

Travel Mode - Cruises

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 Counts
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

Updated Monthly,
For counts and orders, call 800-829-8544

Lifestyle Selects

Travel Mode

<u>Cruised in the last 3 years:</u>	Counts
Took a cruise ship vacation	4,948,669

Took a cruise ship vacation in the last 3 years to:

Alaska	7,497,105
The Bahamas	3,895,038
The Caribbean	4,640,731
Hawaii	6,447,572
The Mediterranean	1,284,526
Other European destination.....	1,429,606
Mexico.....	1,319,969
The Mississippi river.....	3,064,060
South America/Panama Canal.....	440,087
South Pacific/Asia	2,316,251
Other location.....	1,918,235

Took a cruise ship vacation in the last 3 years on:

American Hawaii	1,889,335
Carnival	701,149
Celebrity	4,719,809
Crystal.....	2,577,292
Cunard	116,485
Disney	346,383
Holland American	1,187,615
Norwegian (NCL).....	3,912,378
Premier	2,906,033
Princess	176,477
Royal Caribbean	3,849,637
Royal Viking	347,339
Other cruise line	144,897

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 (<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.