Basis Technologies AnalyticsIQ

Travel Audiences

Connect with travelers before they pack their bags.

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Cruise Travel > $1,100 to $1,999

This segment contains individuals that have annual discretionary spending on cruise travel from $1,100 to $1,999. These consumers make up approximately the top 3-10% of spenders in this category, which is the 2nd of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip, ship

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Cruise Travel > $800 to $1,099

This segment contains individuals that have annual discretionary spending on cruise travel from $800 to $1,099. These consumers make up approximately the top 11-20% of spenders in this category, which is the 3rd of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip, ship

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Cruise Travel > Greater than $2,000

This segment contains individuals that have annual discretionary spending on cruise travel greater than $2,000. These consumers make up approximately the top 2% of spenders in this category, which is the 1st of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip, ship

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Domestic Travel > $2,250 to $2,749

This segment contains individuals that have annual discretionary spending on domestic travel from $2,250 to $2,749. These consumers make up approximately the top 11-17% of spenders in this category, which is the 3rd of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Domestic Travel > $2,750 to $4,499

This segment contains individuals that have annual discretionary spending on domestic travel from $2,750 to $4,499. These consumers make up approximately the top 3-10% of spenders in this category, which is the 2nd of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Domestic Travel > Greater than $4,500

This segment contains individuals that have annual discretionary spending on domestic travel greater than $4,500. These consumers make up approximately the top 2% of spenders in this category, which is the 1st of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > International Travel > $1,500 to $1,999

This segment contains individuals that have annual discretionary spending on international travel from $1,500 to $1,999. These consumers make up approximately the top 11-20% of spenders in this category, which is the 3rd of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > International Travel > $2,000 to $2,999

TThis segment contains individuals that have annual discretionary spending on international travel from $2,000 to $2,999. These consumers make up approximately the top 4-10% of spenders in this category, which is the 2nd of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > International Travel > Greater than $3,000

This segment contains individuals that have annual discretionary spending on international travel greater than 3,000. These consumers make up approximately the top 3% of spenders in this category, which is the 1st of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Travel > $4,000 to $4,999

This segment contains individuals that have annual discretionary spending on travel from $4,000 to $4,999. These consumers make up approximately the top 11-20% of spenders in this category, which is the 3rd of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Travel > $5,000 to $7,999

This segment contains individuals that have annual discretionary spending on travel from $5,000 to $7,999. These consumers make up approximately the top 3-10% of spenders in this category, which is the 2nd of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Travel > Greater than $8,000

This segment contains individuals that have annual discretionary spending on travel greater than $8,000. These consumers make up approximately the top 2% of spenders in this category, which is the 1st of 3 tiers. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > By Generation > Baby Boomer Travel Intenders

This segment contains Baby Boomers (born 1946-1964) who are very likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > By Generation > Generation X Travel Intenders

This segment contains members of Generation X (born 1965-1976) who are very likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > By Generation > Generation Z Travel Intenders

This segment contains members of Generation Z (born 1996-2017) who are very likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip

AnalyticsIQ > Travel Intenders > By Generation > Millennial Travel Intenders

This segment contains Millennials (born 19977-1995) who are very likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip.

AnalyticsIQ > Travel Intenders > Cruise Travel

This segment contains consumers that are likely to take a cruise vacation in the next 12 months. Keywords: intent, travel, traveling, travelers, vacation, trip, ship.

AnalyticsIQ > Travel Intenders > Domestic

This segment contains consumer that are likely to take a domestic vacation in the next 12 months. Keywords: intent, travel, traveling, travelers, vacation, trip.

AnalyticsIQ > Travel Intenders > International Travel

This segment contains consumer that are likely to take a international vacation in the next 12 months. Keywords: intent, travel, traveling, travelers, vacation, trip.

AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely Cancelled or Postponed Travel Plans

This segment contains individuals that are likely to have cancelled or postponed their travel or vacation plans due to the COVID-19 pandemic.

AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely Changed Travel Plans

This segment contains individuals who are likely to have changed their pre-pandemic travel plans.

AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely More Willing to Buy Travel Insurance

This segment contains individuals who are likely to be more willing to purchase travel insurance than they were before the COVID-19 pandemic.

AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely to Travel Because of New Cancellation or Change Flexibility

This segment contains individuals who are likely to be persuaded to make travel plans now due to new change and cancellation flexibility offered by airlines and hotels as a result of the COVID-19 pandemic.

AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely to Travel Because of New Discounts

This segment contains individuals who are likely to be persuaded to make travel plans now due to new discounts and deals as a result of the COVID-19 pandemic.

AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely to Travel Because of New Discounts, Cancellation Policies, and Robust Insurance Policies

This segment contains individuals who are likely to be persuaded to make travel plans now due to new discounts and deals, new change and cancellation flexibility offered by airlines and hotels, and robust travel insurance policies as a result of the COVID-19 pandemic.

AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely to Travel Because of New Robust Insurance Policies

This segment contains individuals who are likely to be persuaded to make travel plans now due to new robust travel insurance policies as a result of the COVID-19 pandemic.

AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely to Travel in Next 3-months

This segment contains individuals who are likely to travel in the next 3-months in the midst of the COVID-19 pandemic.

AnalyticsIQ > Travel Intenders > Region > Likely to Travel to Midwest US

This segment contains individuals who are likely to travel to the Midwestern United States in the next 12-months.

AnalyticsIQ > Travel Intenders > Region > Likely to Travel to Northeast US

This segment contains individuals who are likely to travel to the Northeastern United States in the next 12-months.

AnalyticsIQ > Travel Intenders > Region > Likely to Travel to Southeast US

This segment contains individuals who are likely to travel to the Southeastern United States in the next 12-months.

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AnalyticsIQ > Travel Intenders > Region > Likely to Travel to Southwest US

This segment contains individuals who are likely to travel to the Southwestern United States in the next 12-months.

AnalyticsIQ > Travel Intenders > Region > Likely to Travel to West Coast US

This segment contains individuals who are likely to travel to the West Coast in the United States in the next 12-months.

AnalyticsIQ > Travel Intenders > Traveler Types > Adventure Loving Travel Intenders

This segment contains individuals who enjoy and seek out recreational adventure and are likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip.

AnalyticsIQ > Travel Intenders > Traveler Types > Boat Enthusiast Travel Intenders

This segment contains boat enthusiasts who are likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip, ship, boats, boating.

AnalyticsIQ > Travel Intenders > Traveler Types > Business Travel Intenders

 This segment contains business professionals likely to travel in the next 12-months. Keywords: intent, travel, travelers, traveling, B2B, trip.

AnalyticsIQ > Travel Intenders > Traveler Types > Empty Nest Travel Intenders

This segment contains empty nesters (parents with children who have moved out) that are likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip.

AnalyticsIQ > Travel Intenders > Traveler Types > Entertainment Loving Travel Intender

This segment contains individuals who are in the top 25% of spenders on entertainment (sporting events, concerts, amusement parks, museums, etc.) and are likely to travel in the next 12-months. They'll be on the look out for things to do o their trip. Keywords: intent, travel, traveling, travelers, vacation, trip.

AnalyticsIQ > Travel Intenders > Traveler Types > Exercise Enthusiast Travel Intenders

This segment contains individuals who exercise 4+ days a week and are likely to travel in the next 12-months. These consumer will not let vacation interrupt their fitness routine and will exercise while traveling. Keywords: intent, travel, traveling, travelers, vacation, trip, exercising, exercisers, weight loss, fitness, cardio, workout.

AnalyticsIQ > Travel Intenders > Traveler Types > Family Travel Intenders

This segment contains individuals with children who are likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip, kids, kid, child, parents, families.

AnalyticsIQ > Travel Intenders > Traveler Types > Fishing Enthusiast Travel Intenders

This segment contains fishing enthusiasts who are likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip, fish.

AnalyticsIQ > Travel Intenders > Traveler Types > Food Enthusiast Travel Intenders

This segment contains food enthusiasts who are likely to travel in the next 12-months. These food tourists will look for the best places to eat on their trip. Keywords: intent, travel, traveling, travelers, vacation, trip, foodies, food

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AnalyticsIQ > Travel Intenders > Traveler Types > Golf Enthusiast Travel Intenders

This segment contains golf enthusiasts who are likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip, golfing.

AnalyticsIQ > Travel Intenders > Traveler Types > Likely Frequent Personal Travelers

This segment contains individuals who are likely to take frequent personal trips or vacations.

AnalyticsIQ > Travel Intenders > Traveler Types > Likely to Drive or Travel By Car

This segment contains individuals who are likely to drive or travel by car when traveling.

AnalyticsIQ > Travel Intenders > Traveler Types > Likely to Fly or Travel By Plane

This segment contains individuals who are likely to fly or travel by plane when traveling.

AnalyticsIQ > Travel Intenders > Traveler Types > Likely to Rent a Vehicle When Traveling

This segment contains individuals who are likely to rent a truck or a car when traveling.

AnalyticsIQ > Travel Intenders > Traveler Types > Likely to Travel for Business

This segment contains professionals who are likely to travel for business in the next 12-months.

AnalyticsIQ > Travel Intenders > Traveler Types > Luxury Travel Intenders

This segment contains individuals who make at least $75,000, have a propensity to prefer brand name and luxury items, and are likely to travel in the next 120months. Theses consumers travel and stay in luxury. Keywords: intent, travel, traveling, travelers, vacation, trip.

AnalyticsIQ > Travel Intenders > Traveler Types > Online Travel Bookers

This segment contains individuals who are likely to book a trip online in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip.

AnalyticsIQ > Travel Intenders > Traveler Types > Pet Owner Travel Intenders

This segment contains pet owners who are likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip, pets, cats, dogs.

AnalyticsIQ > Travel Intenders > Traveler Types > Retired Travel Intenders

This segment contains retired consumers who are likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip.

AnalyticsIQ > Travel Intenders > Traveler Types > Ski Enthusiast Travel Intenders

This segment contains ski enthusiasts who are likely to travel in the next 12-months. Keywords: intent, travel, traveling, travelers, vacation, trip, skis, skiing, winter, snow.

AnalyticsIQ > Travel Intenders > Traveler Types > Spontaneous Travel Intenders

This segment contains spontaneous consumers that do not have any children and are likely to travel in the next 12-months. These consumers respond to time sensitive offers and are willing to take spontaneous trips. Keywords: intent, travel, traveling, travelers, vacation, trip.

AnalyticsIQ > Travel Intenders > Traveler Types > Value Travel Intenders

This segment contains value seekers that are likely to travel in the next 12-months. These consumers look for the best travel deals. Keywords: intent, travel, traveling, travelers, vacation, trip, deals, deal seekers, bargain, value, sale, discounts.

AnalyticsIQ > Travel Intenders > Traveler Types > Yoga & Pilate Enthusiast Travel Intenders

This segment contains yoga and Pilate enthusiasts who are likely to travel in the next 12-months. These consumers are likely to attend yoga and Pilate retreats and events. Keywords: intent, travel, traveling, travelers, vacation, trip, summit, exercise, meditation, exercising, fitness.