Interestingly, the audience segment, Gray Power, was also 37% more likely than other segments to have booked online in the last 30 days. Don’t discount the “power of gray.” Older, wealthy, & typically less “tech savvy,” PRIZM Premier segment, Gray Power, indexed well over average (and higher than any other 65+ audience segment) for using many travel sites. They were also 3X more likely to read newspaper travel sections and 2X more likely to read “Travel & Leisure.”

PRO TIP: Often taking as many as 10 or more domestic trips a year, Gray Power is an important target audience segment. Advertising within traditional print sites as well as within travel digital media, should yield large benefits.

Online travel and tourism were made online in 2022. 80% of US adults would rather book online than use an in-person travel agent. 65% of travelers say they are more likely to book accommodations if they know the property is planet-friendly.

2nd City Startups is just one of Claritas’ syndicated audiences. As avid travelers who typically take multiple trips per year, they ranked higher than any other segment for having visited most of these sites in the last 30 days.

PRO TIP: Those in the audience segment, Second City Startups, clearly like to use online booking sites to “shop around.” However they also complete this action by actually purchasing online. Special offers, discounts and vacation packages will go a long way in attracting their business.

Networked Neighbors ranked highest for business travel purchasing decisions and research, and were 3X more likely to have gone on 5-9 business trips using Alaska Airlines, American, and/or United.

Claritas is an intelligence and data driven marketing company leveraging unique data and an unparalleled identity graph to help marketers. Know more about who your best customers and prospects are with our industry-leading segmentations. Know more about how and where to reach your best audiences across devices and channels with the Claritas Identity Graph. Simply Know MORE with Claritas.

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Source: Simon-Kucher & Partners
Source: Statista
Source: Booking.com
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