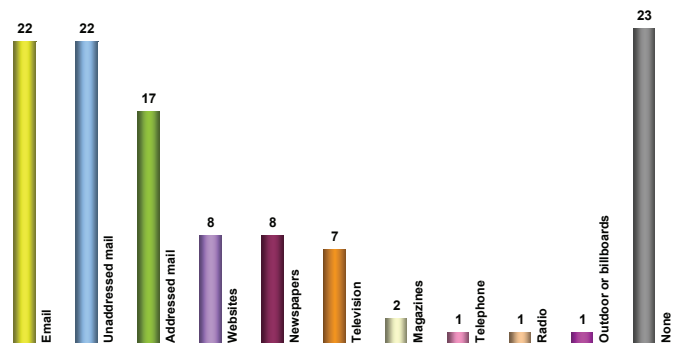




What media should
travel companies
consider to reach their
customers and prospects?

CUSTOMER RETENTION PREFERRED MEDIA



Existing customers of travel companies prefer to receive marketing communications via:

22% Email
22% Unaddressed mail
17% Addressed mail

Key demographics

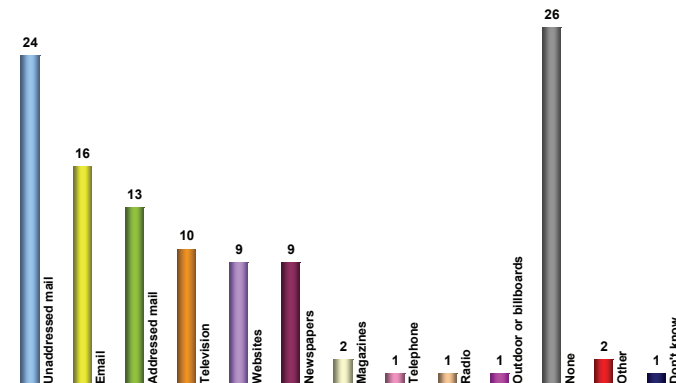
- Younger people (18-39) are overwhelmingly more receptive to marketing communications from travel companies they are customers of, with the percentage of customers stating they prefer to receive no marketing communications rising from 6% for the 18-29 age band to 26% for the 40-54 age group.
- The preference for email declines with age, but increases with income.

Base: Travel customers n = 503

INSIGHTS

The strong results for unaddressed mail for both customer and prospects is surprising, given the amount of information travel companies tend to obtain on their customers. There would appear to be an opportunity to harness this more effectively through targeted channels, especially where existing customers are concerned.

CUSTOMER ACQUISITION PREFERRED MEDIA



Prospective customers of travel companies prefer to receive marketing communications via:

24% Unaddressed mail
16% Email
13% Addressed mail

Key demographics

- The younger the audience of prospective travel company customers, the more receptive they are to unaddressed mail.
- Email communications are also more welcome, with 27% of 18-29 years olds stating a preference compared with 13% of 55-64 year olds.

Base: Travel customers n = 501

SPOTLIGHT ON DIRECT MAIL

The preference for addressed mail is strongest in the 30-39 age range with 21% expressing a preference. This is an important audience for travel companies as they may be more likely to have school age children, offering larger party sizes that need to travel in peak season.