

**MULTI-TRIP VACATIONERS  
POSTAL AND EMAIL**

12/20/2017

116A

List Broker Discount 25% - More Information

682,322 Total Multi-Trip Vacationers \$105.00/M  
 596,646 With Phone Numbers \$125.00/M  
 287,735 Opt-In Email Addresses \$145.00/M

**Counts thru 12/2017**

**DATE**

12/2017 UPDATED  
 12/2017 CONFIRMED

**UNIT OF SALE**

\$2,200.00 AVERAGE

**GENDER**

85% MALE  
 15% FEMALE

**SOURCES**

DIRECT RESPONSE  
 DIRECT MAIL  
 OPT-IN EMAIL

**ADDRESSING**

4 - UP CHESHIRE  
 P.S. LABELS  
 3 1/2 DISKETTE  
 CD ROM  
 E - MAIL / FTP  
 EMAIL - DEPLOYMENT  
 EMAIL - PERSONALIZATION

**SELECTIONS**

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	\$20.00/M
ZIP/SCF/COUNTY/STATE	\$7.00/M
P.S. LABELS	\$10.00/M
3 X 5 INDEX CARDS	\$35.00/M
3 1/2 DISKETTE	\$50.00/F
CD ROM	\$50.00/F
E - MAIL / FTP	\$50.00/F

**ADDITIONAL SELECTIONS**

NET WORTH	\$10.00/M
GENDER	\$5.00/M
KEY CODING	\$5.00/M
CARRIER RT. SORT.	\$10.00/M
BAR CODING	\$10.00/M
EMAIL - DEPLOYMENT	\$25.00/M
EMAIL - PERSONALIZATION	\$25.00/M

**TITLE**

**Multi-Trip Vacationers** - They Generally Take Several Trips Within The Same Year.

**DESCRIPTION**

High income, high net worth travelers who travel by air to a vacation destination a minimum of 2 X per year with an average duration of 5 days.

**PROFILE**

Average Age: 56  
 Average Income: \$160,000.00  
 Average Net Worth: \$500,000.00

**SOURCES**

Travel Agencies  
 Hotels  
 Resorts  
 Direct Mail  
 Subscriptions  
 Casinos  
 Cruise Lines  
 Investment Questionnaires  
 Telemarketing  
 Opt-In Email

**Guaranteed 95% Deliverable** | MINIMUM ORDER: 5,000 RECORDS

**Updated Quarterly**

Last Update: 12/2017  
 Next Update: 3/2018

Delivery: Within 24 Hours  
 Shipping & Handling: \$25.00 Flat Rate



**data owner:**



**ws ponton**  
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