

# Travel Audiences

The Travel Audience category consists of segments of people interested in advice and travel deals on flight purchases, accommodations, or making car reservations online - for either personal or business traveling. AudienceScience can help you provide relevant advertising to people who are interested in purchasing travel or services for vacations, cruises, and business trips. These segments are powered by AudienceScience's leading audience targeting technology.









Travel influencers are very involved with all aspects of traveling, from location to transportation and lodging. They are likely to be very active on multiple travel sites, always looking for the best deals and bargains.  
**More Information Coming Soon**

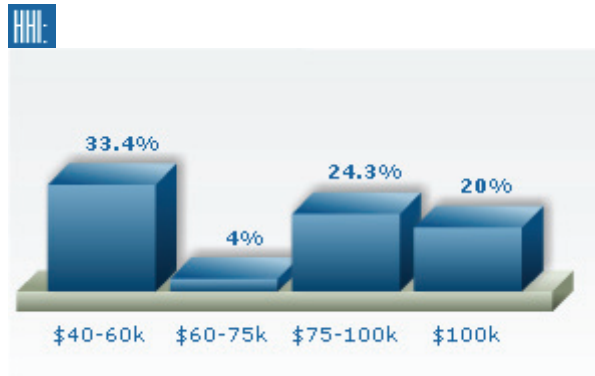
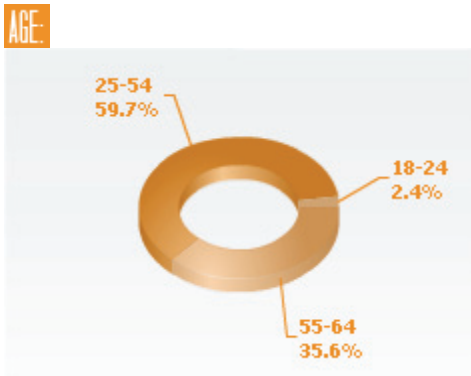


International travelers are people who have visited Web sites from locations outside and inside the US.  
**More Information Coming Soon**



Las Vegas travelers want to visit Las Vegas, and tend to visit Las Vegas web pages multiple times.

**MALE:** 41.3%  
**FEMALE:** 58.7%



**SEGMENT AUDIENCES:**

- 14.48x more likely to visit 'Business/Finance - Taxes' sites than the average internet user
- 8.51x more likely to visit 'Travel - Car Rental' sites than the average internet user
- 5.41x more likely to visit 'Travel - Hotels/Resorts' sites than the average internet user

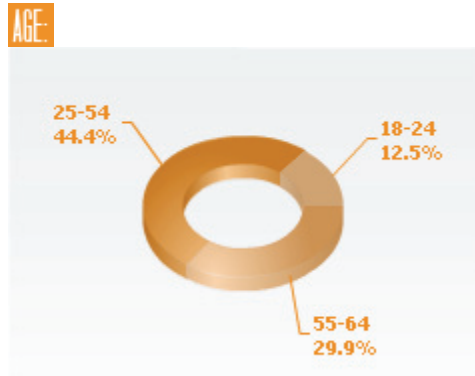


Mexico travelers are interested in putting together a vacation in Mexico.  
**More Information Coming Soon**



Orlando travelers are people researching Orlando vacations and/or Disney World and other local Orlando attractions on popular news and travel sites.

**MALE:** 67.67%  
**FEMALE:** 32.33%



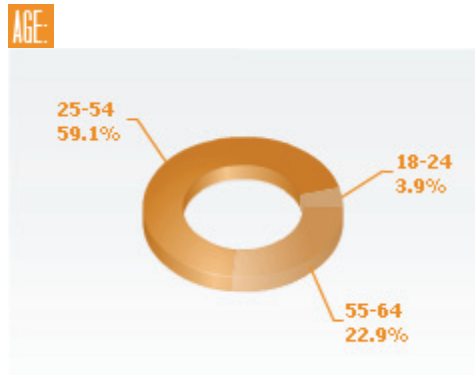
**SEGMENT AUDIENCES:**

- 4.90x more likely to visit 'Travel - Ground/Cruise' sites than the average internet user
- 2.40x more likely to visit 'Travel - Hotels/Resorts' sites than the average internet user
- 2.30x more likely to visit 'Travel - Online Travel Agents' sites than the average internet user



Summer travelers are often academics or families with school-aged children whose best time for extended trips is during the free summer months. They are interested in leisure travel, luxury vacations, and summer rentals, along with hotels, rental cars, and airfares.

**MALE:** 30.1%  
**FEMALE:** 69.9%



**SEGMENT AUDIENCES:**

- 5.65x more likely to visit 'Retail - Fragrances/Cosmetics' sites than the average internet user
- 4.78x more likely to visit 'Services - Incentives' sites than the average internet user
- 4.71x more likely to visit 'Retail - Mall' sites than the average internet user

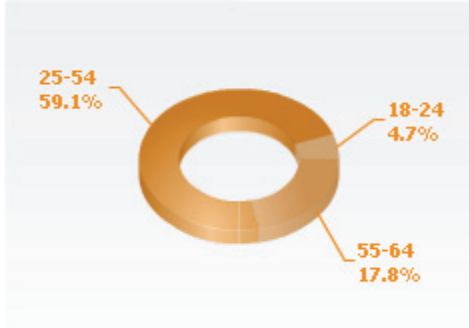
## Vt Vacation Travelers

MALE: 33.8%

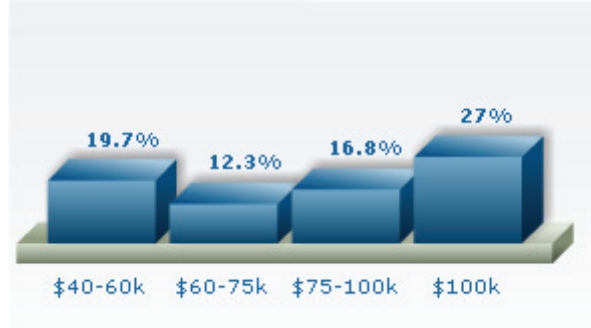
FEMALE: 66.2%

Vacation travelers are interested in leisure travel, luxury travel, cruises, theme parks, and more. They tend to plan their trips well in advance, all the way from airfare to hotels and rental cars. They also read travel articles on news sites in search of new and exciting places to travel to.

### AGE:



### HHI:



### SEGMENT AUDIENCES:

- 5.77x more likely to visit 'Travel - Transactions' sites than the average internet user
- 4.62x more likely to visit 'Retail - Fragrances/Cosmetics' sites than the average internet user
- 4.65x more likely to visit 'Retail - Food' sites than the average internet user

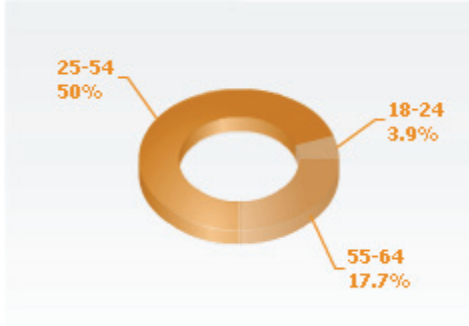
## Wv Winter Sports Vacationers

MALE: 29.9%

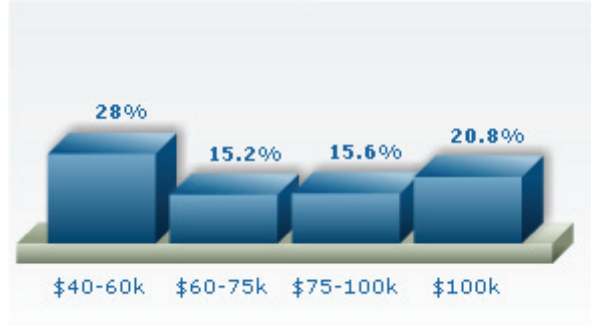
FEMALE: 70.1%

Winter sports vacationers are often interested in vacation rentals and hotels for a winter getaway. Whether they are planning to travel to a colder climate or a sunny spot, they will research locations and fares online. They will also shop for travel accessories such as luggage, and wardrobes appropriate to their destination, be it resort-wear or a down-filled snow jacket.

### AGE:



### HHI:



### SEGMENT AUDIENCES:

- 5.81x more likely to visit 'Retail - Fragrances/Cosmetics' sites than the average internet user
- 4.92x more likely to visit 'Services - Incentives' sites than the average internet user
- 2.50x more likely to visit 'Travel - Information' sites than the average internet user

