

# Active Travelers Database



Visit us online at [amerilist.com](http://amerilist.com)

**Total Universe: 34,322,158**  
**Base Rate: \$65.00/M**

## Description Summary

Take your sales to new heights! The AmeriList Active Travelers Database is comprised of individuals who are constantly on the move, traveling and vacationing in various resorts, national parks and other places of interest. These individuals spend their disposable income on travel, sight-seeing and fun experiences during their getaways. Whether traveling by car, plane, cruise ship, train, or any other mode of transportation, these consumers are eligible for a variety of offers. Get access to postal, phone, and email data to help boost your marketing campaign.

## How Our Data Is Compiled

Our Active Travelers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

## Consider The Facts

- In 2016, direct spending by resident and international travelers in the U.S. averaged about \$683.1 billion
- Nearly 4 out of 5 domestic trips taken are for leisure purposes

## Recommended Usage

This database is recommended for many industries and offers, such as vacations, resorts, travel agencies and online travel sites, sweepstakes, cruise lines, airlines, amusement parks, catalogs, timeshares, hotels, and many, many more.

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000  
Price: \$325.00

### Net Name

Floor: 85%  
Minimum Quantity: 25,000  
Run Charges: \$10.00 / M

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Sample Mail Piece Required

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all trade partners

## Popular Selections (for additional selections please inquire)

|               |                      |                 |
|---------------|----------------------|-----------------|
| Age           | Income               | Hobbies         |
| Gender        | Occupation           | Buying Habits   |
| Geography     | Marital Status       | Places Traveled |
| Dwelling Type | Presence of Children | Vehicle Owner   |

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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