

# TargetSource®

## TRAVEL AND VACATION MASTERFILE

**Total file** 17,681,903  
**TargetSource® Travel** \$75/M  
**Recency** +\$15/M

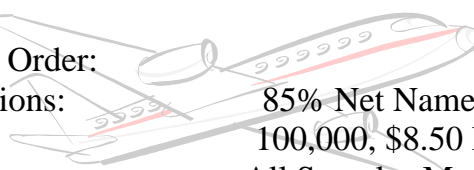
### TargetSource® Travel And Vacation Masterfile

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.

These recent **TargetSource®** survey responders are passionate about travel and welcome direct mail offers and information pertaining to this active lifestyle. Take advantage of this **TargetSource®** travel list offered by The Catamount Group, for a multitude of offers including travel and vacation offers, upscale products, apparel, travel catalogs, credit card and financial offers, entertainment, technology, business offers, consumer publications and more!

#### 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



#### 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
RV Travelers	1,067,917
Spring Break	3,103,756
Theme Parks	1,616,788
Timeshare	3,842,442
Travel for Pleasure	5,656,932
US Travel	16,389,153

#### Additional Selects:

Gender/Geography	\$8/M
Age/Income	\$10/M
Ethnicity	\$10/M
Marital Status	\$10/M
Child Age/Gender	\$10/M
Credit Card Type	\$10/M
Collectibles	\$10/M
Electronics	\$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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