



# How to Target Travel Audiences





Whether your goal is precision targeting or driving brand awareness at scale, Eyeota's Travel Audience Guide is your blueprint for reaching audiences across every stage of the travel journey.

With audience data sourced from trusted partners, these segments help you connect with travelers based on interests, intent signals, past purchase behavior, travel preferences, destinations, accommodation types, and more. From luxury travelers and frequent flyers to cruise enthusiasts and family vacation planners, Eyeota offers audiences designed to connect you with your ideal travelers.

Activate these segments across all major demand-side and supply-side platforms to identify, reach, and engage your target audiences on audio, connected TV, display, digital out-of-home, mobile, and social channels.

# Uncover What's Driving Today's Travel Audiences



## Experiences Are Driving Travel Decisions

More consumers are planning trips around live events, such as concerts and sporting competitions, using them as the primary reason to travel, not just a secondary activity.

Source: eMarketer



## Sports Are a Key Part of the Travel Experience

**57%** of travelers say they're likely to attend a local sporting event while traveling, rising to 68% among Gen Z and Millennials, highlighting the growing role of experiences in trip planning.

Source: Expedia Group



## AI Is Redefining Travel Inspiration

Travelers are increasingly turning to AI-powered tools like ChatGPT and Perplexity for trip inspiration and planning, overtaking traditional sources such as travel agents, newspapers, and guidebooks.

Source: eMarketer



## Global Air Travel Continues to Grow

An estimated **5.2 billion** people are expected to travel by air, marking a **4.4%** increase year over year and reinforcing strong, sustained global travel demand.

Source: eMarketer

# Target

## General Travel Audiences

Audiences engaged with travel and holiday planning, including consumers demonstrating interest or intent in leisure, tourism, and travel-related experiences.

### Global

- Eyeota - Travel - Interest
- Global Affinity Answers - Interest - Hobbies & Interests - Travel Enthusiasts
- Global Audience Logic - Interest - Travel
- Global Bombora - B2C - B2C Interest - Hobbies and Interests - Travel
- Global ComScore - Interest - TV Genre > Travel
- Global Experian Worldview - Lifestyle - Interests - Travel and holidays
- Global ShareThis - Travel
- Global TL1MKT - Interest - Travel

### APAC

- IN Affle - Travel - Intent
- AU Dynata - Interest - Type - Traveling

### EMEA

- UK Dynata - Interest - Type - Traveling
- UK EQ Data - Interests - Foreign Travel
- UK esbconnect - General Interest - Travel
- UK GDR - Interests - Travelling
- UK Goldfish Ads - Interest - Travel
- UK YouGov - General Interests - Travel And Holidays
- DE Dynata - Interest - Type - Traveling
- ES Dynata - Interest - Type - Traveling
- ES GDR - Interests - Travelling
- FR Dynata - Interest - Type - Traveling
- FR GDR - Interests and activities - Interests - Travelling
- IT Dynata - Interest - Type - Traveling

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# Target General Travel Audiences

## US

- US Anteriad - B2C - Interest - Travel
- US Data Axle (fka Infogroup) - Consumer - Interests - Travel
- US Dynata - Interest - Type - Traveling
- US Experian - Lifestyle and Interests (Affinity) - In-Market - Travel
- US Goldfish Ads - Interest - Travel
- US Peoplefinders DaaS - Interest - Travel
- US Plunge Digital - Interest - Travel - Hotels and Lodging Location Visitor
- US Plunge Digital - Interest - General Interest - Travel - Location Visitor
- US Plunge Digital - Interest - Travel - General Travel
- US ShareThis - Affinity Solutions - Travel
- US Sovrn - Travel
- US Stirista - Travel - General Travel Enthusiasts



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# Target Audiences by Accommodation Type

Audiences engaged with travel accommodation planning, including consumers demonstrating intent toward specific hotel brands, resorts, and lodging types.

## Global

- Eyeota - Travel - Intent - Hotel
- Eyeota - Travel - Intent - Hotel - Choice Hotels
- Eyeota - Travel - Intent - Hotel - Hilton Hotels & Resorts
- Eyeota - Travel - Intent - Hotel - Hyatt Hotels & Resorts
- Eyeota - Travel - Intent - Hotel - InterContinental Hotels Group (IHG)
- Eyeota - Travel - Intent - Hotel - Marriott International
- Eyeota - Travel - Intent - Hotel - Wyndham Hotels & Resorts
- Eyeota - Travel - US Visit - Hotels
- Global Affinity Answers - Intent - Travel - Hotels & Resorts
- Global Audience Logic - Intent - Travel - Hotels
- Global Dun & Bradstreet - B2C - AI Predictions - Travel - Hotels
- Global Dun & Bradstreet - B2C - AI Predictions - Travel - Resorts
- Global ShareThis - Travel - Hotels and Accommodations
- Global TL1MKT - Interest - Travel - Bed & Breakfasts
- Global TL1MKT - Interest - Travel - Hostels
- Global TL1MKT - Interest - Travel - Hotels



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# Target Audiences by Accommodation Type

## APAC

- AU Digifish - Travel - Intent - Accor
- AU Digifish - Travel - Intent - Domestic - Motel Hotel
- AU Digifish - Travel - Intent - Quest Serviced Apartments
- AU Digifish - Travel - Intent - Sofitel
- AU Digifish - Travel - Purchased - Hotels & Resorts - Agoda
- AU Digifish - Travel - Purchased - Hotels & Resorts - Booking.com
- AU Digifish - Travel - Purchased - Hotels & Resorts - Hilton Hotel
- AU Digifish - Travel - Purchased - Hotels & Resorts - Marriott Hotels
- AU Digifish - Travel - Purchased - Hotels & Resorts - Novotel
- AU Dynata - Hotel Stays - Business - 6 to 12 nights in the past year
- AU Dynata - Hotel Stays - Business - More than 50 nights in the past year
- AU Dynata - Hotel Stays - Leisure - 1 to 5 nights in the past year
- AU Nielsen CMV - Travel - Intent - 3 star or lower hotel or resort
- AU Nielsen CMV - Travel - Intent - 4 star hotel or resort
- AU Nielsen CMV - Travel - Intent - 5 star hotel or resort
- AU Nielsen CMV - Travel - Intent - Self-contained House or Unit (Airbnb etc.)
- IN Affle - Travel - AppUsage - Flight & Hotel Booking
- IN Affle - Travel - Intent - Hotel Booking



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# Target Audiences by Accommodation Type

## EMEA

- DE GDR - Hotels - All inclusive
- DE GDR - Hotels - Customer service
- DE GDR - Hotels - Decor/style
- DE GDR - Hotels - Family friendly/clubs for children
- DE GDR - Hotels - Last minute offers
- DE GDR - Hotels - Location (e.g. near beach/city)
- DE GDR - Hotels - Number of stars
- DE GDR - Hotels - Price
- DE GDR - Hotels - Reputation of the hotel
- DE GDR - Hotels - User reviews/photos
- UK Experian - Intent (Purchase) - Travel - Hotels - Budget
- UK Experian - Intent (Purchase) - Travel - Hotels - Premium
- UK Experian - Intent (Purchase) - Travel - Hotels - Resorts
- UK Starcount - Open Banking Spend - Hotel - Four Seasons
- UK Starcount - Open Banking Spend - Hotel - Hilton Hotels
- UK Starcount - Open Banking Spend - Hotel - Holiday Inn
- UK Starcount - Open Banking Spend - Hotel - Novotel
- UK Starcount - Open Banking Spend - Hotel - Premier Inn
- UK Starcount - Open Banking Spend - Hotel - Travelodge
- UK Starcount - Open Banking Spend - Hotels

## US

- US Acxiom - Likely Lodging Type - All Suite Hotel
- US Acxiom - Likely Lodging Type - Resort Hotel
- US Acxiom - Likely Lodging Type - Timeshare
- US Adstra - Hotel: Economy
- US Adstra - Hotel: Luxury
- US Adstra - Hotel: Mid-Range
- US Claritas - Hotel or Motel - Use - Any Bed and Breakfast
- US Claritas - Hotel or Motel - Use - Any Hotel or Motel
- US Claritas - Hotel or Motel - Use - Any upscale hotel
- US Dynata - Hotel Stays - Business - 1 to 5 nights in the past year
- US Dynata - Hotel Stays - Business - 13 to 24 nights in the past year
- US Dynata - Hotel Stays - Business - 25 to 50 nights in the past year
- US Dynata - Hotel Stays - Business - 6 to 12 nights in the past year
- US Dynata - Hotel Stays - Business - More than 50 nights in the past year
- US IXI (Equifax) - Travel and Entertainment Propensity - 4-star Resort Visitors
- US IXI (Equifax) - Travel and Entertainment Propensity - Resort Visitors
- US Media Source Solutions - Intent - Location Based - Traveler - Extended Stay Hotels
- US Media Source Solutions - Intent - Location Based - Traveler - Luxury Hotels
- US Wiland Ultimate - Purchase - Luxury Hotel Accommodations - USP0032

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# Target Audiences by Travel Type

Audiences engaged with different travel styles and experiences, including consumers demonstrating interest or intent in business, leisure, family, luxury, domestic, international, and activity-based travel.

## Global

- Eyeota - Travel - Interest - Category - Amusement Parks
- Eyeota - Travel - Interest - Category - Business
- Eyeota - Travel - Interest - Category - Cruises
- Eyeota - Travel - Interest - Category - Domestic
- Eyeota - Travel - Interest - Category - Family
- Eyeota - Travel - Interest - Category - Frequent
- Eyeota - Travel - Interest - Category - International
- Eyeota - Travel - Interest - Category - Luxury



## APAC

- AU Digifish - Travel - Intent - Domestic - Bus Fares
- AU Digifish - Travel - Intent - Domestic - Package Tours
- AU Digifish - Travel - Intent - Domestic - Rail Fares
- AU Digifish - Travel - Intent - Overseas - Motel Hotel
- AU Digifish - Travel - Intent - Overseas - Other Package Tours
- AU Nielsen CMV - Travel - Intent - Next Holiday - Domestic
- AU RDA Research - Travel - Intent - Domestic Accommodation
- AU RDA Research - Travel - Intent - Domestic Holiday Packages
- AU RDA Research - Travel - Intent - Overseas Accommodation
- AU RDA Research - Travel - Intent - Overseas Holiday Packages
- AU Roy Morgan - Lifestyle - Prefers Bright Lights and Big Cities when Travelling
- AU Roy Morgan - Travel - Domestic Frequent Travellers
- AU Roy Morgan - Travel - International Frequent Travellers
- AU smrtr - Travel - Domestic Travellers
- AU smrtr - Travel - Family Travellers
- AU smrtr - Travel - Happy Campers
- AU smrtr - Travel - International Travellers
- AU YouGov - Type of Traveler - Weekend traveller (i.e. 3-day weekend trips)

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# Target Audiences by Travel Type

## EMEA

- DE GDR - Holidays and Travel Types - Beach/resort
- DE GDR - Holidays and Travel Types - Camping
- DE GDR - Holidays and Travel Types - City break
- DE GDR - Holidays and Travel Types - Sea cruise
- DE GDR - Holidays and Travel Types - Skiing/winter sports
- DE GDR - Holidays and Travel Types - Spas/health spas
- FR GDR - Expenditure - Vacation and travel - Holiday in the sun
- FR GDR - Expenditure - Vacation and travel - Round trip
- IT GDR - Vacation and travel - City or cultural holiday
- IT GDR - Vacation and travel - Spa and wellness stay
- UK GDR - Vacation and travel - Active holiday
- UK GDR - Vacation and travel - Backpack holiday abroad
- UK GDR - Vacation and travel - Cruise
- UK GDR - Vacation and travel - Golf vacation
- UK GDR - Vacation and travel - Ski holiday
- UK Litmusphere - Travel - City Breaks
- UK Litmusphere - Travel - Family Holidays
- UK Litmusphere - Travel - Luxury Holidays
- UK Litmusphere - Travel - Weekend Short Breaks
- UK Litmusphere - Travel - Winter Holidays



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# Target Audiences by Travel Type

## US

- US 33Across - 33Across AudienceID - Travel - Business Traveler
- US 33Across - 33Across AudienceID - Travel - Family Vacationers
- US Acxiom - Travel - Attitude and Behavior Propensities - Affluent Traveler
- US Acxiom - Travel - Business Travel
- US Acxiom - Travel - Likely Activity - Beach or Waterfront
- US Acxiom - Travel - Likely Activity - Camping
- US Acxiom - Travel - Likely Activity - Culinary Experience
- US Acxiom - Travel - Likely Activity - Leisure Vacation
- US Acxiom - Travel - Likely Activity - Vacation Cruise
- US Acxiom - Travel - Likely Activity - Winter Sports
- US Allant - Travel - Highly Affluent Luxury Spenders
- US AnalyticsIQ - FLA Friendly - Travel Intenders - Traveler Types - Travel for Adventurous Experiences
- US AnalyticsIQ - FLA Friendly - Travel Intenders - Traveler Types - Travel for Family Experiences
- US Claritas - Travel - Vacation - Preferred Type - Active Adventurers
- US Data Axle (fka Infogroup) - Consumer - AI Knowledge Base - Behavioral Activities - Travel - Interest (Affinity) - Adventure traveler
- US Experian - Retail Shoppers - Purchase Based - Travel - Vacation / Leisure Travelers - Luxury

- US Facteus - Intent - In-market Purchase - Purchase Data - Holiday Travelers - End of Year Holidays
- US IXI (Equifax) - Travel and Entertainment Propensity - Family Cruise Customers
- US Webulla - Wealth - Travel - Affluent International Travelers
- US YouGov - Type of Traveler - Budget/Value traveller (i.e. I set a budget and do my best not to go over the budget)



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# Target Audiences by Destination

Audiences engaged with travel destination exploration and planning, including consumers demonstrating interest or intent in specific regions, countries, cities, and experiential destinations.

## Global

- Eyeota - Travel - Interest - Africa
- Eyeota - Travel - Interest - Asia
- Eyeota - Travel - Interest - Asia - Japan
- Eyeota - Travel - Interest - Europe
- Eyeota - Travel - Interest - Middle East
- Eyeota - Travel - Interest - North America
- Eyeota - Travel - Interest - North America - United States
- Eyeota - Travel - Interest - Oceania
- Eyeota - Travel - Interest - South America
- Eyeota - Travel - Intent - Europe - France - Paris
- Eyeota - Travel - Intent - North America - Canada
- Global Affinity Answers - Intent - Travel - United Kingdom
- Global Affinity Answers - Intent - Travel - Hotels & Resorts - All-Inclusive
- Global Dun & Bradstreet - AI Predictions - Beaches and Islands
- Global Dun & Bradstreet - AI Predictions - Historical Sites
- Global Dun & Bradstreet - AI Predictions - Mountain Resorts
- Global Dun & Bradstreet - AI Predictions - Theme Parks
- Global ShareThis - Intent - Travel - Asia - India
- Global ShareThis - Intent - Travel - Exotic Destination



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# Target Audiences by Destination

## APAC

- AU Nielsen CMV - Travel - Intent - Next Holiday - Drive somewhere within Australia
- AU Nielsen CMV - Travel - Intent - Next Overseas Holiday - Europe
- AU Nielsen CMV - Travel - Intent - Next Overseas Holiday - New Zealand
- AU Nielsen CMV - Travel - Intent - Next Overseas Holiday - UK

## EMEA

- UK Data Locator (DLG) - Travel - Destination - Europe
- UK Data Locator (DLG) - Travel - Destination - Rest Of The World
- UK Data Locator (DLG) - Travel - Destination - UK / Ireland

## US

- US 33Across - 33Across AudienceID - Travel - Destinations - Caribbean
- US Adstra - Travel - Destination: International - Africa
- US Adstra - Travel - Destination: International - Asia
- US Adstra - Travel - Destination: International - Canada
- US Adstra - Travel - Destination: International - Caribbean
- US Adstra - Travel - Destination: International - Europe
- US Adstra - Travel - Destination: International - South America
- US Adstra - Travel - Destination: United States
- US Claritas - Travel - Destination - Plan To - Travel International
- US Claritas - Travel - Destination - Plan To - Travel to Caribbean
- US Claritas - Travel - Destination - Plan To - Travel to Europe
- US Claritas - Travel - Destination - Plan To - Travel to Florida
- US Claritas - Travel - Destination - Plan To - Travel to Hawaii
- US Claritas - Travel - Destination - Plan To - Travel to Mexico
- US Claritas - Travel - Destination - Plan To - Travel to South America
- US Claritas - Travel - Destination - Plan To - Travel to theme park

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# Target Audiences by Transport Type

Audiences engaged with travel transportation planning, including flights, car rentals, ground transportation, and other travel mobility options.

## Global

- Eyeota - Travel - Intent - Flight Class - Business
- Eyeota - Travel - Intent - Flight Class - First
- Eyeota - Travel - Intent - Transport - Car Rentals
- Eyeota - Travel - Intent - Transport - Flights
- Eyeota - Travel - Interest - Transport - Flights
- Global Affinity Answers - Intent - Travel - Car Rental
- Global Affinity Answers - Intent - Travel - Rideshare
- Global Dun & Bradstreet - B2C - AI Predictions - Travel - Airlines
- Global Dun & Bradstreet - B2C - AI Predictions - Travel - Car Rental
- Global Experian Worldview - Travel and Holidays - Transport Type - Airplane
- Global Experian Worldview - Travel and Holidays - Transport Type - Bicycle
- Global Experian Worldview - Travel and Holidays - Transport Type - Boat
- Global Experian Worldview - Travel and Holidays - Transport Type - Car
- Global Experian Worldview - Travel and Holidays - Transport Type - Motorcycle
- Global Experian Worldview - Travel and Holidays - Transport Type - Taxi
- Global Experian Worldview - Travel and Holidays - Transport Type - Train
- Global Experian Worldview - Travel and Holidays - Transport Type - Tram
- Global ShareThis - Intent - Travel - Flights



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# Target Audiences by Transport Type

## APAC

- Eyeota - Travel - Intent - Transport - Car Rentals
- IN Affle - Travel - Intent - Ride Hailing
- AU Digifish - Travel - Purchased - Caravan & Camping

## US

- US Acxiom - Travel - Attitude and Behavior Propensities - Motorcycle Tourists
- US Acxiom - Travel - Likely Activity - RV Vacation
- US Adstra - Travel - RV
- US AnalyticsIQ - Travel Intenders - Traveler Types - Drive or Travel By Car
- US AnalyticsIQ - Travel Intenders - Traveler Types - Fly or Travel By Plane
- US AnalyticsIQ - Travel Intenders - Traveler Types - Rent a Vehicle
- US Claritas - Travel - Airline - Use - Any Airline
- US Claritas - Travel - Airline - Use - Charter / Private Plane
- US Claritas - Travel - Car Rental - Use - Any car rental
- US Claritas - Travel - Destination - Currently - RV Travel
- US Epsilon - Travel - Long Road Trip Takers - Highly Likely
- US Epsilon - Travel - Long Road Trip Takers - Likely



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# Target Audiences by Airline

Audiences engaged with airline selection and air travel planning, including consumers associated with specific airline brands, fare types, and flight preferences.

## Global

- Global Affinity Answers - Intent - Travel - Airlines
- Global Affinity Answers - Intent - Travel - Airlines - Air Canada
- Global Affinity Answers - Intent - Travel - Airlines - Air France
- Global Affinity Answers - Intent - Travel - Airlines - American Airlines
- Global Affinity Answers - Intent - Travel - Airlines - British Airway
- Global Affinity Answers - Intent - Travel - Airlines - Cathay Pacific
- Global Affinity Answers - Intent - Travel - Airlines - Delta Airlines
- Global Affinity Answers - Intent - Travel - Airlines - Emirates
- Global Affinity Answers - Intent - Travel - Airlines - JetBlue
- Global Affinity Answers - Intent - Travel - Airlines - Lufthansa
- Global Affinity Answers - Intent - Travel - Airlines - Qantas
- Global Affinity Answers - Intent - Travel - Airlines - Qatar airways
- Global Affinity Answers - Intent - Travel - Airlines - Singapore Airlines
- Global Affinity Answers - Intent - Travel - Airlines - Southwest Airlines
- Global Affinity Answers - Intent - Travel - Airlines - United Airlines
- Global Affinity Answers - US - Intent - Travel - Airlines - Alaska Airlines
- Global Affinity Answers - US - Intent - Travel - Airlines - Allegiant Air
- Global TL1MKT - Brands - Travel - American Airlines
- Global TL1MKT - Brands - Travel - United Airlines
- Global TL1MKT - Brands - Travel - Airlines



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# Target Audiences by Airline

## APAC

- AU Digifish - Travel - Intent - Domestic - Air Fares
- AU Digifish - Travel - Intent - Overseas - Air Fares
- AU Digifish - Travel - Purchased - Airlines - Air Asia
- AU Digifish - Travel - Purchased - Airlines - Air New Zealand
- AU Digifish - Travel - Purchased - Airlines - Cathay Pacific
- AU Digifish - Travel - Purchased - Airlines - Emirates
- AU Digifish - Travel - Purchased - Airlines - Jetstar
- AU Digifish - Travel - Purchased - Airlines - Qantas
- AU Digifish - Travel - Purchased - Airlines - Qatar Airways
- AU Digifish - Travel - Purchased - Airlines - Scoot
- AU Digifish - Travel - Purchased - Airlines - Virgin Australia
- AU Nielsen CMV - Travel - Intent - Cheap Airfares
- AU Nielsen CMV - Travel - Intent - Next Domestic Holiday - Fly with Jetstar
- AU Nielsen CMV - Travel - Intent - Next Domestic Holiday - Fly with Qantas
- AU Nielsen CMV - Travel - Intent - Next Holiday - Fly somewhere in Australia
- AU Nielsen CMV - Travel - Intent - Next Holiday - Fly somewhere overseas
- AU RDA Research - Travel - Intent - Domestic Airfares
- AU RDA Research - Travel - Intent - Overseas Airfares
- IN Affle - Travel - Intent - Flight Booking

## EMEA

- DE GDR - Transportation - Airlines flown with - Holiday/Pleasure - Eurowings
- DE GDR - Transportation - Airlines flown with - Holiday/Pleasure - Lufthansa
- DE Kantar - Travel - Airlines Flown With - Holiday / Pleasure - Condor
- DE Kantar - Travel - Airlines Flown With - Holiday / Pleasure - Lufthansa
- FR Kantar - Travel - AIR FRANCE
- FR Kantar - Travel - EASYJET
- FR Kantar - Travel - EMIRATES
- FR Kantar - Travel - Have Travelled in Last 12 Months for Business
- FR Kantar - Travel - KLM
- FR Kantar - Travel - RYANAIR
- UK Starcount - Open Banking Spend - Airline - Aer Lingus
- UK Starcount - Open Banking Spend - Airline - Air France
- UK Starcount - Open Banking Spend - Airline - Emirates
- UK Starcount - Open Banking Spend - Airline - Qatar Airways
- UK Starcount - Open Banking Spend - Airline - Wizz Air

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# Target Audiences by Airline

## US

- US Acxiom - Travel - Airlines - Likely Brand - Delta (Financial)
- US Acxiom - Travel - Airlines - Likely Brand - Southwest (Financial)
- US Acxiom - Travel - Airlines - Likely Brand - United
- US Acxiom - Travel - Airlines - Likely Rewards Membership - American Advantage
- US Acxiom - Travel - Airlines - Likely Rewards Membership - United Mileage Plus
- US Adstra - Travel - Airline: Domestic
- US Adstra - Travel - Airline: International - Emirates Airlines
- US Adstra - Travel - Airline: JetBlue
- US Alliant - Brand Propensities - Travel - American Airlines Buyer Propensity
- US Alliant - Brand Propensities - Travel - Southwest Airlines Buyer Propensity
- US Claritas - Travel - Airline - Use - Any Airline
- US Claritas - Travel - Airline - Use - United
- US Epsilon - Travel - Delta Airlines Rewards Members - Highly Likely
- US Facteus - Intent - In-market Purchase - Purchase Data - Airline Travel - Delta
- US ShareThis - Affinity Solutions - Travel - Domestic & International Airlines - American Airlines Customers



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# Target Cruise Audiences

Audiences engaged with cruise travel planning and cruising experiences, including consumers associated with family, luxury, and brand-specific cruise offerings.

## Global

- Eyeota - Travel - Interest - Category - Cruises
- Eyeota - Travel - Intent - Category - Cruises
- Global Affinity Answers - Intent - Travel - Cruises
- Global Affinity Answers - Intent - Travel - Cruises - Carnival Cruise
- Global Affinity Answers - Intent - Travel - Cruises - Celebrity Cruises
- Global Affinity Answers - Intent - Travel - Cruises - Disney Cruise Lines
- Global Affinity Answers - Intent - Travel - Cruises - Norwegian Cruise Line
- Global Affinity Answers - Intent - Travel - Cruises - Royal Caribbean International
- Global Affinity Answers - Intent - Travel - Cruises - Viking River Cruises
- Global Experian Worldview - Travel and Holidays - Holiday Type - Cruise holiday
- Global ShareThis - Intent - Travel - Cruises
- Global ShareThis - Intent - Travel - Cruises - Family
- Global ShareThis - Travel - Cruises and Charters
- Global TL1MKT - Interest - Travel - Cruises

## EMEA

- UK EQ Data - Travel - Cruise
- UK Experian - Interest (Affinity) - Cruises - Favourite holiday type is cruise
- UK GDR - Vacation and travel - Cruise
- UK Sagacity - Interest - Travel - Holiday Type Cruise
- UK Starcount - Open Banking Spend - Cruises
- UK Starcount - Travel and Tourism - Cruises
- UK YouGov - Holidays Favourite Types - Cruise
- DE GDR - Holidays and Travel Types - Sea cruise
- DE Kantar - Travel - Types - holiday - Sea cruise
- DE Schober - Sociodemographic - Cruise participants
- DE Schober - Travel - Cruise Passenger
- DE YouGov - Holidays Favourite Types - Cruise (Including River Cruises)
- ES GDR - Vacation and travel - Cruise
- FR GDR - Expenditure - Vacation and travel - Cruise
- IT GDR - Vacation and travel - Cruise

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# Target Cruise Audiences

## US

- US 33Across - 33Across AudienceID - Travel - Cruise Travelers
- US Acxiom - Travel - Cruise - Likely to Take a Cruise (Financial)
- US Acxiom - Travel - Likely Activity - Vacation Cruise
- US Adstra - Travel - Cruise
- US Adstra - Travel - Cruise: Luxury
- US Adstra - Travel - Cruise: Royal Caribbean
- US Affinity Solutions - Intent - In-Market - Cruise Lines
- US Alliant - Brand Propensities - Cruise Lines Big Spender Propensity
- US AnalyticsIQ - Travel Intenders - Cruise Travel
- US Claritas - Travel - Destination - Plan To - Go on a Cruise
- US Data Axle (fka Infogroup) - Consumer - Purchases - Travel - Cruise
- US Epsilon - Travel - Cruise Vacationers - Highly Likely
- US Experian - Retail Shoppers - Purchase Based - Travel - Cruises - Luxury
- US Webbula - Buyer Intent - Travel - Cruise Vacation (In Market)
- US YouGov - Holidays Favorite Leisure Trip Types - Cruise



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# Target

## Audiences Interested in Travel Websites

Audiences engaged with travel research and planning through digital platforms, including consumers who visit, use, or engage with travel booking, review, and comparison websites.

### Global

- Global Affinity Answers - Interest - Websites - Travel
- Global Affinity Answers - Interest - Websites - Travel - Airbnb
- Global Affinity Answers - Interest - Websites - Travel - Booking.com
- Global Affinity Answers - Interest - Websites - Travel - Expedia
- Global Affinity Answers - Interest - Websites - Travel - FlyerTalk
- Global Affinity Answers - Interest - Websites - Travel - Goibibo
- Global Affinity Answers - Interest - Websites - Travel - Momondo
- Global Affinity Answers - Interest - Websites - Travel - Orbitz.com
- Global Affinity Answers - Interest - Websites - Travel - SkyScanner
- Global Affinity Answers - Interest - Websites - Travel - Travelocity
- Global Affinity Answers - Interest - Websites - Travel - TripAdvisor

### EMEA

- UK CACI - Ocean - Regularly visited websites: Airbnb
- UK CACI - Ocean - Regularly visited websites: Trainline



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# Target

## Audiences Interested in Travel Websites

### US

- Global Affinity Answers - US - Interest - Websites - Travel - Apple Vacations
- Global Affinity Answers - US - Interest - Websites - Travel - Cruise Critic
- Global Affinity Answers - US - Interest - Websites - Travel - USA Today Travel
- US Acxiom - Travel - Shopping Channel - Likely Online - Travel Services
- US Affinity Solutions - Intent - In-Market - Online Travel Agency
- US Alliant - Products and Services Propensities - Online Travel Planners
- US Epsilon - Travel - Online Travel Agency Airfare Purchasers - Highly Likely
- US Epsilon - Travel - Online Hotel Deal Seekers - Highly Likely
- US ShareThis - Affinity Solutions - Travel - Expedia Customers
- US ShareThis - Affinity Solutions - Booking.com Customers
- US ShareThis - Affinity Solutions - Priceline Customers



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## Audiences by Past Purchase

Audiences engaged with travel through past purchase behavior, including consumers with confirmed bookings and historical spend across travel categories and services.

### Global

- Eyeota - Travel - Past Purchase
- Eyeota - Travel - Past Purchase - Booked or Confirmed Travelers
- Eyeota - Travel - Past Purchase - Booked or Confirmed Travelers - Hotel
- Eyeota - Travel - Past Purchase - Category - Business
- Eyeota - Travel - Past Purchase - Category - Domestic
- Eyeota - Travel - Past Purchase - Category - Family
- Eyeota - Travel - Past Purchase - Category - Frequent
- Eyeota - Travel - Past Purchase - Category - International
- Eyeota - Travel - Past Purchase - Category - Leisure

### APAC

- TW OneDATA - Past Purchase - Leisure & Travel
- AU Digifish - Travel - Purchased - Caravan & Camping
- AU Digifish - Travel - Purchased - Travel Agency - Aunt Betty
- AU Digifish - Travel - Purchased - Travel Agency - eDreams
- AU Digifish - Travel - Purchased - Travel Agency - Expedia
- AU Digifish - Travel - Purchased - Travel Agency - Flight Centre
- AU Digifish - Travel - Purchased - Travel Agency - Flight Network
- AU Digifish - Travel - Purchased - Travel Agency - Gotogate
- AU Digifish - Travel - Purchased - Travel Agency - Helloworld Travel
- AU Digifish - Travel - Purchased - Travel Agency - Ignite Travel Group
- AU Digifish - Travel - Purchased - Travel Agency - Last Minute
- AU Digifish - Travel - Purchased - Travel Agency - MakeMyTrip
- AU Digifish - Travel - Purchased - Travel Agency - Mytrip
- AU Digifish - Travel - Purchased - Travel Agency - OneTravel
- AU Digifish - Travel - Purchased - Travel Agency - TourRadar
- AU Digifish - Travel - Purchased - Travel Agency - Travel Online
- AU Digifish - Travel - Purchased - Travel Agency - Traveloka
- AU Digifish - Travel - Purchased - Travel Agency - Trip.com
- AU Digifish - Travel - Purchased - Travel Agency - Webjet

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# Target Audiences by Past Purchase

## EMEA

- UK Kantar Media - Purchase Behaviour - Travel - Transportation - Frequent Flyers
- DE Kantar Media - Purchase Behaviour - Travel - Booked online flight and accommodation
- DE Kantar Media - Purchase Behaviour - Travel - Budget Airline Users
- DE Kantar Media - Purchase Behaviour - Travel - Transportation - Frequent Flyers



## US

- US Adstra - Consumer - Purchase History - Purchases - Travel
- US Data Axle (fka Infogroup) - Consumer - Purchases - Travel
- US Data Axle (fka Infogroup) - Consumer - Purchases - Travel - Cruise
- US Data Axle (fka Infogroup) - Consumer - Purchases - Travel - International
- US Epsilon - Transactional - Travel - Airline Purchasers
- US Epsilon - Transactional - Travel - Hotel Purchasers - Las Vegas Hotel Customers
- US Facteus - Intent - In-market Purchase - Purchase Data - Frequent Travelers
- US Facteus - Intent - In-market Purchase - Purchase Data - Frequent Purchasers - Airline Travel
- US Facteus - Intent - In-market Purchase - Purchase Data - Budget Travelers
- US Facteus - Intent - In-market Purchase - Purchase Data - High Spenders - Airline Travel
- US Facteus - Intent - In-market Purchase - Purchase Data - Frequent Purchasers - Online Travel Agencies
- US Facteus - Intent - In-market Purchase - Purchase Data - Online Travel Agencies - Expedia
- US Facteus - Intent - In-market Purchase - Purchase Data - Online Travel Agencies - Priceline
- US Facteus - Intent - In-market Purchase - Purchase Data - Holiday Travelers - End of Year Holidays

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# Target Audiences by Traveler Profile

Audiences defined by travel preferences and behaviors, including consumers characterized by holiday type, travel style, companion preferences, trip frequency, and experiential interests.

## Global

- Global Experian Worldview - Holiday Type - Beach holiday
- Global Experian Worldview - Holiday Type - Boating / sailing holiday
- Global Experian Worldview - Holiday Type - Camping / caravanning
- Global Experian Worldview - Holiday Type - City break
- Global Experian Worldview - Holiday Type - Cruise holiday
- Global Experian Worldview - Holiday Type - Go on domestic holidays
- Global Experian Worldview - Holiday Type - Resort based holiday
- Global Experian Worldview - Holiday Type - Safari / wildlife holiday
- Global Experian Worldview - Holiday Type - Shopping holiday
- Global Experian Worldview - Holiday Type - Sightseeing holiday
- Global Experian Worldview - Holiday Type - Spa, health and wellness holiday
- Global Experian Worldview - Holiday Type - Sports holiday
- Global Experian Worldview - Holiday Type - Visiting family / friends holiday
- Global Experian Worldview - Holiday Type - Walking / hiking holiday in the countryside

## APAC

- AU Nielsen CMV - Travel - Opinion - Consider taking a cruise
- AU Nielsen CMV - Travel - Opinion - Enjoy holidays where everything is organized for you
- AU Nielsen CMV - Travel - Opinion - Going away on weekend is important
- ID YouGov - Travel Companions - Friend(s)
- ID YouGov - Travel Companions - My partner
- ID YouGov - Type of Traveler - Adventurous traveler
- IN YouGov - Type of Traveler - Budget/Value traveler
- IN YouGov - Type of Traveler - Luxury traveler
- IN YouGov - Type of Traveler - Weekend traveler
- SG YouGov - Type of Traveler - Adventurous traveler
- SG YouGov - Type of Traveler - Responsible traveler
- TH YouGov - Type of Traveler - All-inclusive / package traveler
- TH YouGov - Type of Traveler - Budget / Value traveler
- MY YouGov - Travel Companions - My children

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# Target Audiences by Traveler Profile

## EMEA

- UK Starcount - Open Banking Spend - All Travel/Holiday
- UK Starcount - Open Banking Spend - Travel/Holiday - Eurostar
- UK Starcount - Open Banking Spend - Travel/Holiday - Eurotunnel
- UK Starcount - Open Banking Spend - Travel/Holiday - P&O Ferries
- UK Starcount - Travel and Holiday - Airbnb
- UK Starcount - Travel and Holiday - Booking.com
- UK Starcount - Travel and Holiday - British Airways
- UK Starcount - Travel and Holiday - Easyjet
- UK Starcount - Travel and Holiday - Expedia
- UK Starcount - Travel and Holiday - Hotels.com
- UK Starcount - Travel and Holiday - Jet2
- UK Starcount - Travel and Holiday - loveholidays
- UK Starcount - Travel and Holiday - Ryanair
- UK Starcount - Travel and Holiday - Trip.com
- UK Starcount - Travel and Holiday - TUI
- UK Starcount - Travel and Tourism - Cruises
- UK Starcount - Travel and Tourism - Holidays
- UK Starcount - Travel and Tourism - Museums
- UK Starcount - Travel and Tourism - The Great Outdoors
- UK Starcount - Travel and Tourism - Theme Parks
- UK Starcount - Travel and Tourism - Travel and Leisure

## US

- US Acxiom - Travel - Leisure Travel - Number of Nights Stayed - 3 - Likely
- US Acxiom - Travel - Leisure Travel - Number of Nights Stayed - 5 + - Likely
- US Adstra - Travel - In-Market - Travelers by Date - 7 - July
- US Adstra - Travel - In-Market - Travelers by Date - 12 - December
- US Adstra - Travel - In-Market - Travelers by Type - Family Vacation
- US Adstra - Travel - In-Market - Travelers by Type - Weekend Getaway
- US Alliant - Senior Market - Senior Travelers
- US AnalyticsIQ - Traveler Types - Adventure Loving Travel Intenders
- US AnalyticsIQ - Traveler Types - Fly or Travel By Plane
- US AnalyticsIQ - Traveler Types - Travel for Wellness or Leisure Experiences
- US Claritas - Travel - Vacation - Preferred Type - Active Adventurers
- US YouGov - Travel Companions - My children
- US YouGov - Travel Companions - My partner
- US YouGov - Type of Traveler - Luxury traveller (i.e. tend to fly business or first-class and stay in 5-star accommodations)
- US YouGov - Type of Traveler - Weekend traveller (i.e. 3-day weekend trips)

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# Target Travel Insurance Audiences

Audiences engaged with travel protection considerations, including consumers who research, purchase, or hold travel insurance products.

## Global

- Global ShareThis - Finance - Insurance - Travel Insurance
- Global TL1MKT - Intent - Finance - Travel insurance
- Global TL1MKT - Interest - Personal Finance - Insurance - Travel Insurance
- Global Dun & Bradstreet - B2C - AI Predictions - Financial Services - Insurance - Travel Insurance

## EMEA

- UK Dynata - Financial Services - Insurance Products - Travel
- DE Dynata - Financial Services - Insurance Products - Travel
- DE Schober - Finance - Insurance - Own Travel Insurance
- FR Dynata - Financial Services - Insurance Products - Travel

## APAC

- AU DBM Atlas - Intent to Open A New Product / Account - Insurance - Travel
- AU DBM Atlas - Intent to Switch - Insurance - Travel
- AU DBM Atlas - Product Ownership - Insurance - Travel
- AU Digifish - Insurance - Intent - Travel
- AU Dynata - Financial Services - Insurance Products - Travel
- AU RDA Research - Travel - Intent - Purchase Travel Insurance
- AU RDA Research - Travel - Intent - Travel Insurance Payments



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# Target Travel Insurance Audiences

## US

- US Acxiom - Insurance - Other Insurance - Likely Other Insurance - Travel Insurance
- US Adstra - Travel - In-Market - Travelers by Finance - Travel Insurance
- US AnalyticsIQ - Travel Intenders - Pandemic Travel Plans - More Willing to Buy Travel Insurance
- US AnalyticsIQ - Travel Intenders - Pandemic Travel Plans - Travel Because of New Discounts, Cancellation Policies, and Robust Insurance Policies
- US AnalyticsIQ - Travel Intenders - Pandemic Travel Plans - Travel Because of New Robust Insurance Policies
- US Wiland Ultimate - Intent to Buy - Travel Insurance - PwrBy Amex\_UAA0142
- US Wiland Ultimate - Purchase - Insurance - Travel Insurance Policies - USP0166



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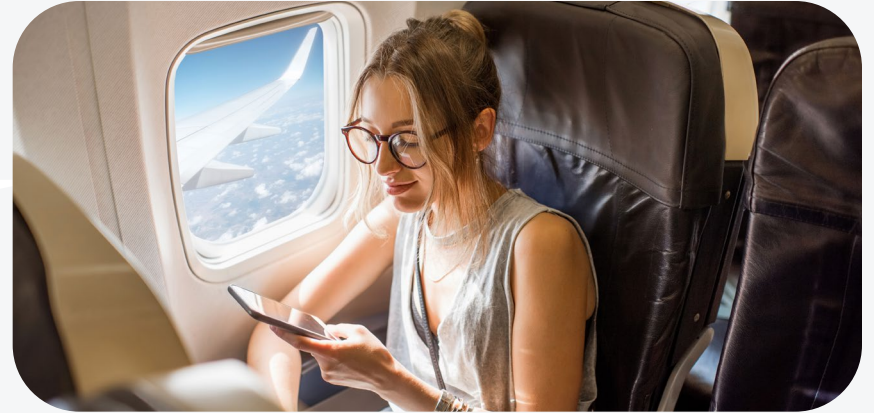
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# Elevate your marketing with quality-certified audience data.

Eyeota empowers marketers with precise targeting, deeper insights, and enhanced omnichannel performance, fueling campaigns that convert.



## Unlock the Power of Global Audience Data



### B2B & B2C Audience Data

60,000+ addressable audiences to support omnichannel marketing strategies



### Omnichannel Activation Made Easy

Audience data available across display, native, social, CTV, DOOH, contextual channels, and more



### Global Data Coverage

Data available in 180 countries, covering major markets including AMER, EMEA, Asia and ANZ



### Data Quality & Privacy Compliance

Data sourced, validated, and enriched from reliable providers to ensure accuracy and consistency

**120+** premium online  
data providers

**180** countries worldwide

**60+** DSPs, SSPs, and  
social channels

## Our Commitment to Data Quality

Eyeota audiences are independently audited to provide confidence and reassurance to marketers on the quality, transparency, and compliance of the data they are buying.





# Activate **Travel** Audiences for Your Campaign!

Travel Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

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Connect with our Audience Specialists for support.

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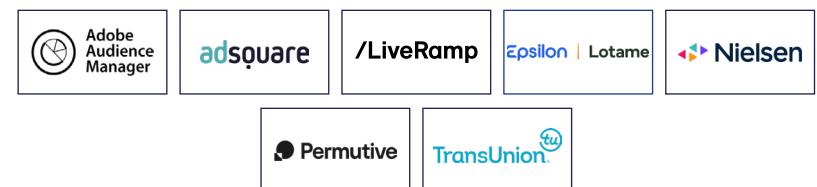
## Demand Side Platforms



## Supply Side Platforms



## Data Management Platforms



## Social Networking Platforms

