



# AMERICANS ARE PACKING UP. ARE YOU CASHING IN?

Reach a huge market with summertime audiences from Acxiom. Summer travel and purchases for related activities represent billions in spending. Precisely target your client's message at the right time and in the right place.



**ACTIVE KIDS CAMPS**  
**3 million**  
planning for summer camp



**BEACH TRAVELERS**  
**11 million**  
ready to put their toes in the sand (Jun to Aug)



**BOATING  
AND SAILING**  
Enthusiasts hitting the waters in boats or sailboats



**CAMPING/GLAMPING**  
**5 million**  
who love to camp and hike



**GARDENING AND  
HOME IMPROVEMENT**  
avid gardeners and DIYers



**INTERNATIONAL TRAVELERS**  
**15 million**  
headed outside U.S. borders



**OUTDOOR FAMILY FUN**  
consumers likely to purchase  
seasonal items or outdoor fun



**SPACE AND SPECIALTY KIDS CAMPS**  
**8 million parents**  
sending Johnny and Jane off to study space and specialty topics



**STAY-CATION**  
**8 million**  
planning to enjoy summer close to home



**WATERPARKS AND SWIMMING**  
**16 million**  
headed to the pool or nearest water park

To find out how these targeted groups can pay off big this summer, contact [dataguru@acxiom.com](mailto:dataguru@acxiom.com) or call 888.3ACXIOM.

# CHOOSE FROM THESE LUCRATIVE AUDIENCES

## Camping/Glamping

Families that love to camp and hike are often big spenders when it comes to summer travel and spending. Connect directly with an audience as high as 5 million that camp or have an RV with this segment.

## Waterparks and Swimming

Want to know who is going to dive into the local pool or pack up and head to the nearest waterpark. As many as 16 million Americans will do just that this summer. Help them make the right choices on destination and supplies.

## Stay-cation

A recent survey about summer travel indicated that 1/3 of the respondents are planning on enjoying summertime fun a little closer to home. If you represent a client with local attractions, this audience of over 8 million Americans is the perfect match.

## Beach Travelers

As many as 66% of summer vacationers will head to the beach during the months of June to August. But before they put their toes in the sand, they'll be busy researching the best condos, hotels and airfares, as well as stocking up on essentials for their vacation. Let us help you get your message directly in front of this group that numbers over 11 million.

## Space and Specialty Kids Camps

Space camp and other special interest camps for kids are a large and growing market. With counts as high as 8 million, our data helps you reach this prime pool of parents.

## Active Kids Camps

Kids and their parents are still making important decisions about choosing a summer camp to attend. If your client is looking to reach this market with counts as high as 3 million, with information about camps or gear that kids will take to camps, this segment is a great fit.

## International Travelers

A huge number of Americans will actually venture outside our borders for their summer getaway this year. But before they do, they'll not only research and purchase airfare and book accommodations but they also fill their suitcases with apparel and accessories vital to their plans. Connect with this audience of over 15 million.

## Outdoor Family Fun

In addition to what will be spent on travel, a huge amount of money will be used by families on grills, cookouts and other outdoor activities. This market is ideal for clients interested in selling seasonal items related to outdoor fun.

## Boating and Sailing

When the temperatures rise, so does the number of customers interested in hitting the water in a boat or sailboat. Reach those ready to make a major purchase this summer.

## Gardening and Home Improvement

Lots of Americans embark on major garden and home improvement projects during the summertime. Reach avid gardeners and DIYers looking for tools, plants and other supplies.