

**MULTI-TRIP VACATIONERS  
POSTAL AND EMAIL**

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

**Updated**

Quarterly

**TITLE**

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

**UNIT OF SALE**

\$2,200.00 AVERAGE

**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.

**GENDER**

85% MALE  
15% FEMALE

**PROFILE**

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

**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

**SOURCES**

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

**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

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

**Updated Quarterly**

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



**data owner:**



**ws ponton**  
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