

Destinations - Domestic

Ruf's Travel TargetsSM lists provide travel marketers with the ability to select lists of consumers who have been evaluated as the *highest* in increased *likelihood* to engage in travel behaviors relative to national standards. Using demographic and psychographic data in powerful consumer models, Ruf's Travel TargetsSM identify superior candidates for your travel message without the high costs of response lists or the limited counts available from self-reported survey data.

The counts listed on these pages represent the top 10% of U.S. consumer households, in terms of relative propensity for the behavior selected via each Ruf travel lifestyle model. Your Ruf representative can work with you to determine the best selection criteria to fit your needs. (Due to the frequency of updates, counts are subject to change)

Cost
\$75/M
Call for quantity discounts

Source
Cooperatively developed by Ruf Strategic Solutions and Experian

Minimum Order
\$750.
Extra charge for unlimited usage, copies, tapes and freight, call for prices.

Lifestyle Selects

<u>Travel Miscellaneous</u>	Counts
Took domestic trip in the last year	2,259,133
Took domestic trip for vacation in the last year	7,700,637
Took domestic vacation/personal trip in the last year	7,111,286
Took domestic business only trip in the last year ...	7,328,614
Took domestic trip for business & pleasure in the last year	6,812,300
Took domestic business only or business & pleasure trip in the last year	4,774,396
Took six or more domestic round trips in the last year	6,807,779
Spent more than \$3000 on any domestic trip in the last year	5,463,769
Spent \$1,500-\$2,999 on any domestic trip in the last year	4,405,862
Spent under \$1,500 on any domestic trip in the last year	6,878,889
Took four or more household members on a trip in the last year	7,359,334
Only one household member on a domestic trip in the last year	7,637,893
Stayed at an all inclusive resort during domestic travel in the last year	6,096,956
Went to beach/lake in the last year	4,562,805
Stayed at a golf/tennis resort in the last year	5,275,272
Stayed at a ski/winter sports resort in the last year	5,392,576
Stayed at a spa/exercise/weight loss resort in the last year	4,217,471
Stayed at a water sports/beach activities resort in the last year	2,395,036
Stayed at other type resort in the last year	6,237,564
<u>Used For/During Domestic Travel In The Last Year:</u>	
Plane	5,283,610
Bus	2,345,194
Rental car	5,553,207
Family or other car (not rented)	5,420,005
Boat/ship	1,911,986
Railroad	7,394,971
Recreational vehicle	2,150,299

Demographic Selects

<i>All select charges apply in addition to the base price.</i>	Price
Age	\$5.00/M
Direct mail responders	\$7.50/M
Estimated HH income	\$5.00/M
Gender	\$2.50/M
Head of household	N/C
Home owners	\$15.00/M
Geographic (state, ZIP, SCF, county, MSA, DMA, census tract/BG)	\$2.50/M
Household status (wife, elderly parent, young adult)	\$2.50/M
Length of residence	\$3.50/M
Married	\$2.50/M
Presence of children	\$10.00/M
Telephone numbers	\$10.00/M
Additional demographic selects are available ... Call for pricing	

Rental policy-- All names ordered are for one-time use; for subsequent usage/unlimited usage, call for pricing.

Sales tax-- Ruf's products and services are subject to applicable federal, state and local sales taxes.

<u>Destination</u>	Counts
<u>Traveled To In The Last Year To:</u>	
New England states	4,734,380
Middle Atlantic states	5,529,396
East North Central states	6,472,691
West North Central states	5,636,268
South Atlantic states	6,371,974
East South Central states	8,125,452
West South Central states	6,563,992
Mountain states	4,940,772
Pacific states	5,756,671
<u>Visited in the Last 3 Years:</u>	
Alaska	4,319,952
Hawaii	5,623,925