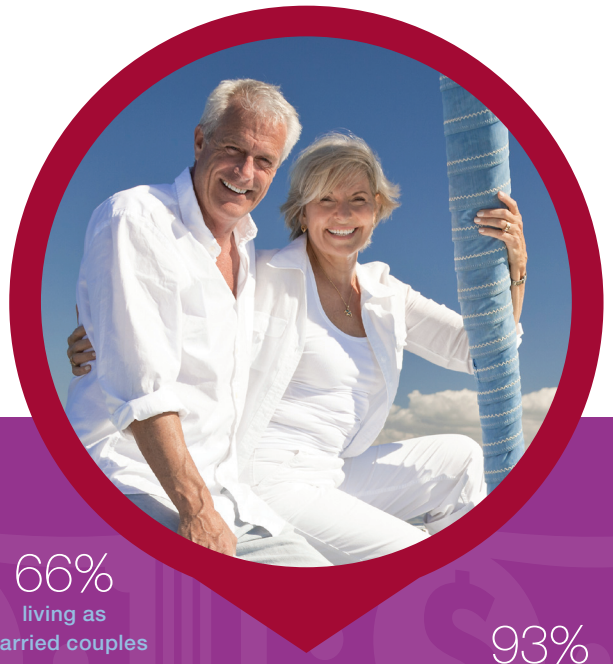


Golden Globetrotters

We're Splashing the Cash!

Labeled as "Golden" because of their high travel spending habits — not their age — this lively group is on the cusp of retirement after accruing considerable wealth throughout their professional careers, and is ready to splurge on the luxuries of international travel.



Recreational travel outside the US is fueled by many factors, starting with income. The better travel marketers can understand consumers, the better they can connect with their ideal, most interested audiences.

69% are Baby Boomers, predominant age is 55-75

\$187,550 median household income

58% of estimated income available for discretionary spending

66% living as married couples
\$500,000-\$1 million predominant net worth

70% live in major metro areas, versus small cities

93% are homeowners, with predominant home values between \$300,000 - \$750,000

We Enjoy The Finer Things and That Includes Our Vacations



Though nearing retirement, this group is far from slowing down as they're the most likely to have visited a fine dining restaurant, art gallery, museum or classical music performance in the past six months.

They also index extremely high for unconventional European destinations such as Scandinavia, the Netherlands, Eastern Europe and Russia, and they're the most likely to consider European travel in the next 12 months.



43% have traveled outside the U.S. in the last 3 years — more than any other group



Top 3 destinations are Mexico, Italy and Canada, with France, the Caribbean Islands and England close behind

16% report having taken a cruise of more than one day in the last three years, as they take more cruises than all other groups



Given their taste for luxury, Golden Globetrotters will appreciate **curated and pre-screened travel choices** that match their expectations, and they're happy to work with a travel agent to get this level of service.



This Is Important: Money Is No Obstacle — We Spend Big To Get What We Want

51% feel price is less important than convenience when traveling

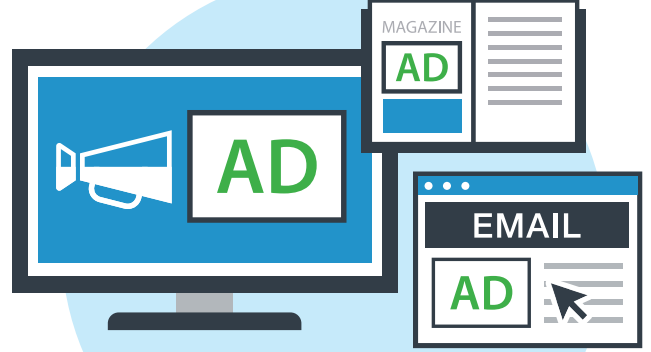
Biggest spenders of all groups, with a high proportion paying more than **\$6,000** for international trips
Most likely group to vacation through an all-inclusive package

Golden Globetrotters represent a big opportunity for social media marketers. To deepen their engagement, try addressing their affinity toward **loyalty and rewards programs** in your social media content, as this group is the most likely to be member of frequent flyer and hotel rewards programs.

VIP

We're Connected, But Not Obsessed

Having lived the majority of their lives without the Internet, this group appreciates its convenience, but doesn't live online like some other groups. Roughly 60% have Internet access through smartphones — the second lowest percentage of all groups — yet they're coming around, as slightly more report trusting the Internet over TV.



34% report being "mobile minimalists"

Just **11%** report being "mobile ad & app-happy," while **18%** report being "mobile app-happy"

23% like to receive location-based coupons on their mobile phones, yet only 11% think mobile ads provide useful information about bargains, or new products and services — the lowest rate of all groups

Ranking as the second highest TV users of all the groups studied, Golden Globetrotters may be more receptive to a **mix of traditional print and TV ads** that feature luxurious, high-end travel brands, paired with targeted emails and online content.

Invest In Deepening Our Social Media Engagement

Though Golden Globetrotters are the second least engaged group across all social media channels, those numbers should increase as younger segments graduate into this group.

Considering they have the highest number of "category influential consumers" and **third-highest "super influential consumers"** within their segment, it's well worth the investment that might be required to engage them on social media.

34% believe social media is important for helping them find local information by posting reviews and ratings online

18% think social media is important for receiving exclusive offers and other discounts

19% like to share opinions about products and services by posting reviews and ratings online

12% agree it's important to support their favorite brands on social media

Want To Learn More About Golden Globetrotters And Other Key Consumer Groups?

Equifax® and EyeForTravel Business Intelligence recently published a white paper — **US Outbound Travel in 2016: Forecasts, Consumer Profiles, Spending Patterns and Key Segments** — that examines key consumer groups and their propensity to travel outside the US based on income, lifestyle habits, purchase behaviors and more.

Contact Equifax today to get your FREE copy of the white paper.



800.210.4323
info.data-drivenmarketing@equifax.com
www.equifax.com/DDM

This infographic is the first of eight in a series highlighting consumer groups and insights featured in the white paper to help marketers strengthen performance and ROI through improved customer identification, relevancy and segmentation.

*All statistics in this infographic are derived from the white paper, US Outbound Travel in 2016: Forecasts, Consumer Profiles, Spending Patterns and Key Segments. This target group was created by examining propensity for international travel behaviors using The Economic Cohorts® segmentation system and the GfK MRI Survey of the American Consumer. This group consists of segments which are available for appending to customer files, as counts of households by market, census and postal geography, as well as digitally enabled for use in web, mobile, addressable TV and social marketing channels. Equifax and Cohorts are registered trademarks of Equifax Inc. Copyright 2017, Equifax Inc., Atlanta, Georgia. All rights reserved. EyeForTravel Limited is a registered company in England and Wales - Registered Number 06286442. 7-9 Fashion Street, London, E1 6PX, UK 17-1605