

# Travel and Hospitality Propensity Digital Targeting Segments

## KEY BENEFITS

**Target consumers online** more effectively by using estimated travel and leisure propensities

**Eliminate wasted ad spend** by ensuring more ads are served to consumers with the travel and leisure propensities you seek, and the capacity to buy

**Built using anonymous, aggregated data** collected by Equifax

## Finding the Right Audience Matters

As an online marketer, you know the importance of reaching the right audience with your ad campaigns. In fact, your success rests on it. Whether you are a luxury cruise company, an all-inclusive resort, or a family friendly tourist destination, you need to be able to target travelers with specific buying tendencies and the capacity to consume certain types of products or services.

Digital targeting segments from Equifax help online marketers market more efficiently to consumers with the specific behaviors, preferences or characteristics in their target audience. We help marketers reach consumers likely to travel to certain destinations, for specific activities, and within differing budgets.

## Our Travel and Hospitality Propensity Digital Targeting Segments

Based on our Economic Cohorts® consumer segmentation system, Travel and Hospitality Propensity Digital Targeting Segments take into account both interest and capacity to buy. Our unique buying capacity insights are driven by the Economic Cohorts methodology, which differentiates consumers by our industry-leading measures of household economics first. By combining insights into estimated household income, spending and credit with demographics, buying behaviors and product preferences, the Travel and Hospitality Targeting Segments offer a powerful tool for delivering the right message to the right audience.

Our Travel and Hospitality Digital Targeting Segments give travel and hospitality companies the option of targeting households based on their likelihood to consume certain types of products in a variety of categories.



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Protecting consumer privacy online is one of the core values of Equifax.

The segments include:

|                                  |   |
|----------------------------------|---|
| Travelers                        | Households likely to travel   |
| Theme Park Visitors              | Households likely to visit theme parks                              |
| Luxury Travelers                 | Households likely have a propensity for luxury travel               |
| Cruise Customers                 | Households likely to take a cruise                                  |
| Family Cruise Customers          | Households likely to take a family cruise                           |
| Cruise Customers - Caribbean     | Households likely to take a Caribbean cruise                        |
| Cruise Customers - Luxury        | Households likely have a propensity for luxury cruises              |
| Resort Visitors                  | Households likely to stay at a resort                               |
| Resort Visitors - Caribbean      | Households likely to stay at a Caribbean resort                     |
| 4-star Resort Visitors           | Households likely to stay at a 4-Star resort                        |
| International Travelers          | Households likely have a propensity for international travel        |
| International Family Travelers   | Households likely have a propensity for international family travel |
| Mexico - Latin America Travelers | Households likely to travel to Mexico or Latin America              |
| Europe Travelers                 | Households likely to travel to Europe                               |
| Exotic Destination Travelers     | Households likely to travel to exotic international destinations    |
| Likely Gamblers                  | Households likely have a propensity for gambling                    |
| Likely Las Vegas Gamblers        | Households likely have a propensity for gambling in Las Vegas       |

## CONTACT US

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## Our Commitment to Privacy

Protecting consumer privacy online is one of the core values of Equifax. Our Travel and Hospitality Digital Targeting Segments are estimates of likely household characteristics built using anonymous, aggregated, neighborhood level data. Our digital products do not incorporate or reveal any personally identifiable information. Nor are these segments built using any data gathered about individuals' online behavior.

