

READY TO BUY TRAVEL AUDIENCES



Target your advertising to consumers who looking for hotel offers as well as travel promotions

As the world opens up post-pandemic, consumers are increasingly booking trips, particularly air travel, cruises and international travel. If you're looking to market hotel offers, airline tickets, rent-a-car promotions or trips to far-flung locations, try our Ready To Buy Travel audiences. These responsive consumers have all responded to an email promotion or offer and purchased a product or service in your category of choice. These travel audiences include matching name and address, making them ideal for direct mail campaigns as well as via digital channels.

MAXIMIZE YOUR ROI WITH OUR READY TO BUY AUDIENCES

Target consumers who have raised their hands and signaled they are ready to travel:

- Air Travelers
- Bus Travelers
- Cruise Travelers
- Domestic Travelers
- Frequent Travelers
- Holiday Travelers
- International
- Rent-a-car Travelers
- Travelers By Brand
- Travelers By Destination
- and many more!

DRILL DOWN FURTHER

Filter by a variety of demographics, including:



Age



Gender



Ethnicity



Homeowner



Income



Location



READY TO GET STARTED?

Our Ready To Buy Travel audiences can be delivered to your favorite digital platform! Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

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