

**BETTER
& WISER**™

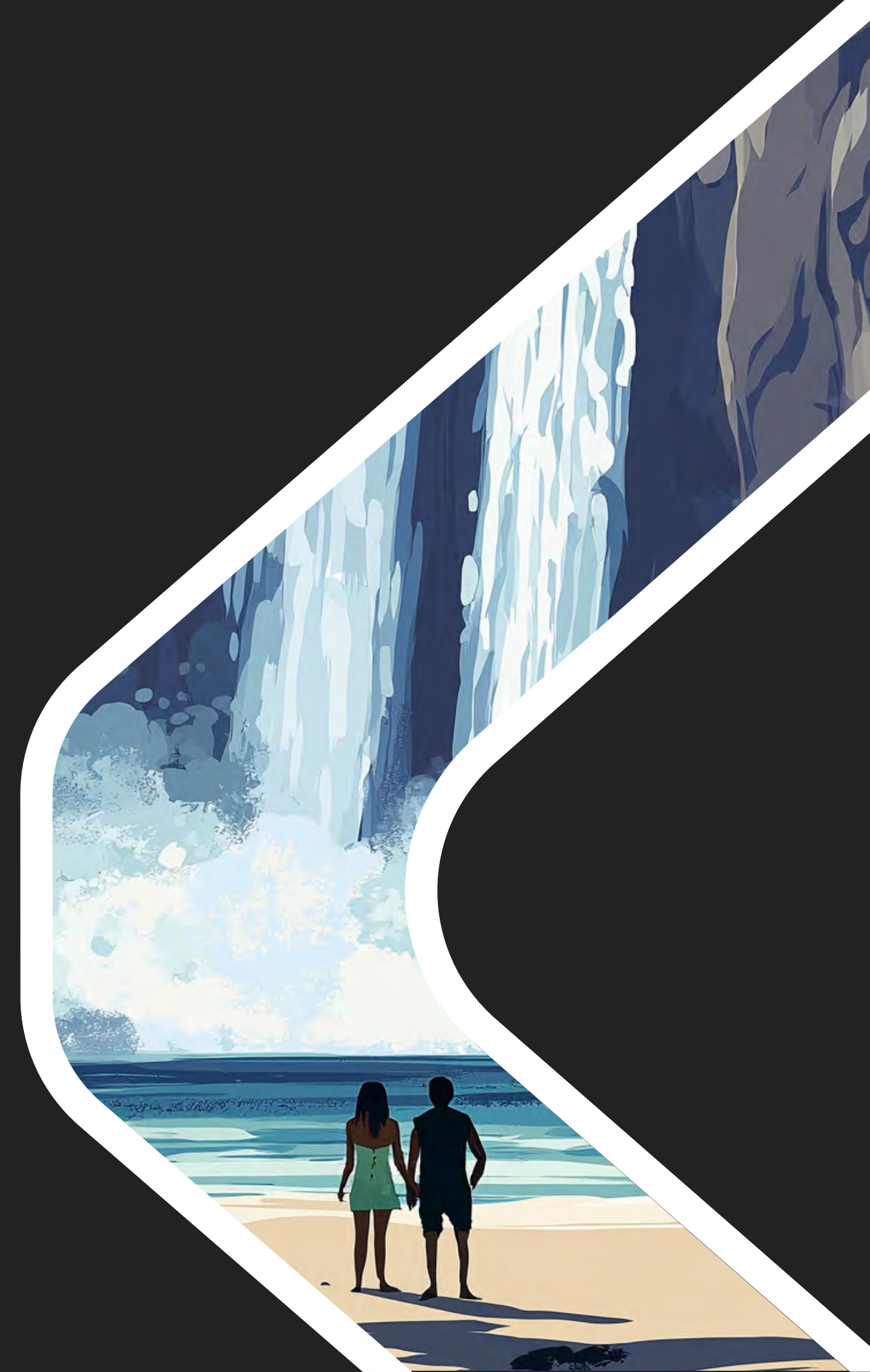
BEYOND REPRESENTATION

Engaging Multiethnic Travel Audiences

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Better & Wiser™ is a research collaboration between Noble Studios, an award-winning creative digital performance marketing agency, and Wiser Insights, a leading consumer research firm. This series delves into the marketing trends, consumer insights, cultural shifts and strategic perspectives shaping the ever-evolving travel and tourism landscape. Uniquely Driven, a public relations firm specializing in diversity, equity and inclusion, played an additional key role for this edition.

BETTER & WISER



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EXECUTIVE SUMMARY

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Executive Summary

As multiethnic travel audiences grow in size and spending power, Destination Marketing Organizations (DMOs) are increasingly prioritizing efforts to attract Black, Asian, Hispanic and other travelers through targeted campaigns. While these efforts aim to make travel more inclusive, they often fail to genuinely connect with the audiences they seek to attract.

76% OF MULTIETHNIC AUDIENCES FEEL
THAT MAINSTREAM TRAVEL MARKETING
DOES NOT RESONATE WITH THEM

Our research explored the relationship between racial authenticity and destination marketing strategy, focusing on the experiences of Black, Asian and Hispanic travelers. Rather than simply comparing these groups to “mainstream” travel audiences, our primary goal was to listen — to hear their experiences, understand their perspectives and open a dialogue about more authentic engagement.

We surveyed more than 1,200 Black, Asian and Hispanic travelers to understand what motivates them to travel, how they perceive travel marketing and what makes them feel included when visiting a destination. The findings reveal a significant gap between current marketing practices and the actual experiences of underrepresented travelers. A significant 76% feel that mainstream travel marketing does not resonate with them, and more than half say they feel overlooked, misunderstood or disconnected from travel marketing narratives, which they see as superficial and unrelatable.

A major driver of this disconnect is the travel industry’s heavy reliance on racial representation as its primary tactic for engaging these audiences. In our research, the vast majority of Black, Asian and Hispanic travelers expressed skepticism towards travel advertising that overtly targets them based on race. Worse, these surface-level efforts can backfire, eroding trust and damaging a destination’s brand. While racial representation



has a role in audience engagement, it carries far less weight than many travel marketers assume.

THE MAJORITY OF BLACK, ASIAN AND HISPANIC TRAVELERS ARE PRIMARILY MOTIVATED BY THE DESIRE FOR ONE-OF-A-KIND EXPERIENCES

Instead, more than two-thirds of multiethnic travelers say a destination's overall sense of inclusiveness matters far more than seeing 'people who look like them' in marketing. The same majority felt most included not because


of demographic similarities, but because of the friendliness and openness of the people they encountered — while fewer than a third even considered a destination's racial or ethnic makeup.

One issue with racial representation in travel marketing is its overly simplistic approach — it reduces audiences to the color of their skin. This assumes, for example, that Black travelers are only interested in destinations validated by other Black travelers. For groups long accustomed to such reductive tactics, it's no surprise that these efforts often feel inauthentic, superficial and even tokenistic.

If representation isn't driving engagement, what is a better strategy for DMOs?

Simply put, they should stop overlooking the commonalities shared by all travelers. Travel is a universal experience — offering freedom, connection and the ability to bring people together across boundaries. The reasons people travel transcend demographics and are driven by the desire to have enriching experiences and meaningful activities.

As with all travelers, multiethnic audiences make decisions based on interests — not race or identity. Our research found that the majority of Black (53%),



Asian (56%) and Hispanic (60%) travelers are primarily motivated most by the desire for one-of-a-kind experiences when traveling for leisure. In fact, this priority even outweighs the total cost of the trip.

IT IS A BETTER AND WISER MOVE FOR
DMOs TO PLAY TO TRAVELERS' EMOTIONS,
INSTEAD OF THEIR RACE OR ETHNICITY

For DMOs looking to engage diverse audiences, the focus needs to shift. Instead of marketing to race, they should tap into the universal pursuit of adventure, discovery and personal fulfillment that travel provides. Storytelling and creative should connect travelers' passions and interests with the unique experiences a destination can genuinely offer. Efforts to manufacture "diversity narratives" risk undermining trust and authenticity, while an interest-based approach fosters more meaningful connections with multiethnic travelers.

In other words, to truly engage multiethnic audiences, it is a better and wiser move for DMOs to play to travelers' emotions instead of their race or ethnicity. People come first, and marketing should be mindful and respectful of diversity without reducing travelers to demographics. The emphasis should remain

on travel's end goal: the enriching, transformative experiences it provides. By centering messaging around interests rather than identity, DMOs can craft inclusive, compelling narratives that resonate naturally with a broad range of travelers.

Key Findings

Experiences Matter Most

Multiethnic travelers prioritize unique, high-quality experiences over a destination's racial or ethnic makeup. In other words, they care about what a place offers rather than the color of the people who live or visit there. Experiences even outweigh total vacation cost considerations.

Interest Drives Travel Decisions

Travel decisions are driven by interests, not identity. By showcasing how destination's unique experiences align with travelers' passions and aspirations, tourism marketing can create a deeper, more meaningful connection with multiethnic audiences.

Representation Alone Falls Short

Campaigns that rely solely on racial representation often fail to inspire multiethnic travelers, who tend to be skeptical of such surface-level efforts.



Authenticity Builds Trust

Relying on racial representation in travel advertising often feels superficial or insincere to multiethnic travelers, eroding trust rather than building it. Instead, DMOs should take a more genuine, interest-based approach that speaks to travelers' desire for discovery and personal growth.

Inclusion Drives Engagement

Inclusion is a powerful factor in destination marketing, but it isn't conveyed through racial representation alone. Multiethnic travelers feel truly included when they can fully participate and connect meaningfully with others. Real inclusion is about shared interests and experiences, not shared racial backgrounds.

Digging In

This travel research study explores the motivations and perceptions of multiethnic travelers, revealing that interest-based experiences resonate far more than surface-level representation.

By fostering genuine inclusivity through shared interests and community engagement, DMOs can build authentic connections and drive visitation. Read on for actionable strategies to build trust and create meaningful connections with all travelers.

OBVIOUS & IMPORTANT

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The Reality of Marketing Experiences You Don't (and Can't) Control

Destination marketing lacks the advantages inherent to other direct-to-consumer categories, where brands control nearly every aspect of the customer experience – from product development to pricing, packaging, promotion and customer service. DMOs, however, must market products and experiences they don't directly control, making consistency and influence far more challenging.

Destination marketers can influence travelers' awareness, consideration and conversion – essentially everything leading up to booking. The challenge begins once travelers arrive, where the majority of consumer touchpoints fall beyond a DMO's control. Local attitudes, service quality at hotels and restaurants, infrastructure issues like road conditions or construction, crowds, safety, homelessness, litter, bad weather and countless other factors go to shape a traveler's experience but remain outside a marketer's hands. For better or worse, a destination is what it is.

These factors highlight why authenticity in destination marketing is essential – the packaging has to match the product. DMOs can craft

compelling campaigns to attract visitors, but success depends on reaching the right audience with the right message and in the right way.

Why does this matter when marketing to multiethnic groups?

For multiethnic audiences – many of whom have experienced exclusion or a sense of not belonging – delivering on marketing promises is especially critical. These travelers are already skeptical of campaigns overtly targeted around race or ethnicity. And since DMOs have little direct control over the many factors which shape a destination's experience, authenticity becomes essential. By telling genuine stories, focusing on interests and experiences and fostering inclusion through aspects within their control, marketers can build stronger connections with underrepresented travelers.



Representation as a Starting Point

While this report highlights the limitations of relying on racial representation in travel marketing, it's important to recognize the role it can play. Our research — consistent with findings from other studies — shows that “seeing oneself” reflected in marketing materials can increase consideration of a destination. This applies to all travelers, including multiethnic ones.

However, more than two thirds of multiethnic travelers — particularly Black (69%) and Asian (67%) audiences — express significant skepticism toward marketing that overtly targets based on race or ethnicity. This suggests that representation alone often lacks authenticity. When campaigns feel tokenistic or

superficial, they do not foster inclusion, but instead erode trust and make these travelers feel overlooked.

This presents a crossroads to DMOs: continue with campaigns that risk backfiring or take a more nuanced approach to engaging multiethnic travelers. At a minimum, racial representation should be just one element of a broader strategy that emphasizes shared experiences, genuine inclusivity and the universal motivations behind travel. By pairing representation with authentic storytelling, marketers can foster deeper connections and drive real consideration among diverse audiences.

KEY RESEARCH INSIGHTS

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KEY RESEARCH INSIGHTS

EXPERIENCES MATTER MOST



Experiences Matter Most

Travel is about seeking moments that inspire and transform. People travel to break free from routine, immerse themselves in new cultures and create lasting memories. These motivations are universal — transcending demographics and forming the foundation of why people explore the world.

THE QUALITY AND UNIQUENESS OF
EXPERIENCES RESONATE FAR MORE
THAN APPEALS TO IDENTITY ALONE

Multiethnic travelers share the universal desire for unique and enriching experiences. Yet many travel marketing campaigns miss the mark by focusing too heavily on racial or ethnic identity as a point of engagement. Our research shows that 56% of Asian, 60% of Hispanic and 43% of Black travelers are primarily motivated by the opportunity to engage in one-of-a-kind experiences when traveling for leisure. This underscores a key

insight: the quality and uniqueness of experiences resonate far more than appeals to identity alone.

This focus on experiences outweighs even practical considerations like cost. For multiethnic travelers, it's not about finding a destination that reflects their identity or fits their budget — it's about discovering places that offer meaningful opportunities for exploration and adventure. The true appeal of travel lies in its ability to create connections and open the door to personal transformation.

DMOs can better engage diverse audiences by focusing on what makes their destination unique — its activities, attractions and the emotions these experiences create. Highlighting opportunities for personal fulfillment will be far more effective than relying on superficial representations of race or ethnicity. By prioritizing what truly matters to all travelers, destinations can foster deeper, more genuine connections with a broader audience.

KEY RESEARCH INSIGHTS

APPETITE FOR NOVELTY





An Appetite for Novelty

Novelty and exploration are key motivators for all travelers, including multiethnic audiences. They seek destinations that offer them new experiences, bucket-list opportunities and activities they've never tried before. Many are also driven by the chance to connect with people from different backgrounds and expand their worldview.

IF MULTIETHNIC TRAVELERS ARE SEEKING THE UNFAMILIAR, WHY DO SO MANY MARKETING EFFORTS FOCUS ON OFFERING THEM A SENSE OF FAMILIARITY?

Our research shows that 44% of Black, 46% of Asian and 41% of Hispanic travelers are primarily motivated by the desire to engage in new and novel experiences and meet people different from themselves. In contrast, just 18% prefer familiar activities while traveling. This raises an important question: if multiethnic travelers are seeking the unfamiliar, why do so many marketing efforts focus on offering them a sense of familiarity?

This insight challenges the assumption that familiarity makes travelers feel more comfortable or welcome. For multiethnic audiences, stepping out of their comfort zones and broadening their horizons is far more appealing. They don't seek validation through

racial or ethnic representation — because they aren't traveling just to be around people just like themselves.

The key to connecting with multiethnic audiences is offering experiences they've long considered but never had — whether it's an outdoor adventure, cultural immersion, a new activity or a unique local tradition. DMOs that highlight unexpected, unconventional and transformative experiences will resonate far more than those relying solely on racial or ethnic representation. By tapping into the universal human desire for novelty and exploration, destinations can inspire deeper connections and stand out in the travel market.

KEY RESEARCH INSIGHTS

INCLUSIVITY COMES THROUGH CONNECTION



Inclusivity Comes Through Connection

Multiethnic travelers value inclusion more than diversity — and inclusion isn't conveyed through racial representation alone. While diverse faces in advertising have their place, these audiences are more drawn to destinations where they feel genuinely welcomed and connected through shared interests and meaningful interactions with others.

MORE THAN HALF SAY SHARED INTERESTS WITH LOCALS AND FELLOW TRAVELERS ARE THE MOST IMPORTANT FACTOR IN FOSTERING INCLUSION

For these travelers, inclusivity isn't about seeing people who look like them — it's about feeling a genuine sense of belonging. But achieving this goes beyond marketing; it requires a real commitment to fostering an environment where inclusion is woven into the entire travel experience.

Shared interests and connections are just as important as representation. According to our study, the majority of Black (60%), Asian (60%) and Hispanic (67%) travelers feel most included because of the friendliness and openness of the people they meet in a destination. More than half (51%) say shared interests with locals and fellow travelers are the most important factor in fostering inclusion, while fewer than a third considered a destination's racial or ethnic makeup significant.

This challenges the assumption that multiethnic travelers primarily seek destinations that reflect their racial identity. Instead, they're drawn to places where they can form genuine connections. Whether bonding over a love of local cuisine, engaging in outdoor activities, exploring art and culture or participating in community events, shared interests foster meaningful interactions that transcend demographics. In short, inclusion is best built through commonalities and a welcoming, open atmosphere.

SEEKING VS AVOIDING



An illustration of a winter mountain scene. In the foreground, three hikers with large orange backpacks and trekking poles are walking on a snowy path. The background features a range of snow-capped mountains and several tall, dark evergreen trees. The sky is a pale, hazy blue.

Seeking vs Avoiding

For multiethnic travelers, feeling included is an important factor when choosing a destination. However, our research found that only 10% actively avoid places they perceive as unwelcoming. This highlights a key distinction: most travelers aren't focused on avoiding negativity — they're drawn to destinations that offer positive, inclusive experiences.

RATHER THAN CENTERING
CAMPAIGNS AROUND RISK AVOIDANCE,
MARKETERS SHOULD HIGHLIGHT
UNIVERSALLY APPEALING ASPECTS

In other words, multiethnic travelers may visit destinations where they could feel unwelcome if those places offer experiences that interest them. They

just might not actively seek those places out. This insight underscores the need for DMOs to focus less on countering perceptions of exclusion and more on amplifying what makes their destinations feel welcoming. Rather than centering campaigns around risk avoidance, marketers should highlight universally appealing aspects like engaging activities, meaningful experiences and connections with others.

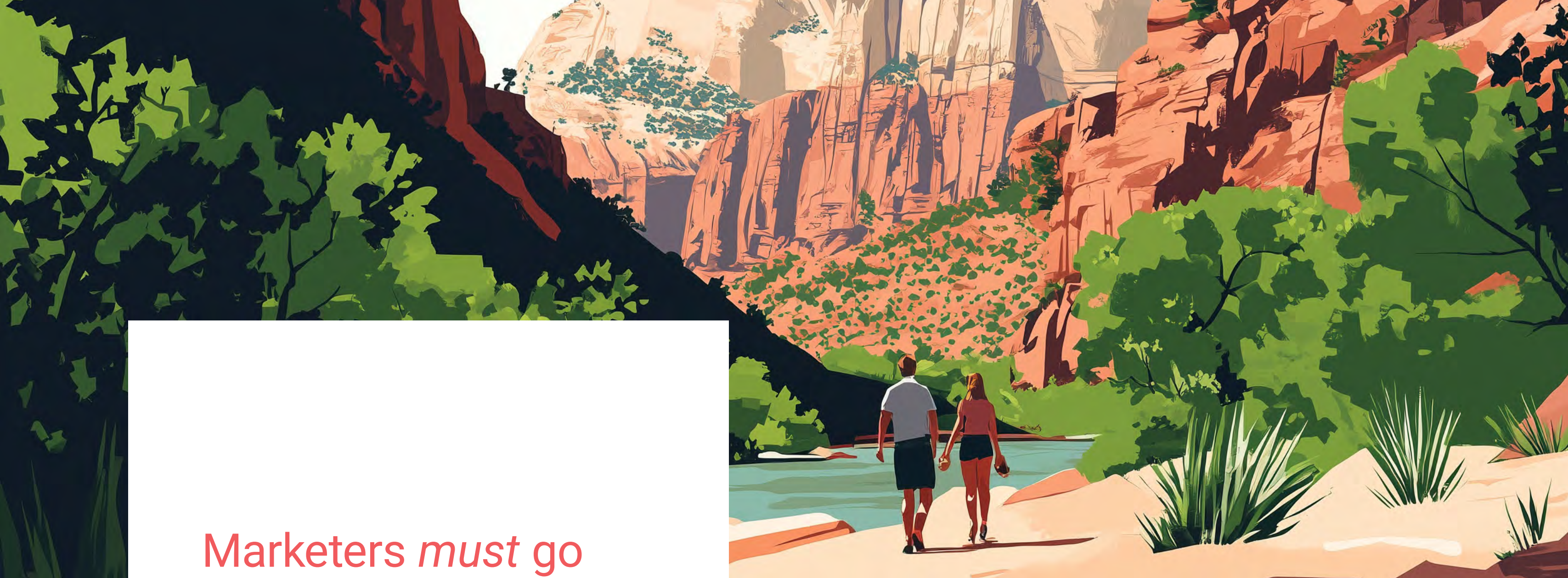
By demonstrating inclusivity through actions rather than words — whether through diverse local stories, community-driven events or accessible, welcoming spaces — destinations can create an environment that naturally attracts diverse travelers. The focus should be on fostering a sense of belonging through authenticity and shared experiences, ensuring every traveler feels both welcome and genuinely wanted.

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THE WAY FORWARD

SECTION

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Marketers *must* go beyond surface level representation

The findings of this study outline a clear path for travel marketers seeking to engage multiethnic travelers. At its core, travel is about connection — both to people and to places — and its appeal transcends demographic boundaries. Multiethnic travelers are most drawn to destinations that offer meaningful opportunities to explore new perspectives, engage in enriching activities and create lasting memories. To foster these connections, marketers must go beyond surface-level representation, embracing inclusion that resonates through shared interests and authentic storytelling.

The following recommendations offer actionable strategies to build trust, inspire curiosity and attract a broader, more diverse audience.

01

Focus on Interests, Not Identities

Highlight activities and experiences that define your destination, such as outdoor adventures, culinary tours or cultural festivals. For example, promote a food trail that explores the region's diverse cuisine or a guided hike to a scenic, lesser-known spot. By centering campaigns on shared interests, DMOs create connections that transcend identity and resonate authentically with diverse audiences.

02

Leverage Local Voices

Collaborate with local residents to share their perspectives, from cultural traditions to personal experiences and recommendations. Feature a local artist hosting a workshop or a farmer sharing stories of the region's agricultural roots. This approach fosters authenticity, builds trust and ensures that campaigns reflect the destination's genuine character.

03

Celebrate Tangible Proof of Inclusion

Showcase real examples of inclusivity within your destination. Highlight multiethnic-owned businesses, promote community events that celebrate diversity or share testimonials from underrepresented travelers. For instance, share the story of a cultural tour led by an indigenous guide, amplifying underrepresented voices while promoting authentic experiences. These proof points demonstrate a tangible commitment to inclusion and invite travelers to engage meaningfully.

04

Avoid Forced Representation

If your destination doesn't have a highly diverse population, don't try to manufacture one for marketing purposes. Instead, focus on authenticity and ensure that the focus of your message leans into your emotional promise and sense of place. For example, highlight a small-town destination's warm hospitality or rich history rather than projecting an image of diversity that doesn't reflect the reality of your community. Authenticity builds trust.

05

Tap Into Universal Emotions

Center marketing campaigns around the emotions all travelers share, such as joy, wonder and connection. Highlight moments like families marveling at a sunset, friends connecting at a festival or solo travelers finding peace in nature. Or show a couple enjoying a guided sailing trip, leveraging the exhilaration of trying activities they may never have considered before. By centering campaigns on feelings rather than identities, DMOs appeal to what truly motivates all travelers.

06

Amplify Welcoming Experiences

Shine a light on the aspects that make your destination inviting and open to all. Highlight welcoming markets, warm interactions with locals or events that bring communities together. For instance, feature a story about a family welcomed by a local guide who shared insider tips and made them feel at home. This shifts the focus to positivity and inclusion, inspiring travelers to visit.

07

Offer Opportunities for Novelty

Promote activities that help travelers explore new interests or fulfill lifelong dreams. Market experiences like pottery-making with a local artisan, stargazing in a dark-sky preserve or tasting unique regional dishes. Highlight a hidden waterfall hike or a seasonal harvest festival. These opportunities position your destination as a place for transformation and discovery and will attract all audiences, diverse ones included.

08

Set Honest, Transparent Expectations

Be up-front about what travelers can expect from your destination, avoiding over-promises. For example, if your destination is known for its charm but has limited accessibility, communicate this empathetically while celebrating its strengths. If your destination happens to lack diversity in the local population, don't try to sell a story that purports otherwise. Transparency builds trust and ensures that visitors are prepared and feel valued. Remember, multiethnic audiences aren't looking for validation by other minorities like themselves, they're looking for novel experiences and meaningful connections.

09

Measure, Learn & Evolve

Inclusion isn't static. Regularly gather feedback from diverse travelers to assess what's working and identify gaps. Use tools like surveys, social media listening and focus groups to gain insights. For instance, if travelers express interest in more cultural tours, partner with local historians to create new offerings. Adapting based on real feedback keeps your destination relevant and engaging.



A Final Note

Throughout this report, we've explored the limitations of relying solely on racial representation to engage multiethnic travelers. While representation can influence travel decisions, it is rarely enough on its own. When done in ways that feel tokenistic -- as it often is -- it risks doing more harm than good.

To better engage multiethnic audiences, DMOs must move beyond surface-level representation and embrace strategies rooted in authenticity and inclusivity. Highlighting shared interests, one-of-a-kind experiences and the universal motivations for travel is not only more effective -- it's essential to building real connections with diverse audiences.

By focusing on what makes a destination genuinely special and fostering a welcoming environment for all travelers, DMOs can inspire visitation while earning trust across all audience groups.

If you're ready to create campaigns that connect authentically with multiethnic audiences and drive meaningful engagement, Noble Studios can help. As experts in crafting inclusive, data-informed marketing strategies, we'd love to collaborate with your team to bring your destination's story to life. Get in touch with us today to start the conversation.

Thank You!

Research Methodology

The research was conducted among a sample of 1,200 respondents, who were split evenly among Asian, Black and Hispanic/Latino respondents. All participants were randomly selected from a pool of over 15 million U.S. residents. All respondents met the criteria of going on overnight leisure travel (domestic or international) at least once per year.

The survey was deployed fully online, using best practices to ensure anonymity and mitigate fraud. The study carried an overall margin of error of +/-4.3 points.

About



Noble Studios is an award-winning creative digital performance marketing agency that helps organizations in Travel & Tourism and B2B Tech achieve inspiring results. Since 2003, we have completed work for global brands such as Travel Nevada, Tahiti Tourisme, Yosemite Mariposa County, Visit Lake Tahoe, Santa Monica Travel and Tourism, Visit San Luis Obispo, the Cotswolds and more.

From our offices in Reno, Las Vegas and Bristol, U.K., we offer brand strategy, web design and development, search engine optimization, creative services, content marketing services and paid media marketing. Noble Studios, named an AdAge Best Places to Work, is an approved Google Analytics Certified Partner (GACP), Google Premier Partner and Zartico Partner. Let's Be Better Every Day!



Wiser Insights Group is a cutting-edge consumer insights research consultancy blending hard data with behavioral science to paint a more complete picture of consumer behavior and its influence on brands and product categories. Through an array of proprietary research tools and custom-tailored approaches, Wiser provides the actionable insights which grow business activations while pinpointing opportunities to increase brand consideration and better define the space a brand can credibly own.

Wiser Insights has provided research and insights for leading brands across industries like Adobe, Samsung and McDonald's. Within travel and tourism, Wiser Insights has worked with The Ritz Carlton, Club Med, Cayman Islands, Visit Lake Tahoe and the British Virgin Islands.



Uniquely Driven is a non-traditional communications consultancy focused on helping clients be seen and heard. Leveraging emerging technology and data, we craft culturally relevant messaging that connects, inspires, educates and empowers key audiences — delivering real business results.

APPENDIX

SECTION

01 02 03 04 05

LEISURE TRIP TYPE & FREQUENCY

Domestic Overnight & Weekend Trips

Overnight Getaway

Overall

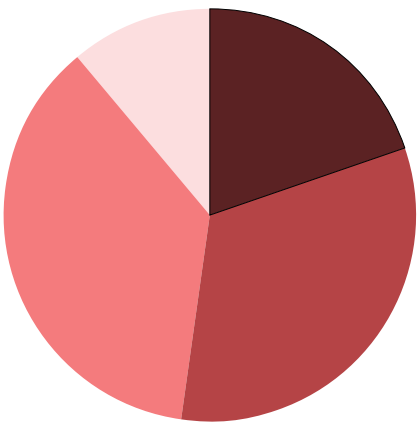
- 0 trips: 12%
- 1 trip: 28%
- 2-3 trips: 44%
- 4+ trips: 16%



Overnight Getaway

Asian

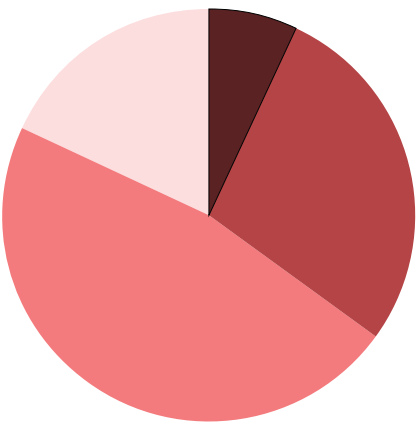
- 0 trips: 20%
- 1 trip: 33%
- 2-3 trips: 37%
- 4+ trips: 11%



Overnight Getaway

Black

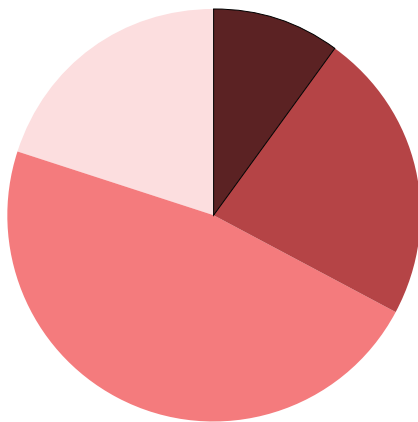
- 0 trips: 7%
- 1 trip: 28%
- 2-3 trips: 47%
- 4+ trips: 18%



Overnight Getaway

Hispanic

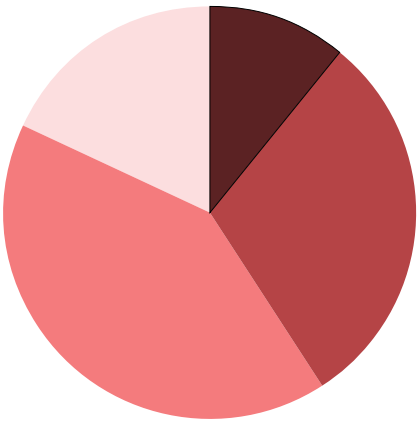
- 0 trips: 10%
- 1 trip: 23%
- 2-3 trips: 47%
- 4+ trips: 20%



Weekend Trip

Overall

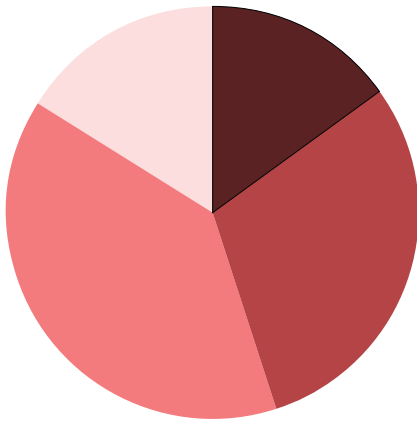
- 0 trips: 12%
- 1 trip: 28%
- 2-3 trips: 44%
- 4+ trips: 16%



Weekend Trip

Asian

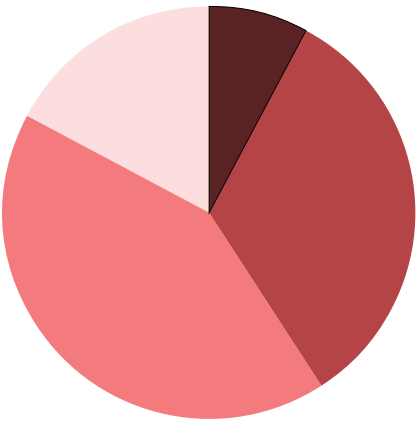
- 0 trips: 15%
- 1 trip: 30%
- 2-3 trips: 39%
- 4+ trips: 16%



Weekend Trip

Black

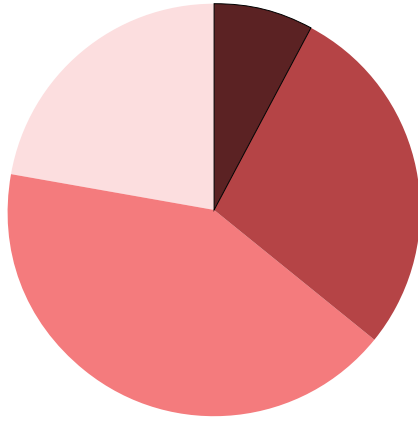
- 0 trips: 8%
- 1 trip: 33%
- 2-3 trips: 42%
- 4+ trips: 17%



Weekend Trip

Hispanic

- 0 trips: 8%
- 1 trip: 28%
- 2-3 trips: 42%
- 4+ trips: 22%



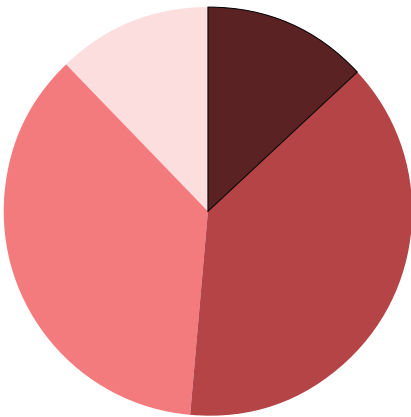
LEISURE TRIP TYPE & FREQUENCY

Domestic & International Trips of 4 Days or Less

US Vacation (> 4 days)

Overall

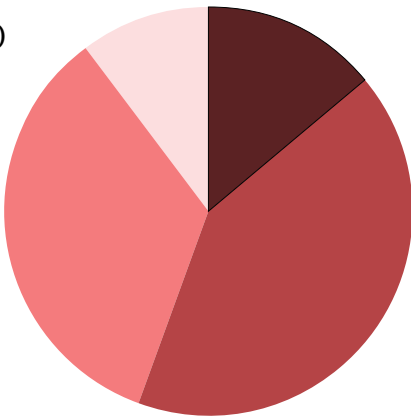
- 0 trips: 13%
- 1 trip: 38%
- 2-3 trips: 36%
- 4+ trips: 12%



US Vacation (> 4 days)

Asian

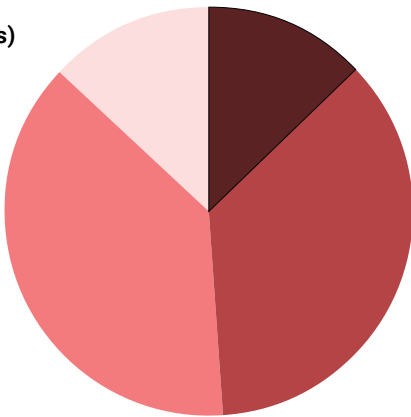
- 0 trips: 14%
- 1 trip: 41%
- 2-3 trips: 34%
- 4+ trips: 10%



US Vacation (> 4 days)

Black

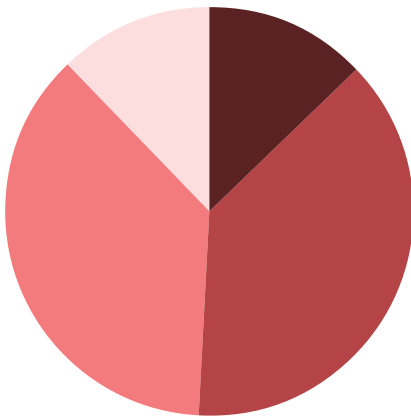
- 0 trips: 13%
- 1 trip: 36%
- 2-3 trips: 38%
- 4+ trips: 13%



US Vacation (> 4 days)

Hispanic

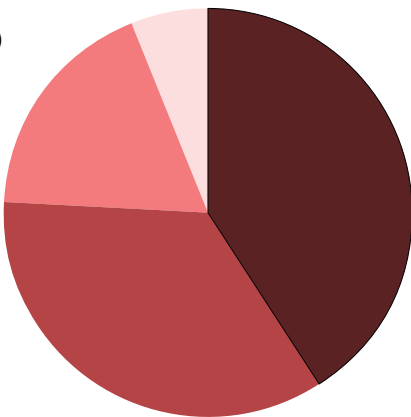
- 0 trips: 13%
- 1 trip: 38%
- 2-3 trips: 37%
- 4+ trips: 12%



Intl. Vacation (> 4 days)

Overall

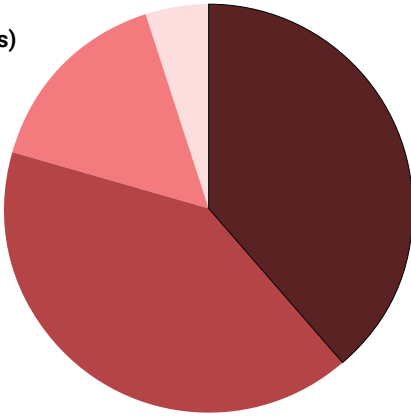
- 0 trips: 41%
- 1 trip: 35%
- 2-3 trips: 18%
- 4+ trips: 6%



Intl. Vacation (> 4 days)

Asian

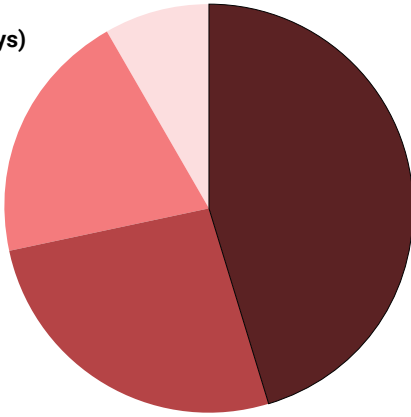
- 0 trips: 40%
- 1 trip: 42%
- 2-3 trips: 13%
- 4+ trips: 5%



Intl. Vacation (> 4 days)

Black

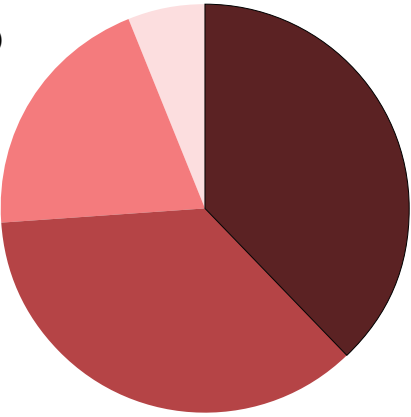
- 0 trips: 45%
- 1 trip: 26%
- 2-3 trips: 20%
- 4+ trips: 8%



Intl. Vacation (> 4 days)

Hispanic

- 0 trips: 38%
- 1 trip: 36%
- 2-3 trips: 20%
- 4+ trips: 6%



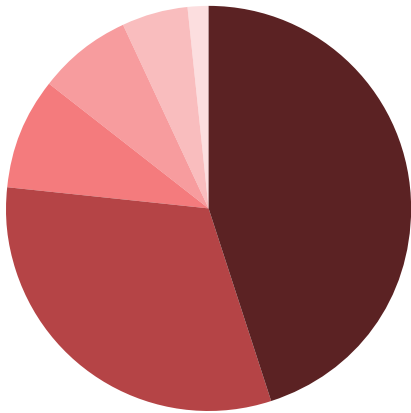
LEISURE TRIP TYPE & TRAVEL COMPANIONS

Domestic Overnight & Weekend Trips

Overnight Getaway

Overall

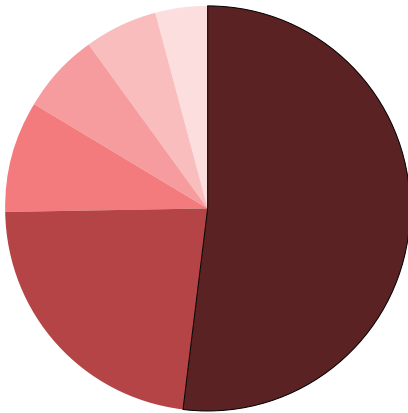
Spouse/Partner: 60%
Myself/Solo: 42%
One Friend: 12%
A Few Friends: 10%
A Group (>3): 7%
I don't do this: 2%



Overnight Getaway

Asian

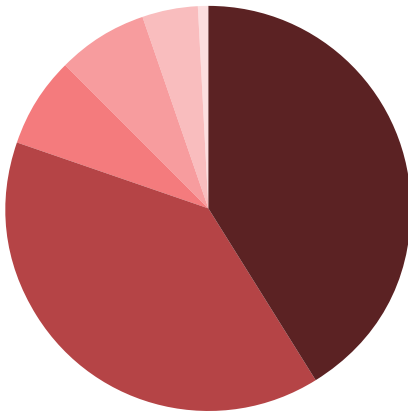
Spouse/Partner: 64%
Myself/Solo: 28%
One Friend: 11%
A Few Friends: 8%
A Group (>3): 7%
I don't do this: 5%



Overnight Getaway

Black

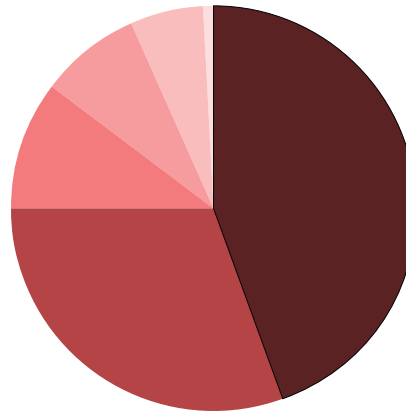
Spouse/Partner: 57%
Myself/Solo: 54%
One Friend: 10%
A Few Friends: 10%
A Group (>3): 6%
I don't do this: 1%



Overnight Getaway

Hispanic

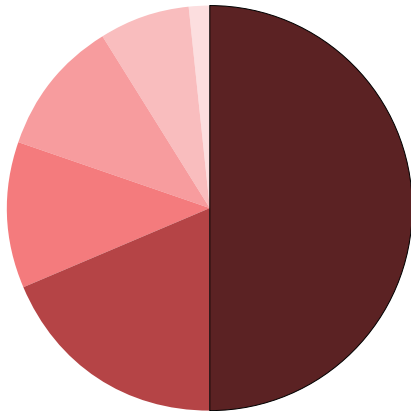
Spouse/Partner: 61%
Myself/Solo: 42%
One Friend: 14%
A Few Friends: 11%
A Group (>3): 8%
I don't do this: 1%



Weekend Getaway

Overall

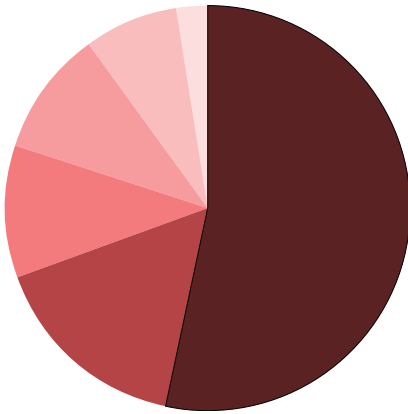
Spouse/Partner: 69%
Myself/Solo: 26%
One Friend: 16%
A Few Friends: 15%
A Group (>3): 10%
I don't do this: 2%



Weekend Getaway

Asian

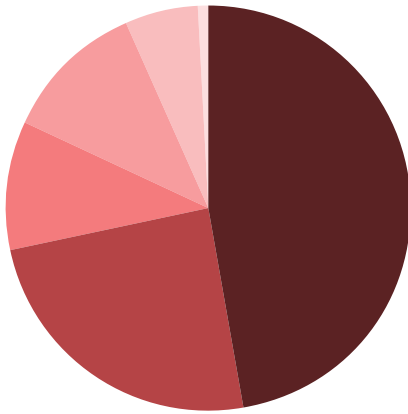
Spouse/Partner: 70%
Myself/Solo: 21%
One Friend: 14%
A Few Friends: 13%
A Group (>3): 10%
I don't do this: 3%



Weekend Getaway

Black

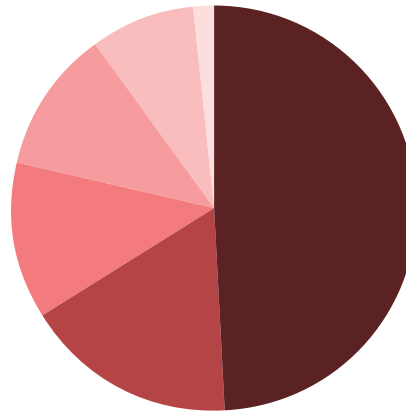
Spouse/Partner: 66%
Myself/Solo: 34%
One Friend: 14%
A Few Friends: 16%
A Group (>3): 8%
I don't do this: 1%



Weekend Getaway

Hispanic

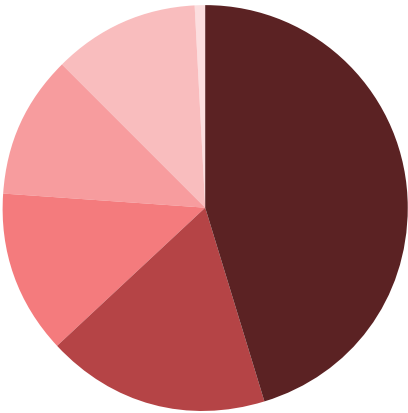
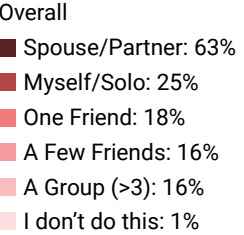
Spouse/Partner: 70%
Myself/Solo: 24%
One Friend: 18%
A Few Friends: 16%
A Group (>3): 12%
I don't do this: 2%



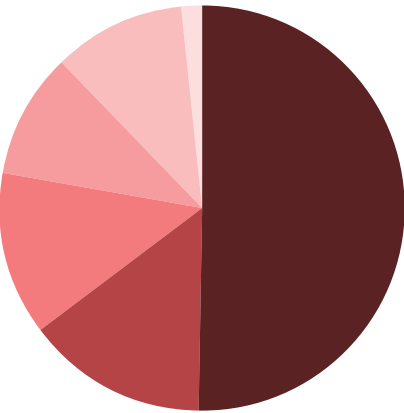
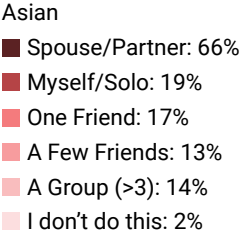
LEISURE TRIP TYPE & TRAVEL COMPANIONS

Week-long Domestic & International Trips

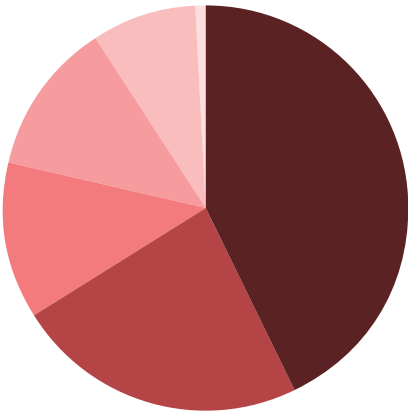
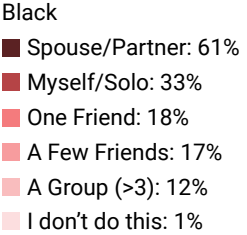
Weeklong (US) Vacation



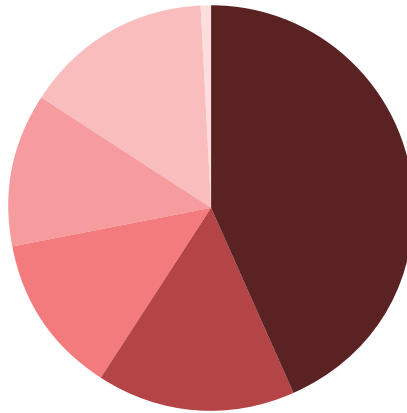
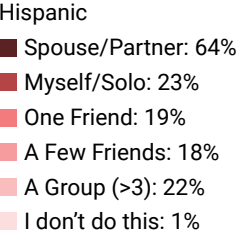
Weeklong (US) Vacation



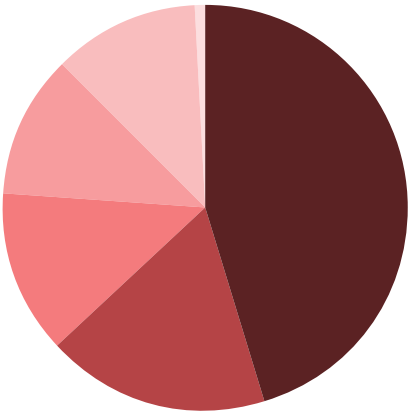
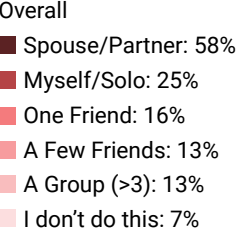
Weeklong (US) Vacation



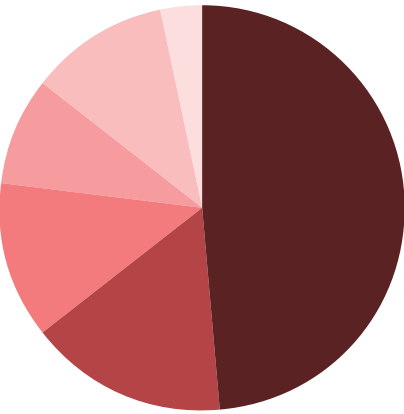
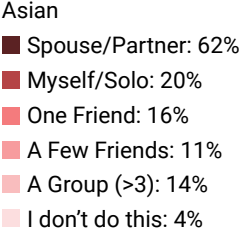
Weeklong (US) Vacation



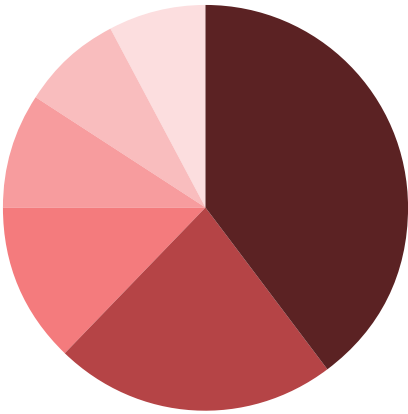
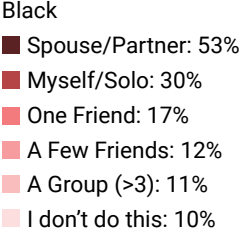
Intl. Vacation



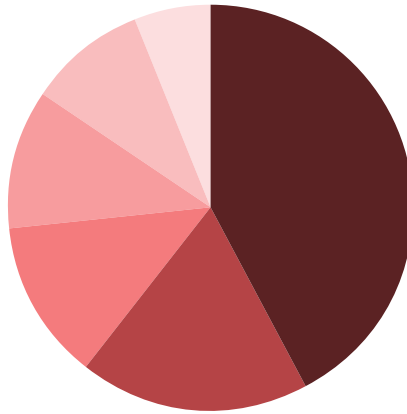
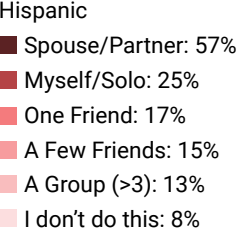
Intl. Vacation



Intl. Vacation

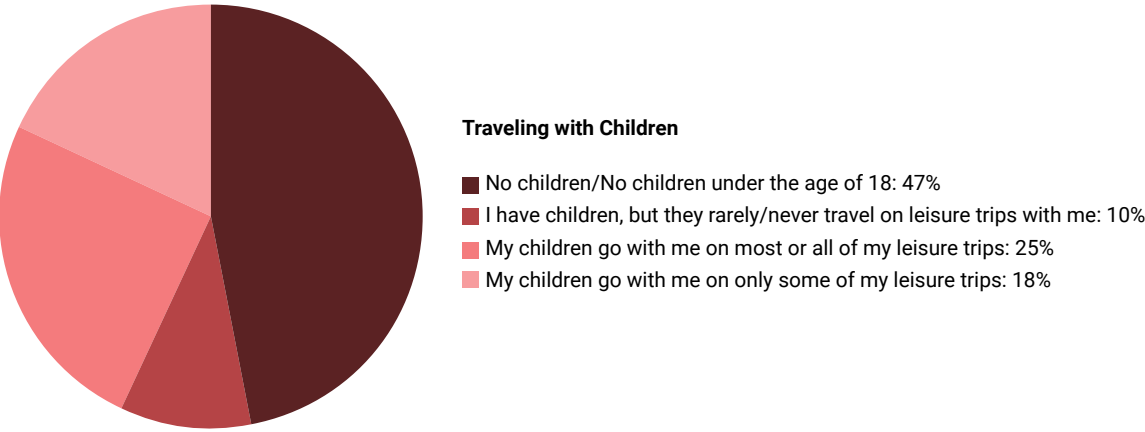
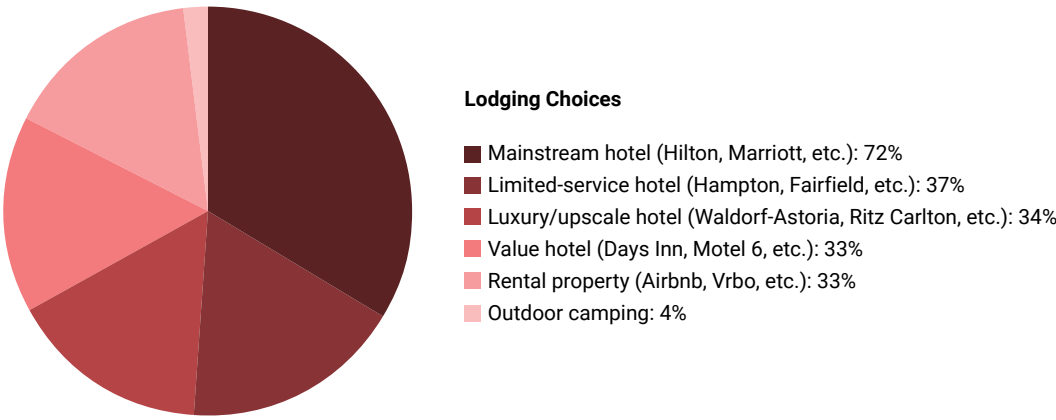
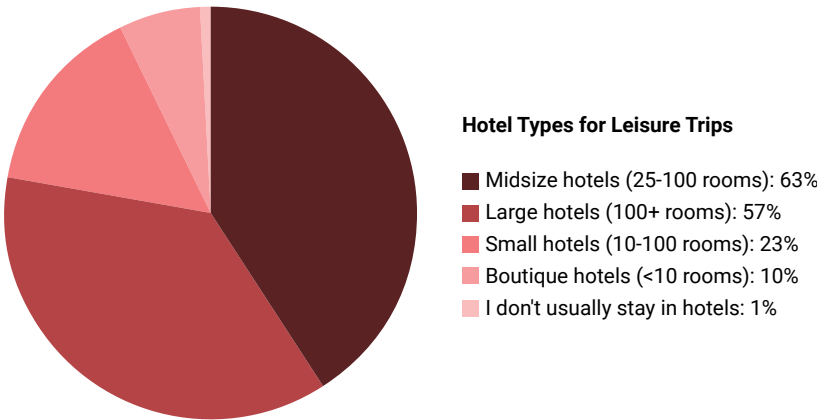
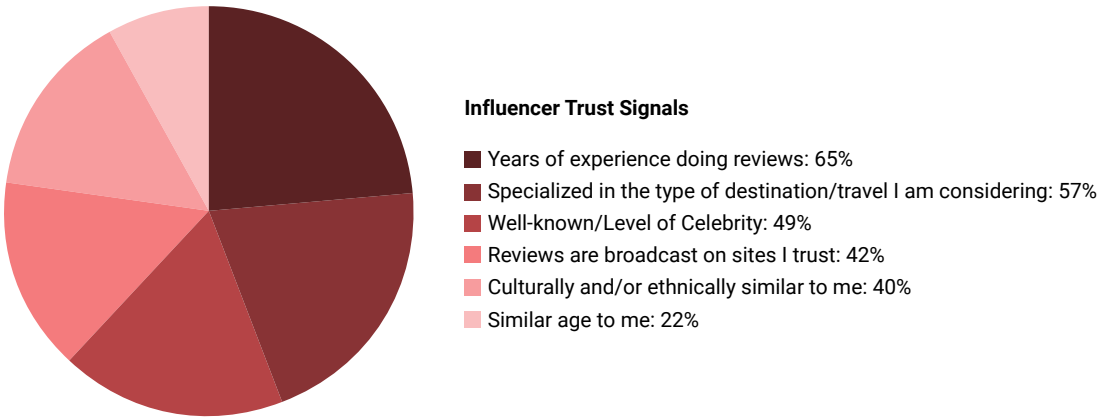
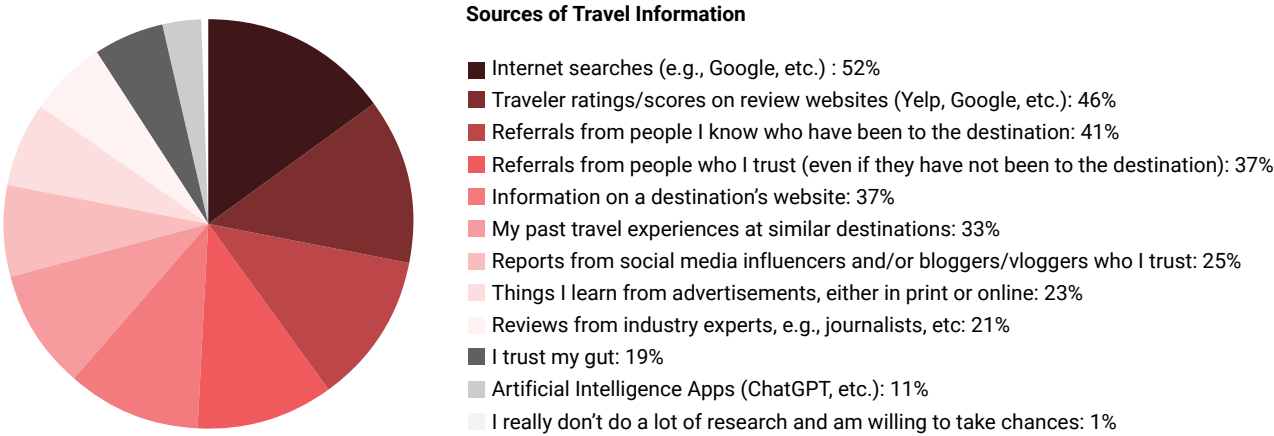


Intl. Vacation



ADDITIONAL TRAVEL METRICS

Information, Influencers, Lodging & Traveling with Children



LET'S
BE
BETTER
EVERY
DAY

noble
studiosTM

