

Missouri Tourism African American Research Executive Summary

**Study Conducted for the
Missouri Division of Tourism**



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EXECUTIVE SUMMARY

- The African American traveler is demographically similar to the General market traveler, but the two groups have different preferences in leisure travel. The best way to characterize these differences relates to Missouri's six traveler segments. Over half of the African American audience (53.1% compared to 28.9% of the general market) fall into either the Young & On the Go or Sophisticated Traveler segment descriptions. These two groups are younger and tend to be more sophisticated in their trip preferences.
- For the African American audience restaurants are the key attractions both when choosing a destination, and when they travel, followed by entertainment options including eating and shopping.
- Even within the African American audience there are differences in preferences that should be considered. The Young & On the Go segment in the general market reports high levels of participation in outdoor activities such as golf and boating. The Sophisticated Travelers are generally more interested in culture and history, and these may be appealing to the African Americans that fall into the Sophisticated Traveler segment.
- One of the key factors that influences travel preferences among the African American audience is lifestage and the presence of children in the home. People under 45 yrs. old are more interested in nightlife, entertainment and children's activities while those over 45 are more interested in cultural and historical sites.
- The African American audience is much more likely to fly to their destination when traveling. This will influence the best geographic markets to target, and the packages offered to the African American target.
- When African Americans travel to Missouri the average trip is between 1-3 days, and the average expenditures are about \$500 per trip, or \$225 per day. About a third of the African American visitors to Missouri were in the state to visit friends and relatives.
- The potential African American audience from the five geographic markets, Chicago, Memphis, St. Louis, Omaha and Kansas City is between 125,000 to 250,000 trips, which represents about 500,000 visitors.
- The Internet is a key source of information for the African American audience, although word of mouth is cited as the most popular source. Radio and direct mail are not viewed as strong sources of information, although they may work well to generate interest in the state.