



# HOLIDAY SEASON

## BRITONS ARE PACKING UP THIS SUMMER – ARE YOU CASHING IN?

Reach a huge market with summertime audiences from Acxiom. Summer travel and purchases for related activities represent billions in spending. Precisely target your client's message using these holiday audiences.

### BEACH TRAVELERS

1.4 MILLION

Ready to put their toes in the sand this summer

### CAMPING & CARAVANING

1.7 MILLION

Love to camp or caravan

### CRUISES

850,000

Ready to take to the ocean

### FAMILY PARK BREAKS

2 MILLION

Heading for fun at their favourite holiday park

### LUXURY HOLIDAY MAKERS

850,000

Choosing high-end holiday destinations

### PACKAGE HOLIDAY GOERS

1.7 MILLION

Looking for cheaper deals

### AUDIENCES WHO LIKE TO RELAX

910,000

### HOLIDAY MAKERS TAKING MORE THAN TWO WEEKS OF HOLIDAY

1 MILLION

### You can also target

- Travel audiences for specific countries including the UK, the United States, Australia and more
- More affluent travellers using MasterCard audiences
- Top-tier and frequent transactions for:
  - Summer holiday domestic travellers
  - Summerholiday international travellers
  - Cruise travellers
  - Domestic air travellers
  - International air travellers
  - Luxury travellers

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