

Latin American's travel during times of COVID-19

Traveling is the activity that most Latin American consumers miss the most during stay-at-home orders. As the pandemic drags on, some consumers plan to travel in the short term to get vaccinated, while others choose regional destinations or beaches. There are **3 significant traveling trends that we are observing that represent an opportunity** for the travel industry, especially airlines, hoteling, local destinations, and entertainment.



1

Latin Americans are traveling to the United States to take advantage of the vaccination campaign, where some U.S. cities are inviting them to come and get vaccinated for free.



Latin American consumers are spending around **US\$3,400** to get vaccinated in Miami. This includes: Airfare, hotel, food and car rental.¹



According to data from Aeromexico, "Passenger traffic between Mexico and the United States **increased 35% from March to April 2021**".¹



Top vaccine U.S. destinations chosen by Latin Americans are:¹

- Houston
- Dallas
- Miami
- Las Vegas

2

Mexico and the Caribbean are becoming the most popular international destinations for Americans during the pandemic.

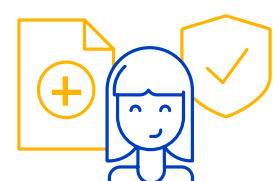


According to the U.S. Commerce Department, "In the first 2 months of 2021, **U.S. citizens took more than 800,000 trips to Mexico**, accounting for **42% of all foreign air travel by Americans** in that period".²



Top summer destinations for Americans outside U.S.:³

1. Cancun, Mexico
2. Playa del Carmen, Mexico
3. Cabo San Lucas, Mexico
4. Tulum, Mexico
5. Punta Cana, Dominican Republic



American visitors who upload a vaccination record before they arrive to some countries in the Caribbean are **exempt from a pre-arrival (PCR) test and a post-arrival rapid test**.⁴

3

Latin Americans show higher intention to vacation domestically in the short term.

45%

of consumers are eager to travel after the quarantine is over, to break the routine and relax, if it is safe enough.⁵

57%

are willing to travel somewhere near using their car, which they find safer than most options of transportation.⁵

34%

are willing to travel to a local beach is higher than traveling to an international beach.⁵

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Source:

1. NBC News. May 2021. <https://www.nbcnews.com/news/latino/covid-shot-tourism-latin-americans-are-traveling-us-vaccines-rcna909>
2. Seattle Times. May 2021. <https://www.seattletimes.com/business/boeing-aerospace/us-cuts-mexicos-aviation-safety-rating-curbng-new-flights/>
3. CNBC. April 2021. <https://www.cnbc.com/2021/04/21/summer-vacation-the-most-popular-and-top-emerging-destinations.html>
4. CNBC. June 2021. <https://www.cnbc.com/2021/04/30/places-where-vaccinated-people-can-travel-see-the-updated-list.html>
5. C-Space, Travel Intentions during the COVID-19 Pandemic. January 2021.

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