



EXPERIAN AUDIENCES GUIDE

Winter Getaways

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Winter Getaways

As the excitement of the festive season subsides, marketers, media planners, and agencies will turn their attention to the winter travel market. With consumers eager to escape the winter chill or embark on adventurous holidays, advertisers have a unique opportunity to capture demand for winter sun, ski trips, and luxurious getaways.

Winter getaway campaigns are expected to prioritise programmatic and digital strategies, with travel brands focusing on reaching affluent consumers ready to book their next trip. Connected TV (CTV) and display advertising will also play key roles, as advertisers seek to engage with high-intent audiences in a more targeted and personalised way.

In this guide, we've carefully curated audience recommendations to help you align your campaigns with travellers most likely to plan their next winter holiday, ensuring your messages resonate and drive bookings across key channels.





Which audiences does Experian recommend for Winter Getaways?

Here are a few of our syndicated audiences that we recommend considering as part of your media planning.

Spend insight audiences

High or frequent spenders in travel/ holiday spend categories including airlines and hotels, who are likely to spend again in these categories. Plus, for those looking for richer detail, our analytics consultants could break this down further to highlight those whose spend typically peaks during the winter period.

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- Intent (Purchase) - Travel and Holidays - Premium Hotels Spend
- Intent (Purchase) - Travel and Holidays - Premium Airline Spend
- Intent (Purchase) - Travel and Holidays - Cruise Holidays

Interest-based audiences

Modelled audiences which can help client's reach consumers with an affinity or interest aligned to their brand, product or service. Our syndicated taxonomy includes audiences focused on Winter holidays like skiing or snowboarding or Cruises taken in the winter months.

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- Interest (Affinity) - Travel and Holidays - Snowbound travellers
- Interest (Affinity) - Travel and Holidays - Cruises
- Interest (Affinity) - Travel and Holidays - Favourite holiday type is beach and sun
- Intent (Purchase) - Cruise holidays
- Interest (Affinity) - Entertainment and Leisure - Travel - More than £1000
- Interest (Affinity) - Entertainment and Leisure - Travel - More than £2000



Demographics

Winter holidays often lean towards those with higher levels of wealth and disposable income, due to the need to travel further for winter sun, or the focus on winter sports. Experian hold lots of demographic audiences focused on wealth and affluence.

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- Demographic - Personal Finance - Affluence - Mid Affluent Households
- Demographic - Personal Finance - Affluence - Highly Affluent Households
- Demographic - Personal Finance - Affluence - Highly Affluent Households with children
- Demographic - Personal Finance - Affluence - Mid Affluent Households with children





Need further guidance?

Experian Syndicated Audiences include attribute rich consumer insights to help you target new prospects or more effectively reach your existing customers across a multitude of verticals and categories including:



Auto



Charity



Food & Drink

Entertainment
& LeisureHealth
& Beauty

Retail & CPG



Travel



Tech



How to activate Experian audiences

Our Syndicated Audiences are available off the shelf via a range of our partner platforms so you can activate the audiences across social, programmatic, OOH and CTV.

Some of our partner platforms

Samsung SMART TV

Meta

eyeota
A Dun & Bradstreet Company

/LiveRamp

Require a custom audience? We can help you build and activate an Experian audience on the platform of your choice. Combine multiple off-the-shelf audiences to create a tailored selection for yourself, or work with our audience team to build a bespoke audience.

Our consultants can spin up audiences at speed, to create in-the-moment audiences that respond to a topical event – or tailor-made audiences to help with use cases such as competitor conquests or win-back campaigns.

For more information, reach out to your Experian account manager or our dedicated Audiences inbox

Connect with our audience team



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