



data  
that  
delivers

Call us weekdays 8<sup>00</sup> - 16<sup>00</sup>

+61 2 8064 7276

## Frequent Global Travellers

This niche customer list is made up of approximately 18000 people who have either travelled regularly overseas and locally or are interested in doing so.

Initially the customers resorted to advertising in magazines such as Gourmet Traveller, The Age, GEO, The Australian and other leading magazines and newspapers and enquired about active, but not necessarily adventure holidays. The list owner regularly updates and approaches each of their customers with a variety of offers and information regarding travel packages.

Typically this list is made up of people 40+ with a high disposable income. They are seen as frequent international travellers, well educated and discerning with a good understanding of travel. These people prefer hotels to camping and choose walking, cycling, boating, skiing, self-drive holidays with comfort.

Records are all personalised and almost 100% at home address.

| LIST DETAILS       |   |
|--------------------|---|
| Quantity           | 19,509  |
| Selections         | State<br>Postcode<br>Random Selection<br>Gender   |
| PRICING            |   |
| Deliverability     | 95%   |
| Lead Time          | 5 days  |
| Terms & Conditions | List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.<br><br>We require a signed copy of our list rental agreement and order form prior to any order being processed.<br><br>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies. |

**The List Group** - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276  
<https://www.thelistgroup.com.au>