Attract the best travelers with targeted offers at just the right time

Whether you're looking to promote a travel destination or attract specific travel personas, we've got you covered. Our targeting options cover more than 35 million in-market travel customers, reachable via more than 1,900 segments.

Our audiences contain users searching/browsing for flights, hotels and car rentals sourced from leading Online Travel Agents (OTAs) and travel comparison sites.

Audiences built from:

- **35MM+ in-market travel customers**
- **Behavior including search/browse**
- **Offline transaction & past purchase history**
- **Travel sites vetted for data quality**

How to use Oracle Data Cloud Travel audiences

Customize campaign content based on destination and other known traveler details (e.g., demos, past purchases)

Create offers based on type of travel (e.g., airlines, hotels, car rentals, cruises)

Maximize the impact of your first-party data and use third-party data to increase reach

Putting Travel audiences to work

A hotel chain is launching a new brand focused on luxury travelers

1. Select known luxury travelers

2. Add hotel brands that appeal to the same target audience

3. Add purchase-based audiences based on overall spend levels

4. Filter to the destinations where new hotels are launching

Now you've identified the right luxury travelers most likely to convert.

Oracle Travel audiences

In-Market

Air travel
- Advanced booking
- Airlines
- Classes
- Days of departure
- Departure locations
- Destination locations
- International flyers
- Length of trip
- Number of adults
- Saturday stays
- Trip type
- U.S. domestic flyers

Car rentals
- Advanced booking
- Car class
- Length of rental
- Locations
- Rental car companies
- Saturday stays

Cruises
- Cruise lines
- Destinations
- Length of trip

Hotels and lodging
- Advanced booking
- Brands
- By number of adults
- Length of stay
- Locations
- Lodging types
- Number of rooms
- Saturday stays
- Star ratings

Vacation packages
- Advanced booking
- Length of trip
- Locations
- Saturday stays

Interest

Air travel
- Departure locations
- Destination locations

Products
- Car rentals
- Cruises
- Guided tours
- Hotel & lodging
- Travel packages

Types
- Budget
- Business
- Frequent travelers
- Leisure & vacation
- Luxury

DLX Lifestyles

Business travelers
Leisure travelers
High spenders
Spa mavens

AddThis

Travel
- Activities
- Air travel
- Car rentals
- Cruise
- Destinations
- Hotel & lodging
- Social
- Travel enthusiast
- Vacation package

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DATA CLOUD