

# TRAVELERS ONLINE

2,111,607	Travelers Online	\$75.00/M
974,320	Frequent Flyers	+15.00/M
186,760	Cruises	+15.00/M

## List Description

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Approximately 90 million Americans log onto the Internet for travel and vacation planning. Nearly one third of these travelers use the Internet to book and/or pay for their reservations for airline tickets, hotels, vacation packages, cruises, rental cars, etc. Of the more than \$10 billion spent online for travel annually 70% is for airfare, 10% for car rentals and 17% for hotel reservations. Of those who book travel arrangements online, 50% are frequent flyers, 60% are male, 48% are between the ages of 35-54 and their average income is \$89,000. These individuals tend to be well-educated men and women with professional/managerial jobs. These consumers have opted in to receive promotions from third party marketers via registration on a website that sends out discount alerts and entertainment and financial news. This file can be used for travel/vacation offers, credit cards, catalog shopping, subscriptions and more! Focus USA can also supply postal addresses for these individuals. Please inquire about terms of use and e-mail broadcast procedures. **Source: opt in website registration data overlaid with mail order buyer, demographics and action data.**

## Sample Selections (please inquire about others)

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State, Zip, SCF .....	5.00/M	Postal Address .....	\$40.00/M
Age .....	6.00/M	Magazine Buyers .....	15.00/M
Income .....	6.00/M	Interest Categories(inquire) .....	15.00/M
Gender .....	6.00/M	Ethnicity .....	5.00/M
Presence of Children .....	5.00/M	Investors .....	15.00/M
Homeowners .....	5.00/M	Donors .....	7.50/M

All data have been verified and recorded, but we cannot guarantee accuracy or mailing results. FOCUS USA is a trademark.

*Please inquire about Customer Profiling, Modeling & Customer Re-Activation Analyses.*



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