

# Majority of Black US travelers are more likely to act on representative ads

Article

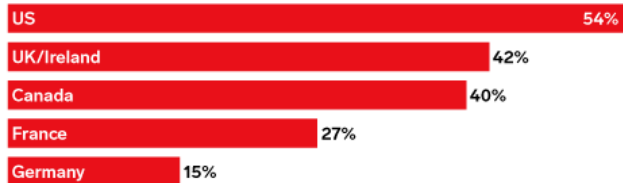
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In the US, over **half** of Black adults who traveled for leisure in 2019 said they are more likely to visit a destination if they see Black representation in its travel advertising. About **40%** of those in the UK, Ireland, and Canada agreed, while those in Germany were mostly indifferent.

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**Black Travelers in Europe and North America Who Are More Likely to Visit a Destination if They See Representation in Travel Advertising, Nov 2020**

*% of respondents*



Note: ages 18+  
Source: MMGY Global, "The Black Traveler: Insights, Opportunities & Priorities," Jan 13, 2021  
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