



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 or budget seekers using both Acxiom audiences and our panel interactions
- Everything below, and much more

- Summer holiday domestic travellers
- Summer holiday international travellers
- Cruise travellers
- Domestic air travellers
- International air travellers
- Luxury travellers

Contact Data Guru at dataguru_uk@acxiom.co.uk

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