

# The Travel File

**Quantity** 784,000 0-12 month recency

**Rental** £100.00 per 1,000 one time mailing

**Geo** UK

**Source** These are mail order buyers of a mixture of up market items (such as cameras & other luxury goods) and other travel related items from offers included with booking confirmations from leading UK tour operators. Many are loyal repeat customers who buy frequently so are extremely responsive. Relevant offers are made to each type of booking, so that we can discern which type of holiday the offer was included with and can select on these. We can therefore, target people who responded from a Cruise booking, traditional summer holidays – long or short haul, weekend breakers or simply flight only!

This is a superb list for companies wishing to reach travellers & holiday makers and is also great for financial offers and other leisure offers. There are no competitive restrictions on this file so airlines, car hire and tour operators can all use this data.

**Selections** Cruise £20.00 per 1,000  
Flightfile (flight only) £10.00 per 1,000  
Ski Holiday £10.00 per 1,000  
Weekend Break £10.00 per 1,000  
Holiday Lovers (3 or more holidays per annum) £35.00 per 1,000  
Exotic Places £10.00 per 1,000  
Florida Families £10.00 per 1,000  
Family Beach Holiday £10.00 per 1,000  
Gender £5.00 per 1,000  
Geographic £5.00 per 1,000  
Recency £5.00 per 1,000  
Nth No extra charge

**Production** CD £30.00 each  
Key Coding £2.50 per 1,000  
Running Charge £8.00 per 1,000  
Flagging No extra charge  
Delivery £25.00 flat  
Email Delivery £20.00 flat  
Mailsort £5.00 per 1,000

**Minimum Order** 5,000 names

**Restrictions** Once only use permitted  
Lists seeded to protect misuse  
List rental agreement required

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