

Black Travelers Research 2018

- Mandala Research surveyed **1,747 Black travelers** in the U.S. to understand and benchmark their travel behavior and perceptions.
- The economic value of Black travelers in **2018 increased to \$63 billion** from **\$48 billion in 2010**.

U.S. Summary of Findings:

- **Florida, New York City/New York, and Atlanta** are the US destinations that respondents are most likely to have visited in the past (50% or more have visited.)
 - More than one-third have been to Orlando, Las Vegas, Miami and Washington, D.C.
- Among international destinations, **Caribbean/Bahamas (38%) and Mexico (26%)** are mentioned most often.
- **Virginia is mentioned by 7% and ranked 5th among the Southern Destinations:** FL (23%), GA (14%), NC (9%), and TX (9%).
- More than half of travelers in this study (**58%**) use **Google** and other search engines to research leisure trips. **Word of mouth from friends and family (50%)** is the second most important source of leisure travel. **Destination Websites (45%)** were listed as the third most important source of leisure travel.
- In terms of **social media, Facebook (78%) and YouTube (69%)** top the list.
- Reliance on **print** such as travel magazines, destination brochures and newspaper is relatively **low (15%)**.
- When at the destination, **Food-related activities are popular: nearly half of travelers ate local and/or regional cuisine** on their most recent leisure trip.
- **Shopping** continues to be a popular activity for vacationers, most often at malls (41%) and outlet malls (34%), but also downtown (28%).
- Popular entertainment options include nightlife, festivals, casinos and live music.
- **Millennial Black travelers are significantly more nature and adventure oriented** than any other generation, with higher visitation to local, state and national parks, and beaches, as well as markedly higher rates of zoo and aquarium visits, plus higher levels of outdoor sports activities.

- Leisure trips vary by duration. **While 87% spend at least 3 nights at a destination**, half spend 3 to 5 nights.
- Some **41% drive** to a destination and **air travel represent 32%** of transportation mode.
- **Number one barrier to future travel is business/work schedule. Racial profiling is a concern to 15%** of Black travelers. **Millennials** are the most concerned about racial profiling.
- **Majority (65%) have passports** – Millennials (68%) and Boomers (68%) represent the largest groups.

Black travelers were split into three segments:

1. **Curios and Engaged Travelers:** 12% of the sample with an average spend of \$2,078
 - This group enjoys **local arts and culture** generally as well as those activities related specifically to Black topics.

When traveling, they are more actively seeking out cultural activities and things to do than other groups.

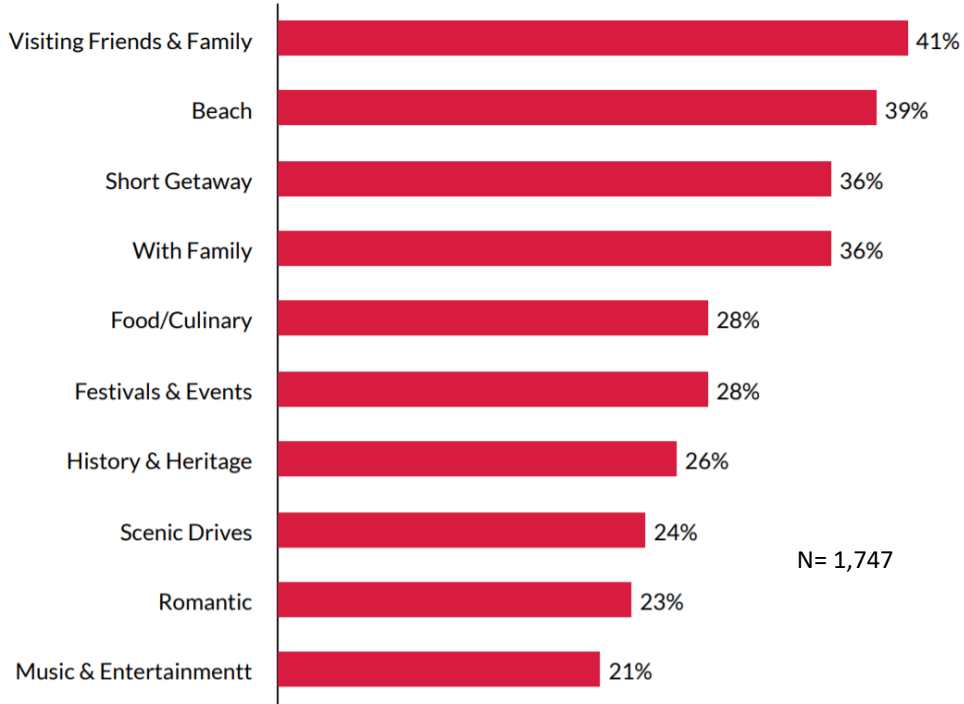
- The Curious & Engaged Audience is also more likely to be engaged in:
 - Cultural Activities
 - Historical Pursuits
 - Shopping
 - Nightlife
 - Outdoor Activities
 - Gambling
2. **Family Reunion Travelers:** 22% of the sample with an average spend of \$1,769
 - Family Reunion Travelers enjoy a variety of activities –both fun things they can do with their family and children (shopping, eating out, going to the beach), as well as more adult activities such as night life and festivals.
 - Family Reunion Travelers are not quite as active on their vacations as the Curious & Engaged segment is, possibly because they are spending time with family at a relative's home –the purpose of their journey(s) is/are to see family, rather than pursue unique

3. **Business Travelers:** 36% of the sample with an average spend of \$1,990
 - The largest segment and the most-educated.
 - When traveling for leisure, they have a higher interest than average on the local scene.
 - The Business Traveler group seeks out more entertainment-related activities, rather than cultural, culinary, or educational, compared to other groups.
 - Business Travelers can be found enjoying:
 - Local/Regional Cuisine
 - Shopping
 - Nightlife
 - Beaches
 - Festivals
 - Live music

Virginia Specific Findings:

- **Virginia** is the preferred location for **scenic drives and least crowded**. **Virginia ranks second** out of the eight states when looking for a **relaxing vacation**. The other states are FL, MD, NY, PA, NC, SC, and Washington D.C.
- **Visiting Friends & Family, the beach and short getaways are the top activities** that will draw interest to travel to Virginia
- **Nearly two-fifths of Black travelers** say they either will **“definitely” visit or are “likely” to visit Virginia** in the within the next 12 months.
- When asked what words describe Virginia as a travel destination **beach, history, mountains, beauty** are top responses. **“Lover”** is also mentioned indicating the tag line still is top of mind. Some concerning areas to note are the words **“racist” and “boring”** that are also mentioned when describing Virginia.

Top Vacations/Getaways that will draw interest to travel to Virginia
Showing Top 10 out of 26



Likelihood to visit Virginia for a leisure trip within next 12

Mean = 3.04

