

U.S. HISPANICS TOURISM WILL INCREASE BY 10% BY 2025



According to a study commissioned by Airbnb, U.S. Hispanics are projected to make 10% more trips and spend up to an additional US\$180 on each visit in 2025. This trend will significantly impact national tourism, contributing US\$165 billion to the industry next year.

The 'Report on Latino and Hispanic Travelers in the U.S.' indicates that these travelers will spend an average of US\$737 on accommodation for a five-day trip in the coming year, an increase from the previous average of US\$557.

The latest Census figures show that Hispanics make up almost 20% of the total population in the United States. **According to a report, 61% of Hispanics travel mainly to meet family, and 74% of them travel with their extended family**, which is higher than 65% of non-Hispanics.

The top preferred destinations for Hispanics are Las Vegas (Nevada), chosen by 46% of Hispanics, followed by Myrtle Beach (South Carolina), Austin (Texas), and Phoenix (Arizona).

Big events, pop culture, and social media significantly influence trip planning for 53% of U.S. Hispanics, seven percentage points higher than non-Hispanics. Additionally, 28% of Latinos are influenced by travel influencers, which is also 7 points higher than non-Hispanics.

For 34% of this population, visiting a place featured in a movie, book, or television show is the primary motivation for travel. In comparison, 32% are motivated by attending a concert or musical event, according to a survey incorporating Airbnb's data on accommodations in the U.S.

According to Airbnb, **the number of users in the United States who listed Spanish as their primary language increased by 32% in 2023**. Additionally, 54% of Latinos use Airbnb or other short-term rental platforms to find accommodation.

The study shows that 76% of U.S. Hispanics are interested in traveling to Latin America to connect with their culture, while 74% prioritize the culture of their destination.

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