

# TargetSource®

## Travel and Vacation: CUSTOM MODELING

**Total file**                   **19,096,921**  
**TargetSource® Travel**   **\$75/M**  
**Scoring**                       **+\$18/M**  
**Selects**                       **TBD**

### TargetSource® Travel and Vacation Modeling

The **TargetSource®** database, North America's largest consumer responder database, contains 100% self-reported consumer information derived from direct response survey data from over 29 million U.S. households. This segment from the **TargetSource®** database focuses on the travel and vacation market. Reach individuals that have identified themselves as avid travelers and vacation enthusiasts and have shared information about the types of travel they enjoy.

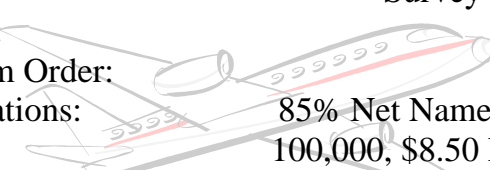
#### Modeling Opportunities:

- \*Custom Models
- \*Customer Match Modeling
- \*Response Predictive Modeling
- \*Matrix/2 Stage Modeling
- \*\*Custom Profiles

**Pricing: Free Construction with name commitment.**

#### Additional Information:

Source: Survey Respondents  
 Updated: Quarterly  
 Minimum Order: 10,000  
 Specifications: 85% Net Name on orders of 100,000, \$8.50 Run Charges  
 All Samples Must be Cleared  
 Materials: \$50/F Email, FTP  
 Cancellation Fee: \$75/F & \$8.50/M RC



#### Selects \$10/M

Business Travel	2,535,834
Canadian Travel	4,341,700
Casino Vacations	6,518,919
Cruise Ships	11,976,052
Family Vacations	3,368,821
Foreign Travel	6,265,380
Frequent Flyer	977,879
Golf Travel	4,159,603
Health Spa & Resort	1,450,008
Nascar Fan Travel	4,541,228
RV Travelers	1,067,917
Spring Break Travel	3,103,756
Theme Park Travel	1,616,788
Timeshare	3,842,442
Travel for Pleasure	5,656,932

#### Additional Selects:

Gender/Geography	\$8/M
Age/Income	\$10/M
Marital Status	\$10/M
Child Age/Gender	\$10/M
Credit Card Type	\$10/M
Collectibles	\$10/M
Electronics	\$10/M
Ethnicity	\$10/M
Crafts	\$10/M
Home and Garden	\$10/M
Investments	\$10/M
Mail Order Buyers	\$10/M
Music	\$10/M
Health and Fitness	\$10/M
Pets	\$10/M
Books and Reading	\$10/M
Sporting	\$10/M
Social Concern/Donors	\$10/M



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