

## **TIA 2003 Minority Traveler Survey Top Line**

**African-American** travel volume is up 4 percent from 2000 to 2002 (increasing from 72.2 million to 75.2 million person-trips), higher than the two percent increase for travelers overall during the same time period.

A majority of African-American person-trips are **for leisure (74%)**, most often **to visit friends or relatives (44%)**.

One in five (**22%**) **African-American person-trips are taken for business**, including combined business and pleasure purposes.

**Florida, North Carolina, and Georgia are the most popular Southern destinations.** Virginia and Texas are also popular destinations.

**Group tours are popular among African-Americans. Compared to travelers overall, nearly three times as many African-American person-trips involve group tours (10% vs. 3%).**

**African-American households spend \$428 per trip, on average, excluding spending on transportation to their destination.**

(Source: [The Minority Traveler, 2003 Edition](#))