



# ROADMAP TO SUCCESSFUL TRAVEL CAMPAIGNS

It is projected that the US travel industry advertising spending would grow from 2.4B U.S. dollars in 2011 to 7.27B in 2019.\*

## TRAVEL AUDIENCE DATA

- Discount Travel
- Domestic Travel
- Frequent Travel
- Vacation / Business Travel
- International Travel

## BEHAVIORAL PROFILES

- Airline frequent flyers, Hotel Elite members
- Athletes (Hikers, Golfers, Surfers, Skiers)
- US citizens with passports
- Adventurers, Beach lovers, Business Professionals

## CPG AUDIENCE DATA

- Offline Product Purchaser - Luggage Buyer
- Offline Product Purchaser - Travel Size Item Buyer

## SMART TV VIEWERSHIP

- Viewers of the Travel Channel or specific shows like Anthony Bordin and The Amazing Race
- All Major Networks
- Mirror Clients TV Show / Network Buys Digitally

## DEMOGRAPHIC PROFILES

- Parents (all varieties)
- College Students
- Household Income Level
- Lotame's Pre-Tested DAR Optimized Audiences (Age 25-45 Male or Female)

## GEOGRAPHIC LAYERING

- County
- International - Country
- DMA

## SEASONAL SEGMENTS

Match Client Travel Promotions with Year-Round Seasonal Segments

- Summer Travel
- Spring Break
- Holiday Travel
- Cruises
- Wedding Travel

## AUDIENCE OPTIMIZER

- Campaign Optimization
- Direct Response
- Lead Generation
- Look-A-Likes

**Travelers Reached!**

\*Source: eMarketer

Did you know Lotame has over 1B uniques in our general Travel segment?

Contact Lotame at [datasales@lotame.com](mailto:datasales@lotame.com) to start building your travel audience plan today. [www.lotame.com/products/data-exchange/](http://www.lotame.com/products/data-exchange/)