



Description Summary

Reach over 19 million Adventurous Senior Travelers; age 55+ who are ready to travel the world! These travelers have expressed the desire to travel internationally, domestically and via cruise ships. They are always on the lookout for travel specials. These senior travelers are ideal for a wide range of vacation offers and have money they are willing to spend for a vacation they have always dreamed of.

Using the multiple selects we offer such as age, income, gender, ethnicity, and presence of children, you are sure to pinpoint your next best prospect. This list is growing monthly and is constantly being processed to ensure accuracy.

Don't waste time using other lists that don't perform. Grab hold of this list today and let it take your marketing to the next level. If your product is geared towards Adventurous Senior Travelers, then this list is essential to your marketing efforts.

How our Data is Compiled

Our multi-sourced Adventurous Senior Travelers database is derived from a wide range of sources including Government Data, and direct responses from seniors who have requested more information on traveling packages and deals. By aggregating data from a wide network of publishers, we deliver the industry leading B2C marketing list of Adventurous Senior Travelers.

Consider the Facts

- Currently, 80% of luxury travel sales have been from adult's age 50+.
- That 80% of adults accounted for 150 billion dollars in luxury travel sales
- Seniors in America take an average of 4 trips a year.

Recommended Use

This list is perfect to target to these Senior Travelers if you are in any of these fields: International Travel Offers - Travel Insurance and Upscale Luggage Retailers -Real Estate Investment Offers - Travel Rewards Programs - Magazine Subscriptions - Private and Charter Jets -Time Share Offers Apparel Offers -Spas/Resorts -Credit Card Offers -Luxury Cruises - Magazine Subscriptions -Guided and private Touring - Adventure Excursions - Exotic International Destinations -All-Inclusive Vacation Resorts

Market Type

U.S. Consumers

List Channels

Postal, Email, Telemarketing

Source

Compiled Lists

Output Options

Electronic , Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
 Price: \$300.00

Net Name

Please Inquire

Exchanges

Please Inquire

Reuse

Please Inquire

Sample Mail Piece Required

Cancellation Charges

Please Inquire

Commission

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

Popular Selections (for additional selections please inquire)

Individual Age	Home Owner	State	Presence of Children	Travel Type
HH Income	Occupation	Marital Status	Gender	Credit Score

Contact Your Senior Source Representative For More Information: 800.882.9930