



TRAVEL TARGETSSM GOLD

To identify superior travel prospects, you need superior travel selects. That's why Ruf Strategic Solutions, the pioneer in traveler analytics and database marketing, and D.K. Shifflet & Associates, Ltd. (DKS&A), the recognized leader in U.S. travel research, have joined forces to bring you TRAVEL TARGETSSM GOLD.

TRAVEL TARGETS GOLD provides travel marketers with a robust and highly targeted prospecting database, including hundreds of traveler propensities at the household level. TRAVEL TARGETS GOLD empowers travel marketers with the best research data from DKS&A and the best analytics from Ruf for the most predictive traveler intelligence available in today's competitive marketing environment.



DKS&A specializes in market research in all sectors of the travel industry. In business since 1982, the company has accumulated a comprehensive database on travel brands by sector and traveler type. Ruf, utilizing our 30 years of statistical modeling expertise and an extensive database of millions of travelers, has incorporated DKS&A's data into a series of premium list selection models from our TRAVEL TARGETSSM product line.

TRAVEL TARGETS GOLD identifies superior prospects for your destination. Target consumer households by a combination of travel behaviors and preferences, including destination. In addition, you can add demographic selects to further fine-tune your prospect selections. For example, you could select consumers who have the highest likelihood to golf and travel to Florida, and are in a specific age range and income bracket.

You can gain additional customer insight by using our TRAVEL TARGETS GOLD variables as data appends to your current customer database. This intelligence will empower you to communicate with personalized messages, offers and advertising. You can evaluate retention opportunities across hundreds of activities and variant destinations. Ultimately, TRAVEL TARGETS GOLD data appends will enable you to **maximize your return on every campaign.**

Whether your objectives are acquisition, retention or cross selling — TRAVEL TARGETS GOLD can deliver increased response rates and improved campaign profitability.

MULTIPLE CATEGORIES FOR TARGETING POWER

Choose from a variety of travel categories and thousands of preferences, mixing and matching as needed, to obtain the greatest targeting power possible. Travel categories include:

Destinations

Choose by country, region, city, or theme park.

Travel Mode

Choose by air, drive, bus, train, or boat preferences, including the ability to choose specific brands.

Hospitality

Choose by brand, economic segment, timeshare, all-inclusive resorts, cruises, and more.

Activity

Choose from a vast variety of activity preferences, including:

- Adventure travelers (enjoy skiing, hiking, hunting, golfing, gambling, sporting events, etc.)
- Cultural travelers (attend/visit museums, concerts, festivals, etc.)
- Wellness travelers (use spas and health centers)
- Shopping travelers (prefer specific retail activities or brands)
- Business travelers (attend conventions by state or region)



Travel Value

Choose by the average length of stay, dollars spent, etc.

Seasonality

Choose travelers who prefer traveling during peak seasons or shoulder seasons.

Media

Choose media channels most likely to generate responses.

THE BEST DATA PRODUCES THE BEST INTELLIGENCE

When it comes to understanding and predicting consumer behavior, the better the input data, the better the output. By forming alliances with premier data partners like DKS&A, Ruf continues to increase the value of services we provide, insuring we can give you the freshest, most accurate and complete view available of your travelers and their preferences.

Ruf Strategic Solutions delivers a full suite of tourism-industry intelligence solutions to help organizations acquire new travel customers, retain existing travel customers, and develop one-to-one relationships to maximize profitability. Founded in 1976, Ruf enables organizations to maximize the return on their marketing investment through superior travel intelligence.



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