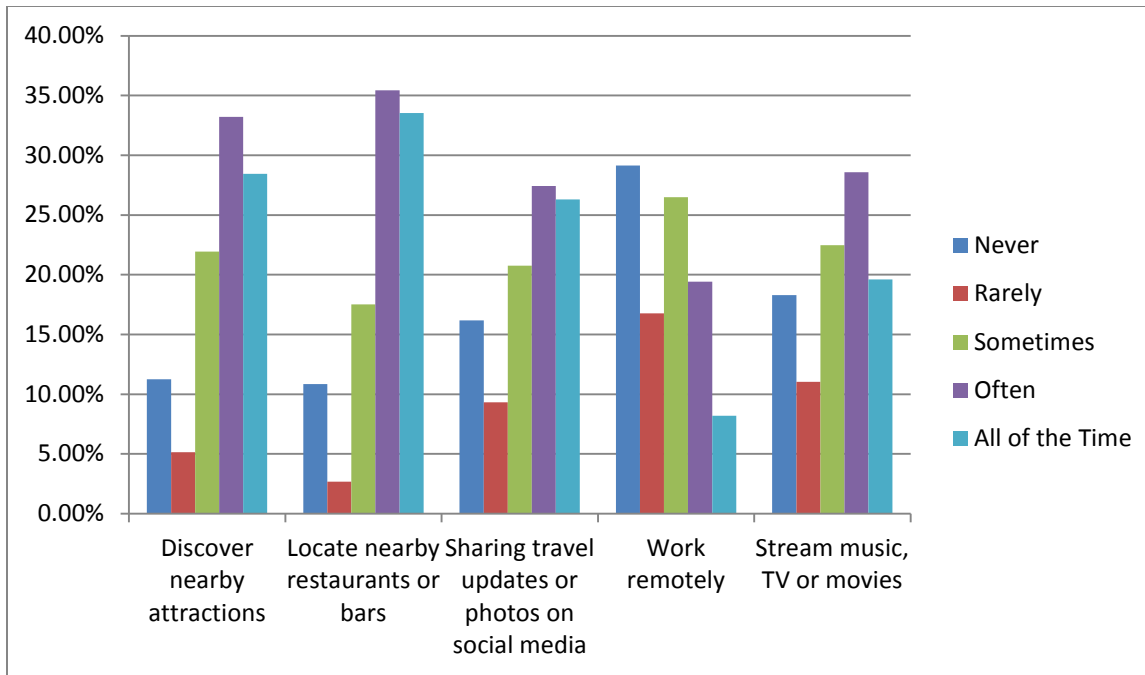
Hispanics are an increasingly critical part of success for any brand, in any industry, in the U.S. Best Western realizes the value of this audience will only continue to grow in the coming years, and set out to understand the existing behaviors, drivers and needs of the U.S. Hispanic traveler. The potential value of this audience in travel is immense - on average, our respondents had more than four hotel stays in the past 12 months, alone. Discovering the unique needs of this audience is the first step to connecting and better serving the Hispanic traveler.

Mobile Usage within Travel

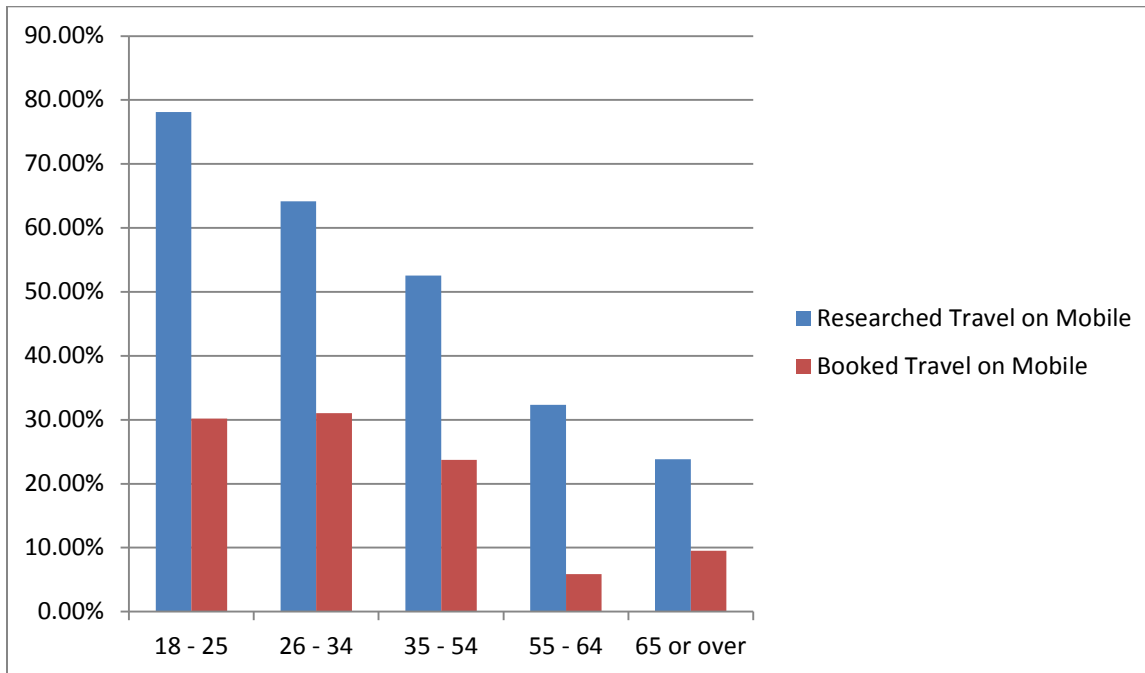
Mobile is a natural fit for travel; phones are with us every moment of every day, and the modern traveler prioritizes staying connected while on the go. Hispanics, in particular, are an increasingly mobile audience that has consistently shown aggressive adoption of mobile platforms. Researching travel on mobile phones is becoming more commonplace, while booking on mobile is a newer trend that many travelers have not yet practiced. **A majority percentage of Hispanic travelers (61.5 percent) have researched travel on their mobile phones within the past 12 months, while 26.1 percent have booked travel on their phones in that same timeframe.** When researching travel on their mobile phones, travelers are looking at a variety of resources, similarly to how they research online.



Additionally, consumers are also using their mobile phones to improve their stay experiences: **28.44 percent of Hispanic travelers use their phones to discover nearby attractions while at their hotel, and 33.52 percent use their phones to locate nearby restaurants or bars.** Another important aspect of the mobile phone is staying connected with friends and family while traveling, as 53.72 percent of Hispanic travelers said they share travel updates and photos to social media often or all of the time.

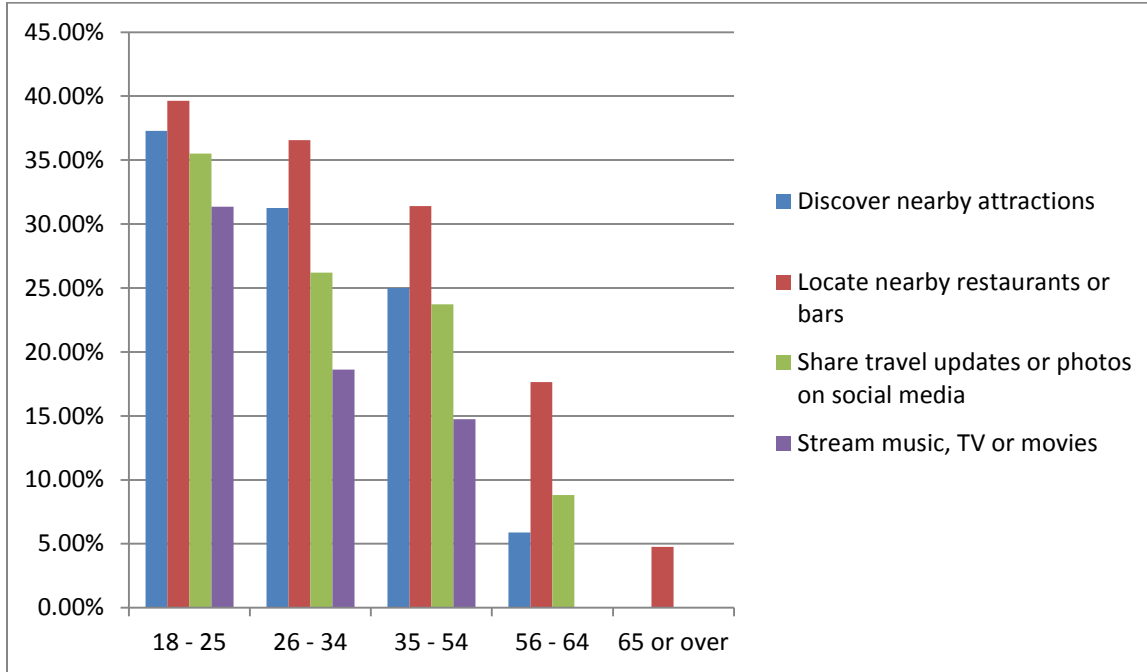


Not surprisingly, mobile behaviors within travel vary greatly by age group. The chart below demonstrates these differences in mobile adoption by age group. The percent of respondents who have researched travel on mobile is highest for the youngest age group surveyed (18 – 25), and decreases steadily for each older age bracket. In comparison, mobile booking is fairly comparable between the youngest age brackets – 30.18 percent of 18 – 25 year olds have booked travel using their mobile phone, and 31.03 percent of 26 – 34 year olds have done the same.





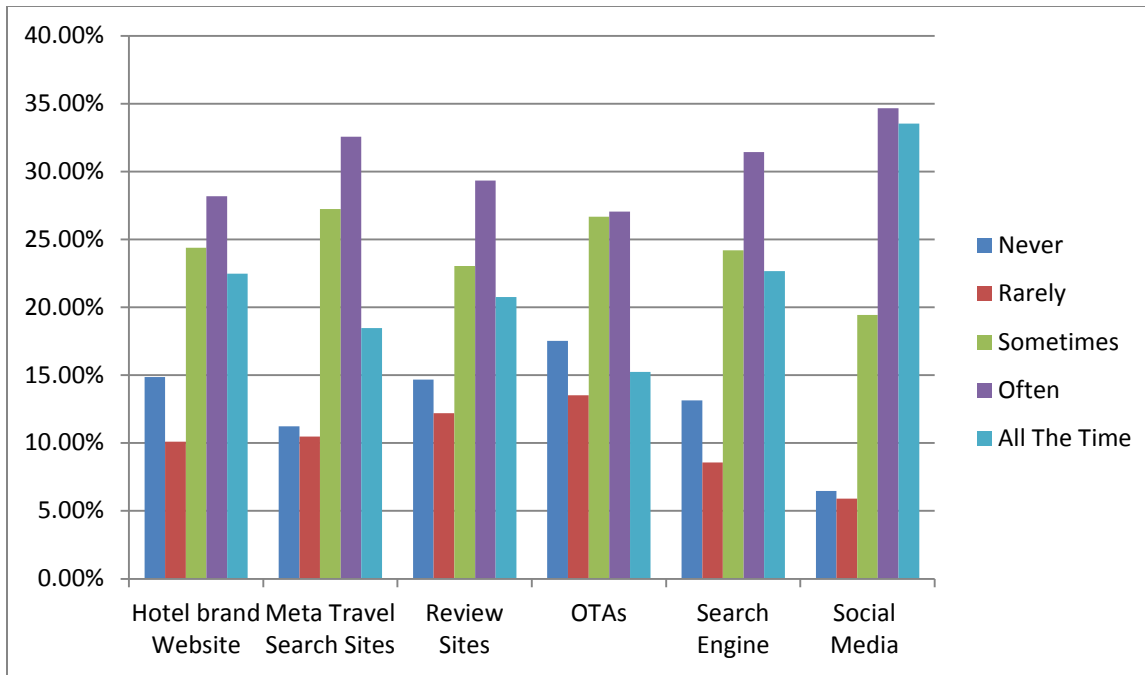
Age also plays a large role in the use of mobile during a hotel stay. Younger travelers are far more likely to use their mobile phones to do everything from sharing travel updates through social media to finding fun things to do nearby. The graph below demonstrates what percentage of each age group said they engage in these mobile activities 'all the time' while staying at hotels. Locating nearby bars and restaurants is the most common activity for all age groups. For travelers 18 – 54, finding a nearby attraction is the second most common activity they use their mobile phone for 'all the time.'



Online Travel Planning and Booking

Planning and booking travel online is pretty standard these days, and Hispanic travelers are no different: **91.6 percent have researched travel online in the past 12 months**, and 81.7 percent have booked travel online in the past 12 months. Hispanics use a variety of resources when researching online, including 28.19 percent of travelers who say they 'often' use a hotel brand's own website and 22.48 percent who do so 'all of the time.'

Social media is also a crucial part of the travel research process with **33.52 percent of Hispanic travelers saying they always use social media to get input from friends and family while planning a trip, and an additional 34.67 percent do so 'often.'** A scant 6.48 percent never use social, and just 5.9 percent said they do so 'rarely.' While booking and researching travel online are common practice, convenience is the driver of this behavior rather than value. **Only 28.96 percent of Hispanic travelers agreed or strongly agreed with the statement 'I get better deals when I book travel online,' and 44.57 percent disagreed or strongly disagreed with that statement.**



Primary Reason for Travel

Hispanics are primarily leisure travelers. **68.6 percent of Hispanic travelers indicated the primary reason for the majority of their travel was vacation.** Family and friends are also important travel drivers, as visits to these groups are the primary reason for traveling for another 16.4 percent of Hispanic travelers.

While just 15 percent of travelers indicated that business is the primary reason for the majority of their travel, these are often the most prolific road-warriors. Of the Hispanic travelers surveyed, 49.37 percent of the 15 percent who indicated business as the primary reason for the majority of their travel had stayed in hotels five or more times in the past 12 months. In comparison, only 18.33 percent of Hispanic travelers who indicated vacation was the primary reason for the majority of travel had stayed in hotels five or more times in the past 12 months.

Business travel doesn't always remain purely business – Hispanics are willing to make time for fun. We discovered 59.9 percent are somewhat to very likely to extend a business trip, adding leisure time. Just 26.9 percent of the travelers surveyed are somewhat unlikely to very unlikely to do so. **Regular business travelers are even more likely to combine business and pleasure; 79.74 percent of respondents who primarily travel due to business are somewhat to very likely to extend a business trip.** This trend of multipurpose travel continues when we look at how multigenerational family members play a role in travel.

Multigenerational and Family Travel

Family is a cultural cornerstone of Hispanics, and the impact on travel style is immense. Survey research reveals **84.43 percent of Hispanic travelers have traveled with a family member of an older or younger generation in the past 12 months.** Traveling with a family member of a younger generation is more common, and 69.7 percent of respondents have done so in the past 12 months. Travelers are taking responsibility for planning and paying for these trips on behalf of the family members of younger generations – 84.4 percent of travelers indicated they are the primary travel researcher and 75.7 percent indicate they pay for the majority of the trip when traveling with a family member of a younger generation.

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



The majority of Hispanic travelers have also traveled with a family member of an older generation in the past 12 months. Of the 59.6 percent who have done so, 71.2 percent indicated that they do the majority of the trip planning, and 43.5 percent indicated they pay the majority of the trip cost, while 37.1 percent split the cost. Interestingly, 19.2 percent say a family member of the older generation pays the bulk of the cost, indicating some parents or grandparents are sponsoring family travel.

The trend of multigenerational family travel applies to business travel, too. Bringing family members on these trips allows travelers to combine business with personal vacation. The majority of travelers (52 percent) said they are somewhat to very likely to bring family members with them on a business trip. Those who travel primarily for business are even more likely to consider dual-purpose trips such as this, with 68.36 percent of these travelers somewhat to very likely to bring family members with them on a business trip.

Amenities and Features

Travelers want to stay connected while on the road, and free WiFi is the most important amenity considered when planning either leisure or business travel. The majority (68 percent) say it's very important for leisure travel, and 70.48 percent agree it's very important when traveling for business. Just 8 percent said free WiFi is very or somewhat unimportant for business travel, and only 7.43 percent said it's very or somewhat unimportant for business.

Travelers also want to stay fed. **Both vacation and business travelers made an included breakfast or happy hour their second most important amenity to consider when planning travel:** 45.14 percent of travelers ranked the amenity as very important when traveling for business and 38.4 percent ranked it as very important for leisure travel. For leisure travel, the breakfast or happy hour just beat out the pool as the second most important amenity to consider when planning – **37.52 percent ranked access to a pool as very important.**

Methodology Notes

An online survey was conducted on 525 US Hispanics who speak primarily English and have stayed in a hotel within the past 12 months. This survey was conducted from July 15 to July 22, 2014, using a web-based platform. All respondents were over the age of 18.