

657 Million Summer Trips

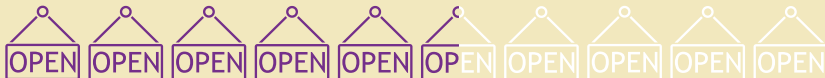
are made each year. This is a great time for seasonal purchases. Sell smarter and win bigger with Claritas Digital audiences.



45% of Americans take a summer trip each year



91% travel by car on vacation



54% of travelers shop while on vacation

Let's find your next customer!

Airline & Hotel Preferences

Families will be flying and staying all over the U.S. and abroad. Understand and locate these travelers by popular airline and hotel brands. Sample audiences include:

- Claritas > Travel > Flies Delta
- Claritas > Travel > Flies Southwest
- Claritas > Travel > Stays at Holiday Inn (Scarborough)
- Claritas > Travel > Stays at Hilton (Scarborough)

Car Rental Services

Families travel more than 500 miles roundtrip. Often choosing to rent rather than use their personal vehicles. Sample audiences include:

- Claritas > Travel > Uses Budget car rental service
- Claritas > Travel > Uses Hertz car rental service

Major League Baseball Fans

Synonymous with summer, baseball season is in full swing. Identify fans of your favorite Major League Baseball teams.

Sample audiences include:

- Claritas > Sports and Entertainment > New York Yankees fan (Scarborough)
- Claritas > Sports and Entertainment > Los Angeles Dodgers fan (Scarborough)

Summer Activities

Summer is the time to do all of the fun things you didn't have time to do the rest of the year. Understand and identify these families and attract them online.

- Claritas > Sports and Entertainment > Attends theme park (Scarborough)
- Claritas > Sports and Entertainment > Enjoys boating (Scarborough)



To learn more about how you can take advantage of summer activity using Claritas Digital audiences, contact us at **800.234.5973** or visit **www.claritas.com**

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