

**MULTI-TRIP VACATIONERS
POSTAL AND EMAIL**

3/20/2018

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 3/2018

DATE

3/2018 UPDATED
 3/2018 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: 3/2018
 Next Update: 6/2018

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



data owner:



ws ponton
 DATA + MARKETING SOLUTIONS | 100 YEARS

contact:

800-628-7806 usa
 800-541-8540 canada
 412-782-1109 fax
 412-782-2360 in pa
sales@wsponton.com
www.wsponton.com
 3030 william pitt way
 pittsburgh pa 15238