



EQUIFAX[®]

Marketing solutions for travel, hospitality, and timeshare

Advance your marketing and communications to drive revenue

Whether you call them guests, passengers, members, clients, or owners, attracting high-potential consumers, developing effective marketing programs that drive revenue, and maintaining loyalty are most likely critical for your company. Travel, hospitality, and timeshare marketers need to be able find optimal customers and efficiently market to them across multiple channels.

However, marketers are often hindered by customer databases which contain little insight on consumers' estimated financial ability to spend — and that can make it difficult to efficiently segment and communicate with various target groups.

Attract more of your ideal customers with financial insights

Integrated marketing solutions from Equifax help travel, hospitality, and timeshare companies link customer records, acquire new guests, improve campaign productivity, and create more tailored messages. Now marketers can better identify and communicate with valuable customers and prospects that are likely to have the financial and behavioral characteristics that complement your company's brands, products, and services.

For example:

- Cruise marketers can help reduce marketing costs by enhancing their segmentation systems with estimated household spending measures to better identify and market to only those consumers that are more likely to have the discretionary funds to spend on a luxury cruise or afford a premium cabin.
- Travel marketers can maximize their digital marketing budget by delivering tailored messages to only those households that are more likely to have the financial capacity and propensity for the promotion.

Key benefits

Optimize marketing budgets by pursuing consumers that are more likely to have the financial capacity to travel and spend on leisure activities, plus have the propensity for your brand, products, and services

Link customer records and deepen customer engagement by transforming offline data for use in email, web, mobile, and other digital channels

Improve marketing performance and enhance consumer profiles by augmenting segmentation frameworks, CRM systems, and predictive models with estimated consumer financial attributes

Enhance acquisition by executing omni-channel marketing efforts to high-potential households

Drive revenue by marketing premium offers, loyalty programs, and new openings to those customers who are most likely to spend on travel, hospitality, and timeshares

The foundation of our marketing solutions

Through our data-driven marketing capabilities and unique insights into household economics, Equifax enables brands to convert marketing precision into customer value. Fueled by our superior data, technology, and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the customer lifecycle — helping drive acquisitions, increase engagement and loyalty, and improve marketing ROI. For marketers, we bring confidence and empowerment to help add value to the business. For consumers, our goal is to support deeper more fulfilling relationships with brands, through more personalized and relevant experiences.

We help clients enhance, synthesize and activate customer data, turn complex insights into an understanding of customer needs, customize the customer experience with the right messages in the right channels, and meaningfully measure performance to optimize marketing spend and customer value.

Find valuable consumers that are more likely to have the estimated financial ability and the propensity to purchase your offerings.

Applications for travel, hospitality, and timeshare marketers and digital teams

Application	Implementation
Acquisition and targeting	<ul style="list-style-type: none">• Better identify high-potential prospects that are more likely to have the estimated financial ability (estimated total household income, spending capacity, likely use of credit) and propensity (travel spending, travel preferences, demographics, attitudes, behaviors) to purchase your offerings• Enhance prospect lists with estimated household capacity to spend and measures of actual travel spend• Send tailored messages to households and version creative based on likely purchase ability and travel preferences
Cross-sell/upsell, CRM, and segmentation	<ul style="list-style-type: none">• Aggregate and link internal and third-party data to create a unified view of customers• Extend customer profiles, enrich CRM databases, and enhance predictive models with estimated household financial and behavioral insights to boost segmentation
Omni-channel/digital marketing	<ul style="list-style-type: none">• Serve differentiated online ads and reach more web visitors likely to have the desired financial profile and propensities for promotions• Utilize travel specific digital targeting segments to reach more consumers that are likely to have the propensities for your offers or who have exhibited a history of actual travel spend• Better leverage your offline direct mail list online to boost conversion rates and send a more consistent message via direct mail, email, online ads, mobile, and addressable TV



Use financial insights to better identify and communicate with high-potential households through multiple marketing channels.

Marketing product suite for travel, hospitality, and timeshare

Our products enable marketers to enrich targeting and messaging through insight into households' estimated financial capacity, travel and leisure preferences, demographics, and behaviors. Our digital services help marketers better target ad campaigns and augment omni-channel marketing efforts.

Economic Cohorts®

A segmentation solution that provides a complete view of household-level economics to enhance messaging and communications

Income360® Complete

Continuous household-based dollar estimate of income uncapped up to \$2.0 million

Spending Power™

Continuous dollar value estimate of a household's likely capacity to spend, save, or invest up to \$1.2 million

Affluence Index™

A continuous household-based score of 1 to 1000 to rank and target consumers by likely discretionary funds

Spending Insights

An index score of 1 to 100 as well as digital targeting segments to help marketers reach consumers who are high spenders overall or for travel, based on actual consumer spending behavior

Financial Durability Measures

An index or dollar value that provides insight into households' likely financial resilience — meaning how likely a household is able to keep spending, plus meet current and future financial obligations, even when under financial stress

CreditStyles® Pro

Aggregated credit measures segmenting households and neighborhoods based on likely credit availability, needs, and usage

Digital Solutions

Reach online audiences that are likely to have the travel propensities and financial characteristics that are the right fit for your offers

Help empower your marketing and digital teams with advanced insights about today's travel, hospitality, and timeshare consumer

Our insights and solutions can help travel, hospitality, and timeshare companies optimize their marketing budgets and better target, acquire, manage, and retain their most valuable and loyal customers and prospects.

Contact us now to find out how our solutions can help provide your organization with powerful new insights into your customers, inform your online strategy, and enhance your communications.



Find more high-value, loyal customers, and reach them with the right message for your brand and promotions.

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