Airbnb US Latin and Hispanic Traveler Report 2024

![airbnb]

Latin and Hispanics continue to become more significant drivers of US travel

Latin and Hispanic Travelers Drive Economic Impact and Shape Trends with Family Focus and Cultural Ties

The Latin & Hispanic community in the [US represents nearly 20% of the total US population](#)[1] and their buying power is expected to exceed $2.5 trillion by 2025 according to the latest census figures; with economic growth that is fueling a significant portion of the US economy, this community is playing a pivotal role in shaping the landscape of US tourism.

The Airbnb US Latin & Hispanic Traveler Report highlights the growing economic contributions of Latin & Hispanic travelers in the US, as well as the factors driving this trend. Based on a survey commissioned by Airbnb and Airbnb data from US guests who selected Spanish as their primary language[2], the report reveals the US Latino & Hispanic community's increasing spending power, emphasis on cultural connection, and preference for non-traditional accommodations like Airbnb to travel with family and friends. Some of the findings include:

1 Based on the U.S. Department of Health and Human Services offices. [Link here.](#)
2 While not all members of the US Latin and Hispanic community speak Spanish or opt to choose Spanish as their primary language on the platform Airbnb does not collect race or ethnicity data from users.

Increase in travel and spending

Latin & Hispanic travelers are set to increase their average annual leisure trips by 10 percent and spend approximately $180 USD more per trip compared to the last 12 months[3]. The majority US Latino & Hispanic travelers — 51 percent — are planning for more trips in the next 12 months compared to just 44 percent of non-Latino/Hispanics travelers.

> Based on this survey, the total market value of US Latin & Hispanic travelers will have an estimated economic impact of
>
> ## 165 billion dollars in 2025[4].
>
> ### Calculation:
>
> **19.1 million households x 74% travel rate x 4.2 trips x 5 nights x $557 per night.**

Family bonds fuel travel

Visiting family is the top reason for travel for 61 percent of US Latino & Hispanic travelers. Additionally, 74 percent say they travel with extended family compared to 65 percent of non-Hispanic travelers. Reinforcing this preference for family and group travel, **Airbnb data shows that 50 percent of the nights booked by US guests who chose Spanish as their primary language were for groups compared to 40 percent of bookings made by other US guests.**[5] Last May, [Airbnb introduced new features](#) that make planning a group trip easier, including shared wishlists, a new message tab and trip invitations.

Airbnb accommodations fit their travel lifestyle:

54 percent of Latino & Hispanic travelers consider Airbnb or short-term rentals for leisure trips, compared to 42 percent of non-Hispanics. Among those considering Airbnb, 59 percent of Latino & Hispanic travelers say they value the extra space for family — 6 percent more than non-Hispanics. **Additionally, Airbnb found that Airbnb guests who chose Spanish as their primary language in the US grew by 32 percent in 2023**[6].

> " We are encouraged to see US Latin and Hispanic travelers embracing Airbnb and increasing their presence within our community. We've seen Latin and Hispanic travelers are more likely to travel with family, and in response have continued to invest in making family travel on the platform easy and seamless. Listening to the needs of our community and continuing to innovate is crucial for us as we grow and earn more trust from our guests, including those within the vibrant Latin and Hispanic Community. "
>
> **- Dave Stephenson, Chief Business Officer, Airbnb.**

3 Based on the average Hispanic traveler spends $557 per day, while the average non-Hispanic traveler spends $521 per day.
4 Calculation: 19.1 million households x 74% travel rate x 4.2 trips x 5 nights x $557 per night.
5 Based on the total number of nights booked made by U.S. travelers for two or more people who selected Spanish as their default language on the platform in 2023.
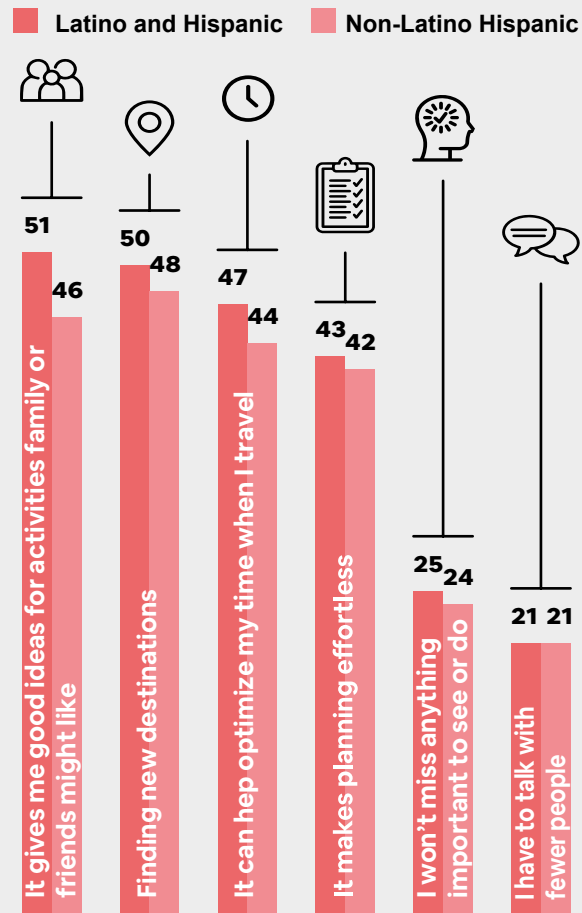6 Total guests with origin country US that selected Spanish as their default language in 2023 vs. 2022

Social media, pop culture and big events are inspiring travel

53 percent of US Latin & Hispanic travelers said they use social media to plan travel — 7 percent more than non-Hispanic travelers. Additionally, 23 percent of Latino & Hispanic travelers say they rely on TikTok, Instagram, or YouTube as their top sources for travel inspiration compared to 18 percent of non-Hispanics. Furthermore, 28 percent of Latino & Hispanic travelers are inspired by travel influencers, compared to 21 percent of non-Hispanics. In terms of trip motivations, 34 percent said they will travel to visit a location from a television show, book or a movie, and 32 percent said they will travel to see their favorite band or music venue.

59 percent of Latino and Hispanic travelers said they are already using AI or plan to use AI in the future. The number one reason for using AI for travel planning is finding good ideas for family activities, reported by 51 percent of Latino & Hispanics compared to 46 of non-Hispanics.

Reasons why US Latin and Hispanic travelers use AI to plan a trip

■ Latino and Hispanic   ■ Non-Latino Hispanic

	Latino and Hispanic	Non-Latino Hispanic
It gives me good ideas for activities family or friends might like	51	46
Finding new destinations	50	48
It can help optimize my time when I travel	47	44
It makes planning effortless	43	42
I won't miss anything important to see or do	25	24
I have to talk with fewer people	21	21

Cultural ties influence travel destinations

Latino & Hispanic travelers expressed significantly higher interest in travel to Latin America than non-Hispanics. This is driven by 74 percent saying they prioritize the culture of their intended destination and 76 percent expressing interest in traveling to Latin America to connect with their culture. **Airbnb data shows that of US travelers that selected Spanish as their primary language, 38 percent traveled to Latin America in 2023 — flikely five times more than the rest of US travelers.**

Trending Destinations

Based on the survey, Las Vegas is the top destination for US Latin & Hispanic travelers with 46 percent ranking it as the destination they most want to visit in 2025. During the last few years the city has not only launched new attractions, it also has grown the presence of Hispanic celebrities in residencies, including Christina Aguilera, who became an Airbnb host this year, and Mexican band Los Bukis, the first Spanish-language residency in Las Vegas history.

Other trending cities based on the highest growth of nights booked on Airbnb by US travelers who chose Spanish as their primary language include[7]:
- Myrtle Beach, South Carolina
- Austin, Texas
- Phoenix, Arizona

The top three most popular Latin America cities based on growth in nights booked on Airbnb by this group in 2023 were[8]:
- Florianopolis, Brazil
- Sabaneta, Colombia
- San Salvador, El Salvador

As the US Latino & Hispanic community travels more, they are influencing and redefining the travel industry. What these report findings underscore is that Hispanic travelers are not only exploring new destinations but also creating meaningful connections through their journeys.

About the survey

The survey, executed by DKC Analytics, integrates a sample of 2,000 US adult respondents who all travel for vacation / leisure at least once a year were randomly sampled. 1,000 respondents have Hispanic heritage and the other 1,000 are non-Hispanic. Each cohort has a margin of error of 3.1% with 95% confidence. It ran during August 2024.

74% of US Hispanic adults are leisure travelers. Sampling intentionally focused on eight core markets (by DMA) for purposes of regional comparison: Boston, Chicago, Houston, Los Angeles, Miami, New York, Phoenix, and San Diego. Demographics follow:
- 50% male; 50% female
- 24% GenZ, 44%Millennial. 32% 45 or older
- Median income range is $50,000 to $75,000
- 21% of responses answered the survey in Spanish

68% of non-Hispanic US adults are leisure travelers. 69% are white, 21% Black, 8% Asian, and 1% Arab. Geographic distribution of this sample is aligned with population density by US Census regions. Demographics follow
- 50% male; 50% female
- 12% GenZ, 38% Millennial, 50% 45 or older
- Median Income Range Is $50,000 to $75,000

Supporting the US Hispanic Community

As part of Airbnb's commitment to building a global community where people of all backgrounds, identities, and experiences feel welcome, we are proud to support the Hispanic community. This long-standing work includes partnering with organizations like The Hispanic Wealth Project and Hispanics in Wine to introduce people to hosting through the Airbnb Entrepreneurship Academy and supporting organizations working to strengthen Hispanic and Latino communities through the Airbnb Community Fund, including Casa Latina.

7 Based on the growth of total nights booked by US Guests that selected Spanish as their default language in 2023 vs. 2022.
8 Based on the growth of total nights booked by US Guests that selected Spanish as their default language in 2023 vs. 2022.

Findings by cities in the United States

Across the country, US Latin & Hispanics share some similarities, but their travel preferences differ by city. See key findings about US Hispanic travelers in several US cities below:

US Latino and Hispanics based in Chicago

75.6% traveled with extended family

60% expect to travel more in 2025

60% have considered Airbnb as an accommodations option

Top 3 cities they would like to visit are:

New York (42%), Honolulu, HI (41%) and Los Angeles (41%).

Top three trending cities in Latin America according to Spanish-speaking Airbnb guests in Chicago[9]:

Florianopolis, Brazil (105%), Envigado, Colombia (99%) and Antigua, Guatemala (84%).

US Latino and Hispanics based in Houston

80% traveled with extended family

50% expect to travel more in 2025

60% have considered Airbnb as an accommodations option

Top three cities they would like to visit are:

Las Vegas (58%) Honolulu (45%) and New York (35%).

Top three trending cities in Latin America according to Spanish-speaking Airbnb guests in Houston[10]:

Barranquilla, Colombia (137%), Antiguo Cuscatlán , El Salvador (90%) and Buenos Aires, Argentina (79%).

US Latino and Hispanics based in Los Angeles

66% traveled with extended family

48% expect to travel more in 2025

60% have considered Airbnb as an accommodations option

Top three cities they would like to visit:

New York (47%), Las Vegas (44%) and Honolulu (41%).

Top three trending cities in Latin America according to Spanish-speaking Airbnb guests in Los Angeles[11]:

Bariloche, Argentina (113%), Florianopolis, Brazil (84%) and Aguascalientes, México (79%).

US Latino and Hispanics based in Miami

79% traveled with extended family

52% expect to travel more in 2025

60% have considered Airbnb as an accommodations option

Top 3 cities they would like to visit:

Las Vegas (56%), New York (51%) and Los Angeles (50%).

Top three trending cities in Latin America according to Spanish-speaking Airbnb guests in Miami[12]:

Buenos Aires, Argentina (108%), San Salvador, El Salvador (96%) and Sabaneta, Colombia (86%).

US Latino and Hispanics based in Phoenix

67% traveled with extended family

57% expect to travel more in 2025

60% have considered Airbnb as an accommodations option

Top three cities they would like to visit:

Los Angeles, CA (43%), New York (41%) and Las Vegas, NV (40%).

Top three trending cities in Latin America according to Spanish-speaking Airbnb guests in Phoenix[13]:

Bogotá, Colombia (150%), Rio de Janeiro, Brazil (70%) and Nogales, Sonora (64%).

US Latino and Hispanics based in San Diego

76% traveled with extended family

64% expect to travel more in 2025

60% have considered Airbnb as an accommodations option

Top three cities they would like to visit are:

New York (53%), Las Vegas, (44%) and Los Angeles (36%).

Top three trending cities in Latin America according to Spanish-speaking Airbnb guests in San Diego[14]:

Guaymas, Sonora (102%), Cali, Colombia (75%), Juarez, Mexico (75%).

9 This refers to destinations with the highest growth in nights booked by Airbnb guests in Chicago who selected Spanish as their primary language in 2023
10 This refers to destinations with the highest growth in nights booked by Airbnb guests in Houston who selected Spanish as their primary language in 2023
11 This refers to destinations with the highest growth in nights booked by Airbnb guests in Los Angeles who selected Spanish as their primary language in 2023
12 This refers to destinations with the highest growth in nights booked by Airbnb guests in Miami who selected Spanish as their primary language in 2023

13 This refers to destinations with the highest growth in nights booked by Airbnb guests in Phoenix who selected Spanish as their primary language in 2023
14 This refers to destinations with the highest growth in nights booked by Airbnb guests in San Diego who selected Spanish as their primary language in 2023