

## Direct Marketing to Travelers in the USA

Marketers have access to a wide range of options when they're looking to reach US travelers with email or direct mail campaigns: there are more than 480 audiences available, which Infocore has categorized into 18 separate traveler categories. Each category consists of individuals in the US that travel for business or pleasure, with or without kids, on the land, air, and sea. Marketers can easily engage these audiences for new customer acquisition and direct marketing with exceptional selection, precision, and ROI. For more Information email [AudienceLandscape@infocore.com](mailto:AudienceLandscape@infocore.com) and mention you are interested in Travelers.

