

Domestic Travel on the Rise

Lighthouse List's State Tourism Visitor segments are perfect for marketers looking to capitalize on the post-pandemic domestic tourism boom

The effects of Covid-19 pandemic can be seen in many aspects of our lives, no more so than in the way we travel. One key change has been the focus on domestic tourism as Americans look to stay safe and stay closer to home.

A recent survey showed many plan to vacation within the US this summer, with 51.2%* planning on taking at least one road trip in their own vehicle.

Ideal for travel companies and hospitality firms alike, we have numerous on-demand US traveler audiences, ready for your next marketing campaign. All 50 States have a favorite tourist destination - simply select your perfect audience based on your chosen state or city and start marketing your products or services today.

*Erie Insurance



Check Out Our State Tourism Visitor Segments

Our top US traveler audiences include:

Est. Reach:
64,000,000

District of Columbia

Est. Reach:
30,000,000

Virginia

Est. Reach:
17,000,000

New York City

Est. Reach:
6,900,000

Mississippi



Ready to get started?

Look for **State Tourism Visitors** in the LiveRamp Data Marketplace. Additionally, our State Tourism Visitor segments can be delivered to your favorite digital platform!

For recommendations or custom queries, contact:

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We are a participant in the TAG Registry, TAG ID: d79d949c28c78e88

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