

Hospitality

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

Total Count

115,000,000
Approx. living units

Source

Cooperatively developed by Ruf Strategic Solutions and Experian

Minimum Order

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

Updated Monthly

For counts and orders call: 800-829-8544

Lifestyle Selects

Travel Miscellaneous

	Counts
Currently enrolled in a frequent guest program for domestic hotel/motel	6,885,467
Stayed in hotel/motel 10 or more nights for business domestic travel in the last year.....	6,889,991
Stayed in hotel/motel 10 or more nights for personal/vacation domestic travel in the last year	6,678,879
Stayed in hotel/motel 10 or more nights for any domestic travel in the last year	7,781,249

Hospitality

Stayed For Domestic Travel In The Last Year At:

Best Western	7,554,373
Budget	6,847,229
Clarion	2,888,841
Comfort Inn	1,756,215
Crowne Plaza	7,787,917
Days Inn	3,125,534
Doubletree	5,125,627
Econolodge	4,434,065
Embassy Suites	3,340,972
Fairfield Inn	6,396,860
Guest Quarters	5,109,740
Hampton Inn	425,460
Hilton	6,653,137
Holiday Inns	6,071,136
Howard Johnson's	6,758,173
Hyatt	2,663,117
ITT Sheraton	4,749,523
Knights Inn	3,464,734
La Quinta	1,374,867
Marriott.....	3,875,110
Marriott Courtyard	6,541,484
Motel 6	6,131,992
Quality Inns (Court)	3,845,322
Radisson	3,621,551
Ramada Inn	4,534,040
Ramada Renaissance	5,025,481
Red Lion	1,949,877

Demographic Selects

All select charges apply in addition to the base price. 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
Geographic (state, ZIP, SCF, county, MSA, DMA, census tract/BG)	\$2.50/M
Home owners.....	\$15.00/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

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

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

Lifestyle Selects

Stayed For Domestic Travel In The Last Year At: (con't)

	Counts
Red Roof Inns.....	934,119
Sleep Inn.....	2,960,377
Super 8	2,099,890
Travelodge	4,491,553
Westin	2,673,609
Other hotel/motel for any domestic travel	3,802,825
Golf/tennis resort.....	5,275,272
Ski/winter sports resort.....	5,382,576
Spa/exercise/weight loss resort.....	4,217,471
All-inclusive resort during domestic travel	6,096,956
Water sports/beach activities resort.....	2,395,036
Other type resort	6,237,564
All-inclusive resort during travel outside the US in last 3 years.....	5,030,464