AnalyticsIQ

Connect with travelers before they pack their bags.

AnalyticsIQ data guides travel marketers to their next best guest.

Understand the person behind the booking.

Travel will never be the same. Digital services like travel aggregation sites and home sharing platforms have changed how vacationers plan their adventures, and globalization means your next guest might not be where you think they are. Even the savviest digital marketer knows they need to create a true connection with someone planning a getaway, or risk being overlooked with dozens of other failed offers crowding the screen. In this new age of travel, how can you get in front of consumers planning a trip with the right offer and on the right channel? Data.

At AnalyticsIQ, we know **who** people are – like their age and gender and if they have children. We know **what** people do – like whether they enjoy cruises or foreign travel. But the thing that sets us apart is that we are the only data company to consistently pair cognitive psychology with sophisticated data science to truly understand **how** and **why** people make the travel decisions they do.

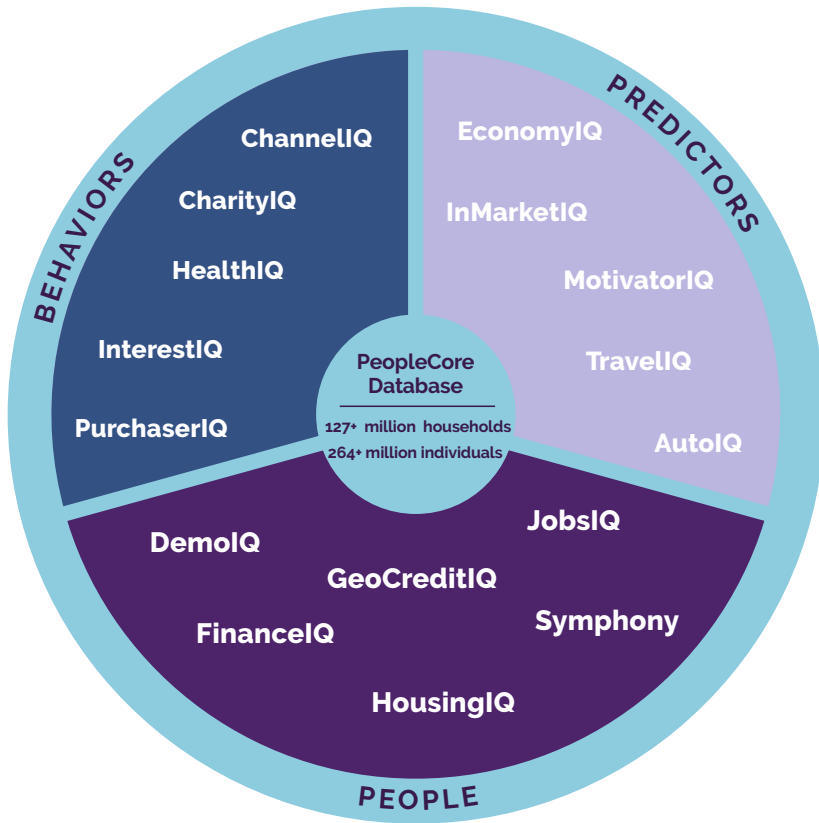### What course is your future guest charting?

No two travelers are alike. A young family may be dreaming about the view from a cruise ship, while a more seasoned couple is excited to smell pine on a morning hike. Quality travel data can guide marketers to the right audience for their campaign. Knowing if the consumer is more likely to book domestic travel or international, or even a cruise, allows you to target only consumers that are likely to pay you a visit.

Your message becomes even richer as you look beyond their travel habits and get to know the person. Are they parents of young children, or an overworked executive needing R&R? Do they have pets that may come along for the ride? A robust consumer dataset can help you know your customers like you know your friends.

PeopleCore Database:
The most accurate, comprehensive view of consumers

BEHAVIORS
ChannelIQ
CharityIQ
HealthIQ
InterestIQ
PurchaserIQ

PREDICTORS
EconomyIQ
InMarketIQ
MotivatorIQ
TravelIQ
AutoIQ

PeopleCore Database
127+ million households
264+ million individuals

PEOPLE
DemoIQ
GeoCreditIQ
FinanceIQ
HousingIQ
JobsIQ
Symphony

AnalyticsIQ's data is valuable for travel and hospitality marketers

- Travel predictors pinpoint people likely to travel domestically, internationally or even book a cruise

- Spend predictors detail the amount of discretionary dollars spent on various types of travel

- Demographics like age, gender, income, marital status and presence of children

- Channel preferences from Trip Advisor to Instagram to TV to direct mail

- Interests such as camping, hiking, sailing and fishing

Match your message to their mindset.

A traveler's reason for choosing an adventure is just as unique as the traveler themselves. MotivatorIQ data enables marketers to personalize messaging to the mindset of the vacation planner. Are they looking for properties focused on green initiatives? Or is their sense of adventure the greatest driver? Introverted travelers may be attracted to the allure of an untouched beach, while an extroverted person is excited to learn from the locals. Understanding the person's motivations leads to more personalized and impactful messaging.

Which channels matter most?

Once you have determined the ideal audience and message, channel selection is the final piece of the puzzle. A social platform could be the ideal medium for one audience, while another gets inspired to book based on an amazing travel story told in a TV ad. This information super charges media planning, allowing marketing dollars to focus not only on the right consumers, but on the right platforms.

As more and more consumers hit their smart phones while dreaming of their next getaway, your team must optimize digital strategies. Half of consumers that use social media to research their travel end up changing their plans based on their findings. Do you understand which platforms matter most to your prospects? Determining whether an audience has an account is just the beginning. The real impact comes from knowing the audience's activity level, as well as their influence.

Let's talk.

Are you ready start using accurate, sophisticated data to improve your travel marketing strategies?
Contact us today at **sales@analytics-iq.com**.