

# The Travel Target

Hotel Guests are a Traveling "Suite" Spot

Travelers are upscale consumers

**245 million**

overnight trips were taken by travelers with a HHI of \$75K+

Travelers are away from home and often need to make spontaneous purchases:

- Toothbrush/toothpaste
- Pain reliever
- Sleep aids
- Snacks/beverages
- Sunblock
- Clothing/Accessories

Travelers have time to engage in activities they don't typically have time for:

- Television
- Movies
- Dining
- Shopping

Travelers are away from their day-to-day routines which makes them more open to new brands and experiences



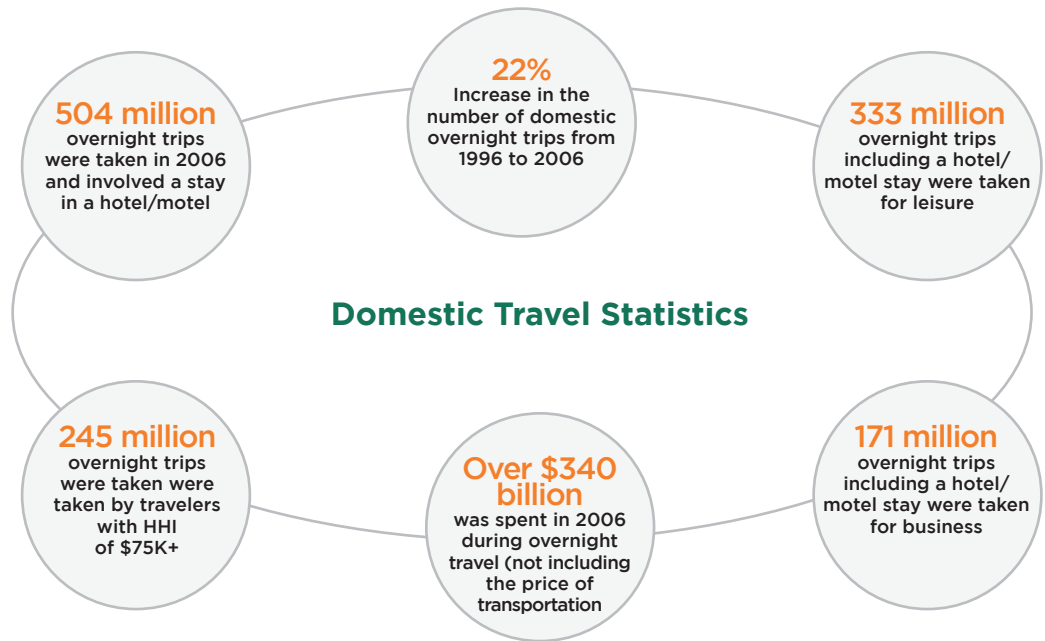
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## Defining the Travel Target:

The hotel guests you'll reach through The Hotel Networks are more than just travelers. They are upscale, educated and are avid consumers. They have families and careers. They are active and involved. They go to the movies, and the theater, dine out and entertain at home. They buy jewelry, cars, electronics, insurance and they invest in their futures and the futures of their children.

The challenge to advertisers and marketers is reaching a traveler, who by definition, is not at home to be reached. That is where The Hotel Networks comes in. With access to more than 500 million travelers each year, The Hotel Networks helps your brand reach this desired audience through traditional broadcast advertising, interactive VOD, sampling, promotions and event-marketing opportunities.



## The most popular trip activities include

