



How to Attract Hispanic & Multicultural Audiences

Qualitative and quantitative research was conducted to determine audience barriers, motivations and perceptions of fishing & boating, as well as media consumption and audience communication preferences.

How to Reach Them



Fishing & boating are not seen as top-of-mind or 'trendy' activities such as hiking, yoga, etc.;

Use key influencers to help portray fishing & boating as fun and engaging.



Fishing is strongly associated to a sense of connectedness to family, friends, self and nature.

Portray this through your creative executions.



Making fishing & boating more approachable by educating consumers through dual language.

Communicate this through social media, YouTube, live chats, etc.

Where to Reach Them



Social media, websites and streaming media are the top digital platforms for this audience.

Hearing about and seeing more fishing & boating imagery keeps these activities top-of-mind – specifically word of mouth on social media and listings on travel sites.



Be more inclusive in imagery; show a diverse ethnic population and stay away from masculine & solitary imagery.



Create opportunities that make it easier to experience boating & fishing (organize events, create partnerships, etc.).





Promote fishing and boating as memorable activities that foster family connection.



Hispanic audiences seek outdoor activities that provide an escape from the daily routine, good exercise, and foster a connection with nature.

Top barriers include not having equipment or a license.



Word of mouth and online searches are their top two sources of obtaining information; outdoor activities and trips are planned about a week out or less.

Boating is seen as a fun and exciting group activity, whereas fishing can provide feelings of accomplishment and relaxation.



Areas for Opportunity and Growth:



Relatability

Show a diverse mix of anglers that include younger people and females. This should apply to ALL marketing efforts, including social media, websites, and paid content.

Accessibility

Experiential opportunities: Partnerships with deal sites like Groupon on experiences that include (gear, fishing guide, etc.): the complete package.

Relevance

Use messaging and visuals that focus on making new family memories, connecting with nature, escaping the daily routine and show excitement while angling and boating.

Approachability

Educate Hispanic & multicultural audiences through YouTube tutorials, social media, licensing information, conversation, live chats, etc.

