



# TRAVEL

Tap into holiday makers, cruise takers and world travellers with our travel audiences. Built using both actual and inferred data, Acxiom travel audiences provide accuracy, scale and greater ROI.

## P4: European City Breaks & UK Travel



- Travel Destination: Europe
- UK Staycations
- High Spenders on UK Holidays
- Above Average Spend on Travel
- Purchase Chanel: Online
- Bargain Hunters

## P5: Bargain Hunters



- Price comparison check
- Discount Seekers
- Purchase Channel: via Online
- Holiday Type - short breaks
- Average Spend on Travel/Holidays

## P6: World & Abroad Travellers



- Above Average Spend on Travel
- High Spenders on Holidays Abroad
- Travel Destination: USA
- Leisure Travel to Rest of the World
- Purchase Chanel: Online or Agent

More variables available by request via

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