

Reach American Senior Cruise Enthusiasts



The American Senior Cruise Enthusiasts file is comprised of seniors ages 55+ who actively enjoy taking cruise vacations.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
Multi Channel (Email & Postal)	\$120.00 /M

Description

The **American Senior Cruise Enthusiasts File** is comprised of seniors ages 55+ who actively enjoy taking cruise vacations. The majority of these seniors are enjoying their retirement, many of whom have allocated savings specifically for travel purposes and are ready to take advantage of travel deals. They cruise either as couples, alone, with family or extended family, with other seniors, or on organized group trips via community, religious or senior focused organizations.

These senior cruisers enjoy a wide variety of cruise lines including contemporary, premium, luxury, specialty and river cruises. Length of the cruise vacations vary anywhere from two to three night voyages, to six day, seven day, ten day, or fourteen day trips, all the way up through 90+ day world cruises. Popular destinations includes the Caribbean, Europe, Latin American, Alaska and Asia.

Demographic selects include age, income, net worth, marital status, retirement status, ethnicity, education, homeowner and geography. Travel selects include domestic cruise travel, international cruise travel, and other travel related activity based selects such as wine enthusiasts, spa enthusiasts, golf enthusiasts, water sports, outdoor activities, dining, shopping and much more. Many of these senior cruisers plan pre or post voyage overnight stays in ports of departure or return and are therefore receptive to hotel and resort promotions at cruise port cities.

Contact Us For More Information

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ID Number	362379
Universe	4,793,398
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	11/09/2012
Counts through	01/18/2013
Selects	
Age	No charge
Gender	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
SCF	No charge
State	No charge
Travel Selects	No charge
Zip Code	No charge
Geography	Domestic (US)
Addressing	
ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES -	500.00 /F

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