



On-Trend Travel Audiences For Your Next Campaign

Target today's globetrotters experiencing the latest travel crazes

2020 was one of the worst years for the travel industry, with 72% of Americans not taking a summer vacation*. 2021 now shows signs of recovery, albeit with some adjustments due to the Covid-19 pandemic. With so much change affecting the industry, LBDigital has built specific on-trend audiences for all marketing channels, including email, mobile, web, direct mail, CTV & other digital channels.

*ValuePenguin

Staycations, Workations, Sustainable Travel & More

With consumers opening up to safe travel options, some are going abroad while many are choosing to stay closer to home. We have identified travelers to top US destinations from coast to coast, global travelers, sustainability-concerned travelers, and families reuniting. The workation travelers audience reaches business travelers who combine business and leisure travel.

Target your next travel promotion by:

Travel Trends

- Family Reunions
- Staycations
- Sustainable Travel
- Workation Travelers

Types of Travel

- Weekend Warriors
- Budget Travel
- Luxury Travel
- Domestic vs. Intl

Means of Travel

- Air Travelers
- Car Rental Travelers
- Cruise Travelers
- RV Travelers



Get Started Today!

Built from purchases, intent signals, online engagements, self-reported data, registrations & form fills, our on-trend travel audiences can be delivered directly to your favorite platform. Contact us to get started today!.



For segment recommendations or custom audiences, contact:
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