



Adsmovil

¡De Vacaciones!

US Hispanic Vacation Trends 2012

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Methodology and Objectives:

This survey's main objective was to better understand the vacation trends among US Hispanics.

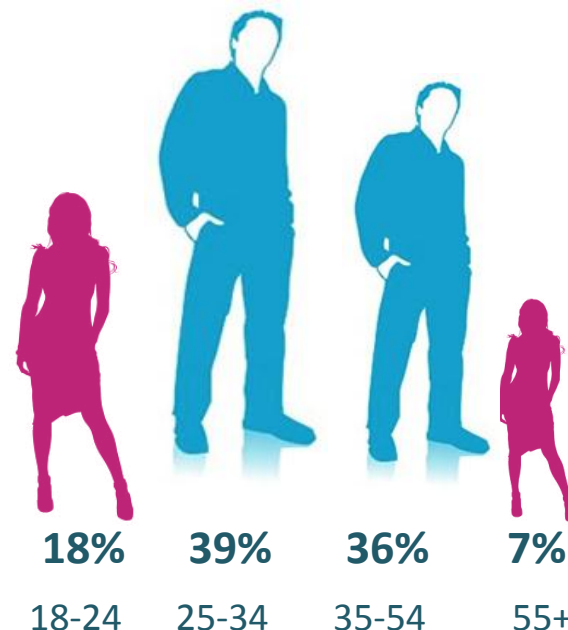
Research was conducted through mobile websites with users navigating Adsmovil's network of mobile sites

Total size of this survey:
1,046 respondents

Demographics:
63% Male; 37% Female. All bilingual.

Dates: **03/21 – 03/27**

Age Groups



Survey Highlights

57% of the respondents go on vacation at least **once a year**, while 24% never go on vacation **Q3**

Although the purchase of airline ticket using Internet is in high demand among **Hispanics (28%)**, and the purchases through **mobile Apps followed very close (23%)**, the travel agent expertise is still highly appreciated by our community, with **32% of the sample** buying their tickets using this method **Q4**

Summer time is for vacationing! 38% of our respondents prefer the warmth of the season to go on a vacation. And Christmas time (34%) is the other ideal time to take a break from work. **Q5**

There's no other place like home for Hispanics with an overwhelming **64% of the respondents choosing their home country** as their preferred destination for vacationing. Family also ruled with 67% choosing 'familia' to spend their relaxing time **Q6, Q7**



Survey Highlights

Hispanics keep their mobile phones close to them even during their vacations. **34% of Latinos use their mobile devices to brag about their vacations on Facebook or other social networks** and 30 % of them recognized that they can't live without their beloved devices **Q8**

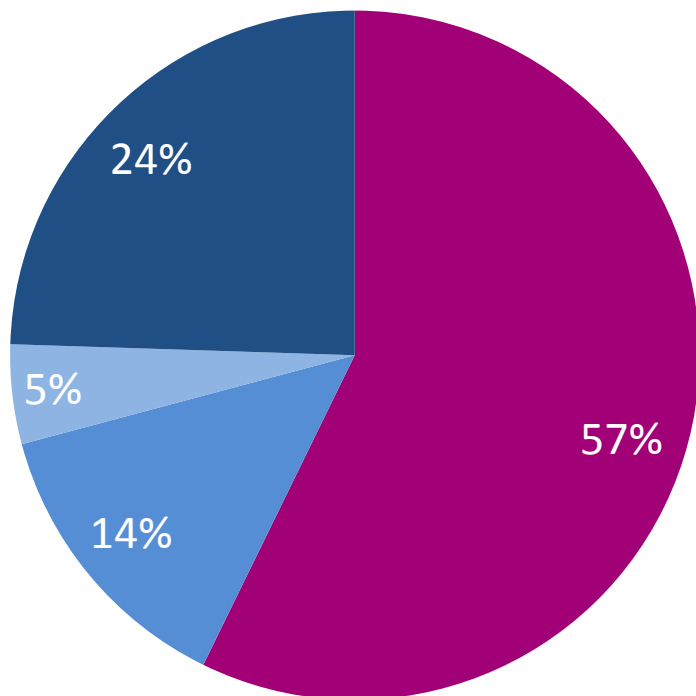
40% of the surveyed Hispanics would take vacations during 2012 and **55% of them would prefer to get to a new place/destination** during this period **Q9, Q10**



Survey Results

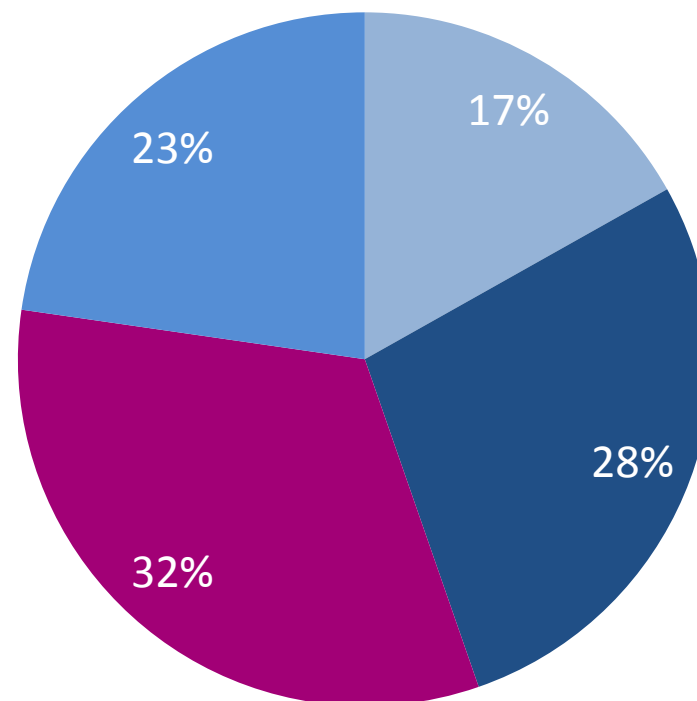
3. Vacation Frequency

1xy 1x6m 1x4m Never



4. Purchase Method

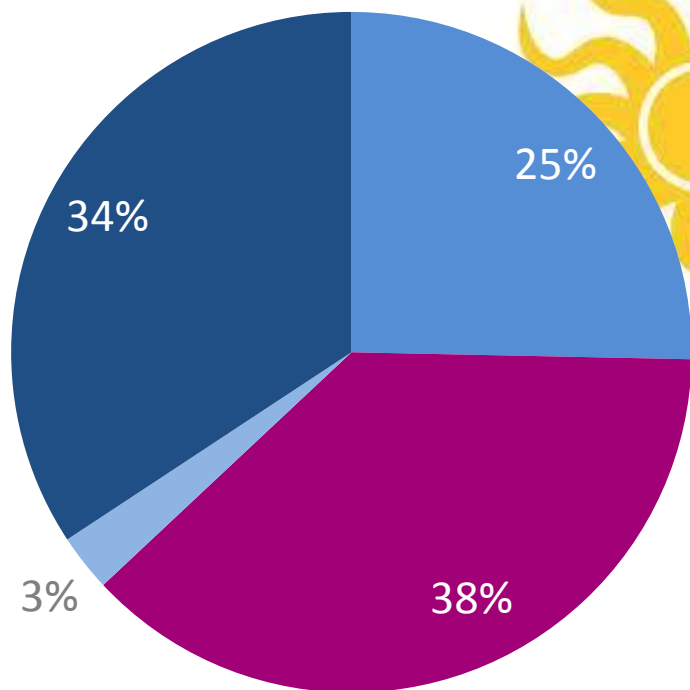
App Internet Tel Agente viajes



Survey Results

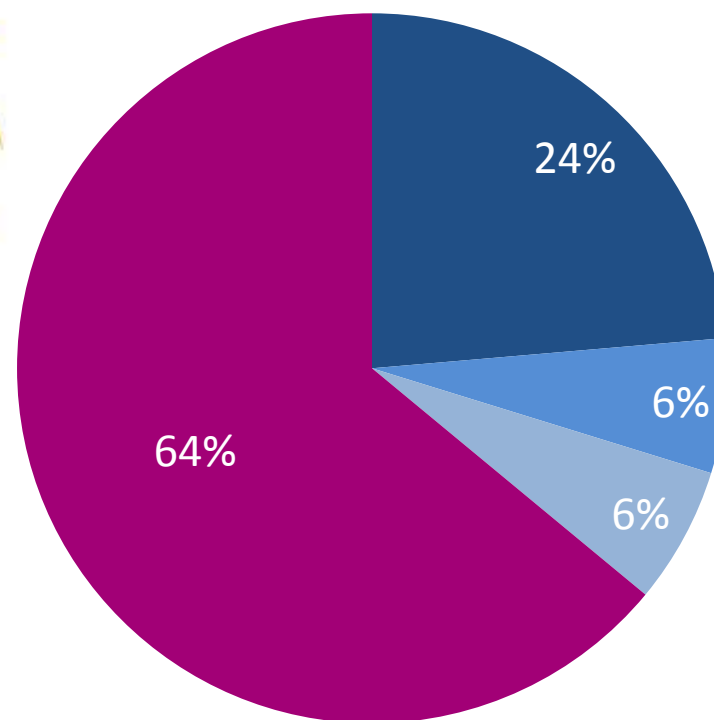
5. Time of Year

■ Spring ■ Summer ■ Fall ■ Winter



6. Preferred Destination

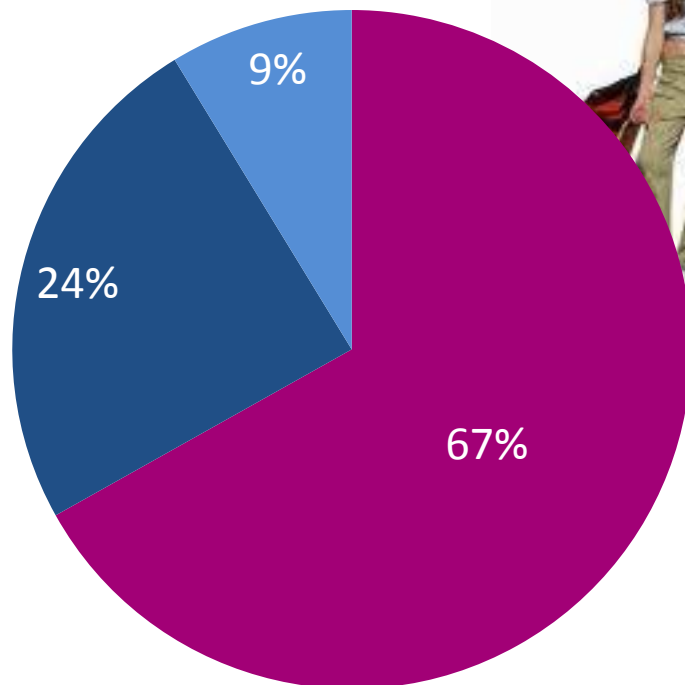
■ Disney ■ Europa ■ Crucero ■ Pais



Survey Results

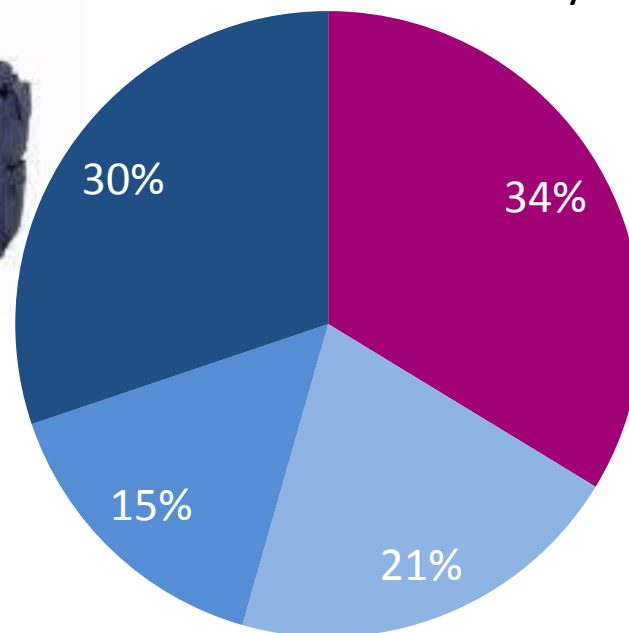
7. With whom

■ Familia ■ Pareja ■ Amigos



8. Mobile Use

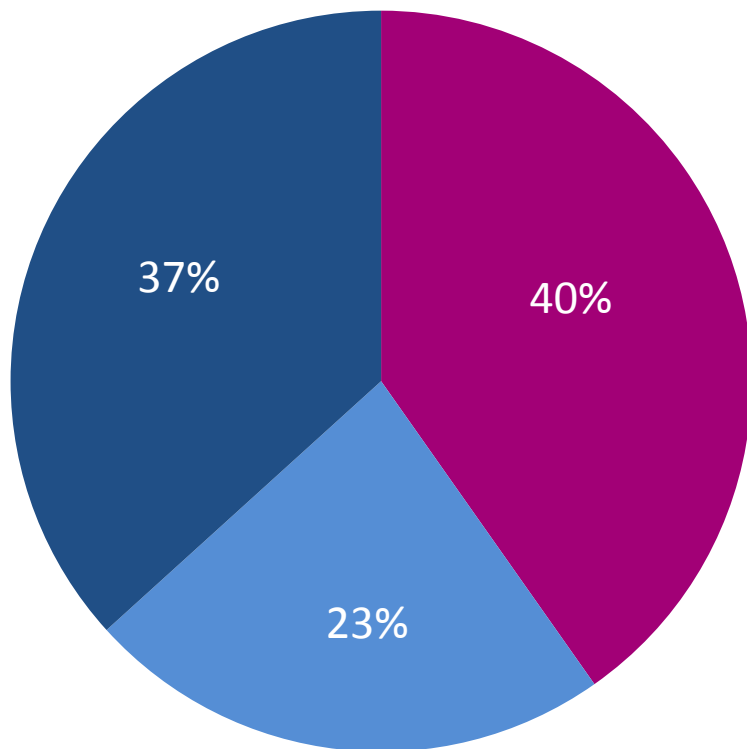
■ Networking ■ Informacion
■ GPS ■ Always



Survey Results

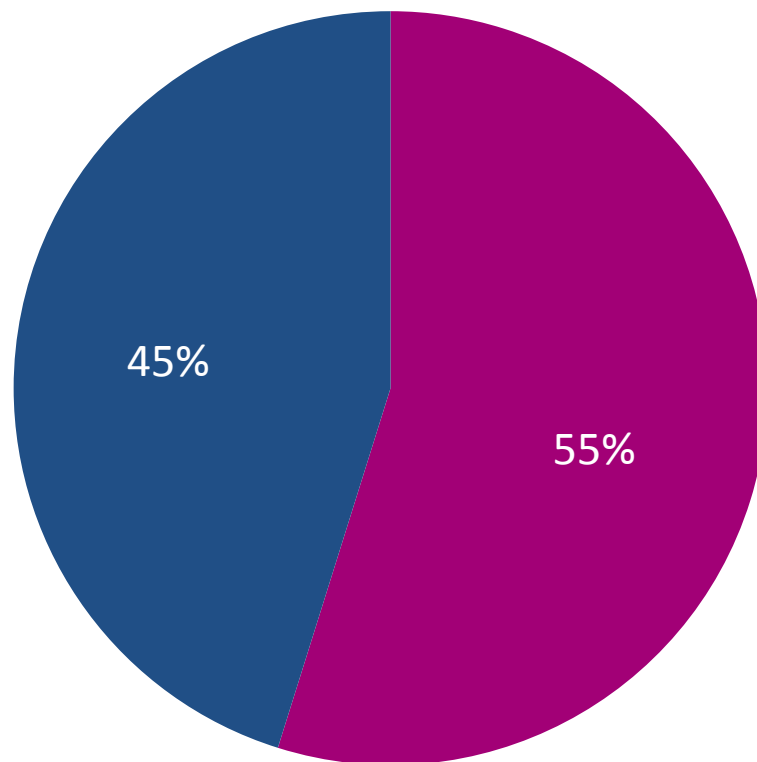
9. Vacations 2012

■ Yes ■ No ■ Maybe



10. Preferences

■ Nuevo ■ Mismo



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