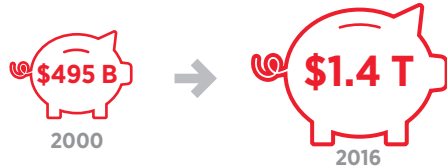


# MARKETING TO LATINX TRAVELERS IN THE NORTHEASTERN UNITED STATES

## GROWING LATINX POPULATION IN THE U.S. AND PHILADELPHIA

- In the U.S., the Latinx population is the second largest—and second fastest-growing—ethnic group. (Pew Research Center)
- From 2000 to 2016, Latinx purchasing power nearly tripled from \$495 billion to \$1.4 trillion.



- In Philadelphia, 14% of residents identify as Latinx; they're the city's third-largest ethnic group and second-fastest growing. (U.S. Census data)
- An estimated 6.5 million people of Latin descent live in the major metropolitan areas in the Northeastern U.S., including Philadelphia, New York, Washington, DC, Baltimore and Boston. (Pew Research)
- Today, companies nationwide recognize that their growth is inextricably tied to the Latinx market.

### TAKEAWAY

*Collectively, multicultural markets are an important growth segment among Philadelphia visitors; Latinx travelers represent a major opportunity.*

## RESEARCH OVERVIEW

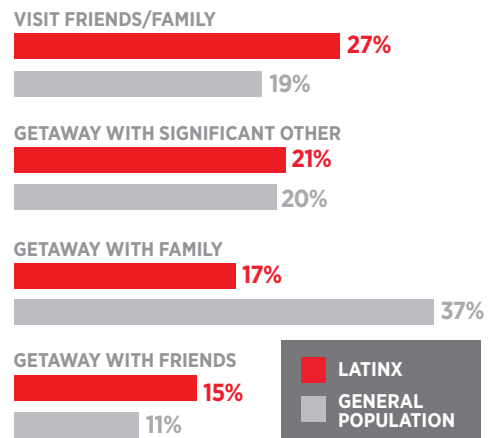
In 2017, VISIT PHILADELPHIA and Ipsos conducted an online quantitative survey of 720 self-identified Latinx travelers. These travelers reside in the Northeastern United States and had taken one or more overnight leisure trips in the past 12 months. The findings below relate to these respondents' travel behaviors and experiences in—and perceptions of—Baltimore, Boston, New York City, Philadelphia and Washington, DC.

## KEY FINDINGS

### TRAVEL BEHAVIORS

- Fewer Trips, Longer Stays:** Although Latinx travelers in the Northeastern U.S. take fewer leisure trips than the general population, they spend more time at leisure destinations—on average, three nights.
- Visitor Loyalty:** Destination loyalty is high among Latinx travelers; 71% are repeat visitors.
- Trip Purpose:** Compared to the general U.S. traveler population, Latinx travelers are more likely to take a trip to an urban leisure destination in order to visit family or friends. Conversely, Latinx travelers are much less likely to go on a getaway with family.
- Accommodations:** More than half of Latinx travelers stay in a hotel; approximately 30% stay with friends or family, and 15% stay in other types of accommodations.
- Top Trip Activities:** Latinx travelers and the general population enjoy the same types of trip activities. However, Latinx travelers are more likely to enjoy shopping, nightlife and parks and gardens.

### TRIP PURPOSE



### TAKEAWAY

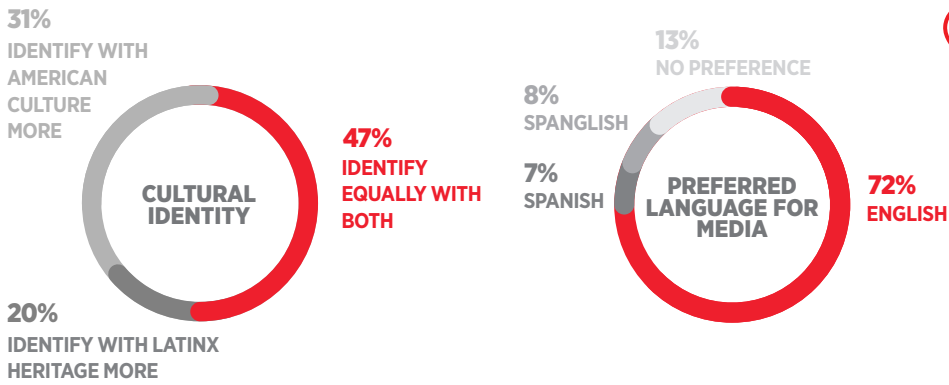
*Latinx travelers often take family-oriented trips, yet these trips also include many diverse experiences far beyond children's activities.*



## KEY FINDINGS (CONTINUED)

### CULTURAL IDENTITY & LANGUAGE

The largest segment—47%—of Latinx travelers identify **equally with their American and Latinx heritage**. While only about 30% of travelers say they speak only English, the majority of Latinx travelers have a pronounced preference for English-language media. Marketing efforts toward Latinx travelers should embrace both cultural identities.



#### TAKEAWAY



*Use English as primary language in marketing efforts and Spanish/Spanglish when appropriate.*

## MARKETING OPPORTUNITIES

### WHAT LATINX TRAVELERS ARE LOOKING FOR IN AN URBAN DESTINATION

- Fun, exciting atmosphere
- Attractive parks, gardens and outdoor spaces
- Walkability
- Vibrant dining scene
- Variety of appealing attractions and museums
- Local festivals and events
- Live and fine arts, including music

### MEDIA PREFERENCES

Cable and streamed TV; live radio; websites, including travel review sites; and social media, particularly Facebook, YouTube and Instagram

### PREFERRED MEDIA OUTLETS

- The New York Times
- Telemundo
- Network news (ABC, CBS, NBC)
- Univision
- Major cable networks (CNN, MSNBC, FOX)
- The Huffington Post, BuzzFeed, USA Today

### SURMOUNTABLE OBSTACLES

Latinx travelers' preference for other places and lack of compelling reasons to visit Philadelphia are challenges that can be tackled via marketing.

### DESTINATION COMPETITION

More than 60% of respondents indicated that they're likely to visit Philadelphia in the next two years, putting Philly on par with DC and Boston.

#### TAKEAWAY



*Walkability, festivals and events and a vibrant arts and music scene are all important drivers of desirability, yet are not owned by any of the competitive cities. Since Philadelphia's scores on these attributes are strong, a concerted marketing effort would allow Philadelphia to capitalize on these areas.*

#### TAKEAWAY



*It's important to focus marketing efforts not only on Spanish-language media, but also to reach Latinx travelers through mainstream channels.*

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