



BELLA L & KIM K

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PRAD 512

AIRBNB



# CAMPAIGN PLAN

- ✦ **OPPORTUNITY:** THIS CAMPAIGN AIMS TO CREATE A LONG-TERM RELATIONSHIP WITH THE U.S. LATINX COMMUNITY OF BOTH NEW AND EMERGING TRAVEL ENTHUSIASTS.
- ✦ **TARGET AUDIENCE:** 18-26 (GEN-Z)
- ✦ **INSIGHT:** AUTHENTIC EXPERIENCES CULTIVATES BELONGING

# TARGET AUDIENCE RESEARCH

## GEN Z: 18–26 YEARS

- ✦ ACCORDING TO THE KANTAR 2021 U.S. MONITOR REPORT...
  - “88% OF U.S. HISPANICS SAY THEY APPRECIATE BUSINESSES THAT **SPEAK TO THEM IN SPANISH**, AND 87% FEEL BUSINESSES THAT MAKE A SINCERE EFFORT TO BE PART OF OR INVEST IN THEIR COMMUNITIES DESERVE THEIR **LOYALTY.**”

- ✦ 58% OF HISPANICS IN THE US ARE UNDER 34 (ADWEEK, 2024).

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- ✦ “65% OF GEN Z EXPECTED TO SPEND MORE ON LEISURE TRAVEL IN 2024 COMPARED TO LAST YEAR” (TRAVELPERK, 2024).

## CULTURAL INSIGHTS

- LANGUAGE AND LINGUISTIC ELEMENTS
- SHARED VALUES
- HOMOPHILY, PERCEIVED SIMILARITY
- LEVELS OF ACCULTURATION

# LATINX TRAVEL HABITS PT.1

## VISTAS LATINAS: A LANDMARK STUDY ON U.S. TRAVELERS OF HISPANIC DESCENT KEY FINDINGS

- 57 PERCENT AGREED THEY ARE MORE LIKELY TO VISIT A DESTINATION THAT EMBRACES HISPANIC CULTURES AND CELEBRATES HISPANIC BUSINESS AND CULTURAL CONTRIBUTIONS (MMGY GLOBAL, 2021).
- 52 PERCENT OF RESPONDENTS SAID THEY ARE MORE LIKELY TO VISIT A DESTINATION IF THEY SEE HISPANIC REPRESENTATION IN THE DESTINATION'S ADVERTISING AND/OR MARKETING MATERIALS.
- 93 PERCENT OF THE LATINX COMMUNITY STATED THEY TRAVEL WITH THEIR FAMILY (MMGY GLOBAL, 2021).
- 71 PERCENT OF LATINX TRAVELERS SAID THEY WOULD LIKE TO EXPERIENCE OTHER LATINO CULTURES AND DESTINATIONS EVEN IF IT'S NOT WHERE THEIR FAMILY ORIGINATED FROM (MMGY GLOBAL, 2021).
- 6 IN 10 HISPANIC TRAVELERS WANT TO LEARN MORE ABOUT THEIR ORIGIN AND HISTORY (MMGY GLOBAL, 2021).

## TOURISM REVIEW: US HISPANIC TOURISM WILL INCREASE BY 10% BY 2025

- ACCORDING TO A REPORT, 61% OF HISPANICS TRAVEL MAINLY TO MEET FAMILY, AND 74% OF THEM TRAVEL WITH THEIR EXTENDED FAMILY, WHICH IS HIGHER THAN 65% OF NON-HISPANICS (SLATE, 2024).
- "BIG EVENTS, POP CULTURE, AND SOCIAL MEDIA SIGNIFICANTLY INFLUENCE TRIP PLANNING FOR 53% OF U.S. HISPANICS, SEVEN PERCENTAGE POINTS HIGHER THAN NON-HISPANICS" (SLATE, 2024).
- FOR 34 PERCENT OF THIS POPULATION, VISITING A PLACE FEATURED IN A MOVIE, BOOK, OR TELEVISION SHOW IS THE PRIMARY MOTIVATION FOR TRAVEL. IN COMPARISON, 32% ARE MOTIVATED BY ATTENDING A CONCERT OR MUSICAL EVENT

# LATINX TRAVEL HABITS PT.2

## STATISTICS AND INFORMATION FROM THE AIRBNB US LATIN AND HISPANIC TRAVELER REPORT 2024

- **61 PERCENT** OF US LATINO & HISPANICS SAID SEEING OR VISITING FAMILY IS THE TOP REASON FOR TRAVELING (AIRBNB, 2024).
- **54 PERCENT** OF LATINO & HISPANIC TRAVELERS CONSIDER AIRBNB OR SHORT-TERM RENTALS FOR LEISURE TRIPS (AIRBNB, 2024).
- “AIRBNB FOUND THAT AIRBNB GUESTS WHO CHOSE SPANISH AS THEIR PRIMARY LANGUAGE IN THE US **GREW BY 32 PERCENT** IN 2023” (AIRBNB, 2024).
- **53 PERCENT** OF US LATIN & HISPANIC TRAVELERS SAID THEY USE SOCIAL MEDIA TO PLAN TRAVEL (AIRBNB, 2024).
- “**59 PERCENT** OF LATINO AND HISPANIC TRAVELERS SAID THEY ARE ALREADY USING AI OR PLAN TO USE AI IN THE FUTURE” (AIRBNB, 2024).
- THE LATINX COMMUNITY SURPASSES THE NON LATINX COMMUNITY WHEN IT COMES TO WHY BOTH GROUPS USE **AI TO TRAVEL** SPECIFICALLY FOR THE REASONS:
  - IT PROVIDES GOOD IDEAS FOR ACTIVITIES THAT FRIENDS AND FAMILIES WILL ENJOY
  - HELPS FIND NEW DESTINATIONS
  - HELPS OPTIMIZE TIME WHEN TRAVELING
  - MAKES PLANNING EFFORTLESS

# KEY CAMPAIGN MESSAGES

AIRBNB SHOWCASING THE TOP  
5 LATINX SUBGROUPS AND  
THEIR LOCAL COMMUNITIES  
ACROSS THE U.S.

BICULTURAL AND MULTICULTURAL  
IDENTITIES CAN BE EMBRACED  
THROUGH CHALLENGING  
TRADITIONAL NORMS,  
ENCOURAGING INDIVIDUALITY, AND  
REMAINING OPEN TO NEW  
EXPERIENCES.

IDENTITY AND SELF-DISCOVERY  
THROUGH EXPERIENCES CURATED BY  
AIRBNB'S INVESTMENT IN LATINX  
CULTURE, COMMUNITY, AND  
CULTURALLY IMMERSIVE EXPERIENCES

# GOAL STATEMENTS

**1. AIRBNB WILL BE THE LEADING TRAVEL LODGING COMPANY THAT SUPPORTS MINORITY BUSINESS OWNERS AND CULTURAL IMMERSION OPTIONS FOR GEN Z LATINX TRAVELERS FROM THE U.S.**

**OBJECTIVE:** GEN Z LATINX TRAVELERS WILL BE AIRBNB'S PRIMARY GROUP OF USERS.

- AIRBNB WILL INCREASE CONSIDERATION FOR TRAVEL STAY BY 6%, INCREASING TO 60% OF PRIORITY STAY

**OBJECTIVE:** AIRBNB WILL SPARK CONVERSATION ABOUT IMPACTFUL CULTURAL EXPERIENCES OF THE TOP FIVE LATINX GROUPS IN THE US.

- AIRBNB WILL PARTNER WITH FIVE LOCAL BUSINESSES PER DESTINATION TO SHOWCASE THE SPECIFIC LATINX COMMUNITY.

**2. AIRBNB WILL FOSTER A DEEPER CONNECTION WITH GEN Z LATINX TRAVELERS BY HELPING THEM TO STRENGTHEN THEIR CONNECTION TO THEIR HERITAGES.**

**OBJECTIVE:** AIRBNB WILL PARTNER WITH FIVE LOCAL LATINX COMMUNITY LEADERS THAT REPRESENT EACH OF THE SUBGROUPS

**OBJECTIVE:** AIRBNB WILL HAVE A POST SURVEY FOR GEN Z LATINX TRAVELERS TO SEE HOW MUCH BRAND RECOGNITION HAS INCREASED AND BRAND LOYALTY (INCREASED WEBSITE TRAFFIC OR SURVEY ABOUT BRAND RECOGNITION).



# STRATEGY

**TO CONNECT GEN Z LATINX POPULATION WITH THEIR CULTURAL HERITAGE AS WELL AS ONE ANOTHER  
THROUGH CULTURALLY IMMERSIVE EXPERIENCES THAT SUPPORT MULTICULTURAL IDENTITIES.**

**CHANNELS: INSTAGRAM, TIKTOK, & YOUTUBE (VIDEO ADS)**



# MEDIA TACTICS

## EARNED MEDIA

LATINX POP  
CULTURE  
NEWSPAPER &  
MAGAZINES

## OWNED MEDIA

30 SEC VIDEO

## INFORMATIONAL/ EDUCATIONAL

NEWSROOM: TRAVEL  
GUIDE

## PAID MEDIA

LOCAL INFLUENCER  
PARTNERSHIPS

## SHARED MEDIA

30 SEC VIDEO

# MEASUREMENTS OF SUCCESS

- ✦ SOCIAL MEDIA IMPRESSIONS
- ✦ SOCIAL MEDIA ENGAGEMENT
- ✦ % INCREASE IN AIRBNB STAYS IN 5  
MAJOR SELECTED CITIES
- ✦ EARNED MEDIA IMPRESSIONS
- ✦ #WHOAREYOU

✦ GRACIAS! ✦

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