

# Travel Audiences

Capture the attention of travelers as they research, consider, and purchase their next big escape.



## Adventure Seekers

What does your typical adventure tourist look like? Couples are the most likely group to embark upon thrilling getaways, making up 40% of travelers. Solo travelers and families follow suit. Women are more likely than men (51% vs 38%) to seek escapades on their own. Target the typical adventure seeker, who is ready to spend, with these sample audiences:

- Outdoor Enthusiasts
- Women Travelers
- Couples Without Kids
- Household Income - 150K-250K, 250K+



## Family Vacationers

Family travel is on the rise, with 63% of leisure trips incorporating families traveling with children, while family-related outings account for 30% of global outbound tourism trips. Get the attention of families shopping for their next big outing with sample Lotame audience segments like:

- Declared Parents
- Winter Travel
- Single Family Home
- Vacation Travel
- Summer Travel



## Luxury Travelers

Looking to attract top spenders embarking on a getaway? Demographically, luxury travelers tend to skew male and are usually somewhat older than other traveler segments. They're "news junkies" and "tech-forward," with 80% regularly consuming content from major outlets and 30% up-to-date on the latest travel technologies. Try these sample segments:

- Affluent Households
- News - TV
- News & Current Events
- Electronics & Gadgets

### Get Data Empowered with travel audiences.

Contact us to discuss other custom audience segments:

North America • [USCANdataRFP@lotame.com](mailto:USCANdataRFP@lotame.com)

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**Cookieless Activation:** Cookieless Activation: Lotame Data Exchange audiences are available on all browsers, devices, and platforms via our cookieless identifier Lotame Panorama ID™. [See case studies!](#)

**Connected TV:** All of Lotame's audiences — demo, interest, intent, and CTV viewership (US only) — are targetable on over 50 **CTV and OTT** channels globally.

Sources: Destination Analysts, Trip Advisor, eMarketer