

## Destination - Foreign Travelers

Ruf's Travel Targets<sup>SM</sup> 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 Targets<sup>SM</sup> 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

#### Destination

<u>Traveled Outside Continental US During:</u>	<u>Counts</u>
January and February .....	4,721,580
March and April .....	5,336,548
May and June .....	6,113,137
July and August .....	5,563,923
September and October .....	6,519,663
November and December .....	6,857,878
Took three or more round trips in last 3 years .....	5,322,590
Spent 15 or more nights away from home .....	6,362,384
Took three or more household members on any trip .....	4,517,372
Only one household member on any trip .....	7,377,948

#### Spent On Last Foreign Trip:

Spent \$3,000 or more on any trip .....	4,432,064
Spent \$1,500-\$2,999 on any trip .....	6,393,327
Spent \$1,500 or less on any trip .....	6,366,444

#### Took a trip outside the continental US:

In the last 3 years .....	6,452,757
For vacation .....	6,755,639
For business only .....	6,460,596
For business & pleasure .....	5,668,674
3 or more trips by plane in the last 3 years .....	4,993,919
3 or more business trips by plane in last 3 years ...	6,022,508

#### Used For Travel Outside The Continental US In Last 3 Years:

Recreational vehicle .....	795,221
Rented car .....	3,143,259
Car (not rented) .....	6,254,230
Railroad .....	5,723,505
Boat/ship .....	3,947,675
Bus .....	6,981,254

#### Visited In The Last 3 Years:

Canada .....	6,155,751
Atlantic Provinces .....	6,660,051
British Columbia .....	3,188,061
Ontario .....	4,925,327
Prairie Provinces .....	5,562,806
Quebec .....	1,972,449
Mexico .....	6,476,430
Central or South America .....	6,343,181
Caribbean Island .....	3,867,654
Bermuda .....	6,806,269

Visited in the last 3 years - Continued on page 2

### Demographic Selects

<i>All select charges apply in addition to the base price.</i>	<b>Price</b>
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 ( <i>state, ZIP, SCF, county, MSA, DMA, census tract/BG</i> ) .....	\$2.50/M
Household status ( <i>wife, elderly parent, young adult</i> ) .....	\$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.

### Lifestyle Selects

#### Traveled In The Last 3 Years For Foreign Travel By:

Charter plane .....	4,045,768
First class or business class on plane .....	5,484,186
Coach class on plane .....	5,411,613
Recreational vehicle .....	795,221
Rented car .....	3,143,259
Car (not rented) .....	6,254,230
Railroad .....	5,273,505
Boat/ship .....	3,947,675
Bus .....	6,981,254

<b>Lifestyle Selects</b>		<b>Visited In The Last 3 Years: (con't)</b>	
	<b>Counts</b>		<b>Counts</b>
<b>Visited In The Last 3 Years: (con't)</b>		<b>Visited In The Last 3 Years: (con't)</b>	
Bahamas.....	4,901,111	Portugal .....	3,563,562
Puerto Rico .....	5,291,268	Greece.....	2,445,980
Jamaica.....	4,225,038	Other Western European companies .....	3,148,469
U.S. Virgin Islands.....	3,741,660	Western Europe .....	3,346,671
Other Caribbean countries.....	4,504,657	Middle East .....	6,225,202
Eastern Europe .....	6,311,536	Israel.....	2,732,863
Russia .....	3,430,610	Other Middle East countries .....	2,808,664
Other Eastern European countries .....	2,231,316	Asia.....	1,988,893
Ireland.....	3,117,198	India.....	4,611,117
United Kingdom.....	3,867,258	China .....	1,867,870
France.....	5,864,348	Hong Kong.....	2,865,151
Belgium.....	4,736,053	Japan.....	3,268,518
Germany .....	2,149,379	South Korea .....	3,298,892
Switzerland.....	4,612,026	Other Asian countries.....	2,490,961
Holland/The Netherlands.....	3,722,337	Australia/New Zealand .....	2,660,654
Scandinavia.....	3,696,895	South Pacific (Oceania).....	2,610,278
Italy .....	3,374,287	African countries .....	1,026,064
Spain.....	5,691,399		