



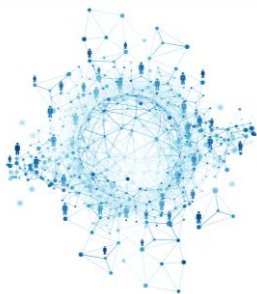
CASE STUDY

FINDING THE TRAVELERS MOST LIKELY TO BOOK

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.

FINDING THE TRAVELERS MOST LIKELY TO BOOK

THE CHALLENGE

A high-end travel and destination brand came to Source Path Digital with a growth challenge. The company had recently expanded its offering with **new destinations and route opportunities**, but ticket sales were developing more slowly than expected.

The advertiser already understood its ideal customer unusually well. Its research pointed toward a traveler resembling: affluent, experienced travelers who prioritize travel, seek world-class and culturally enriching experiences, value comfort and quality, often travel with a spouse or partner, and appreciate curated itineraries and expert guidance.

The underlying research supported that positioning. These travelers are particularly drawn to luxury, authenticity, world-class experiences, advance planning, guided tours, fine dining, and travel agent assistance. The segment also skews financially comfortable, older and highly educated, while **71% travel with a spouse or partner**.

But the advertiser faced a practical problem: **How do you turn a well-researched description of the ideal traveler into actual consumers you can reach?**

Traditional audience tools could provide broad age, income, travel, or luxury segments. They could not easily translate the advertiser's complete customer profile into an addressable audience built around the **combination of characteristics that made these travelers valuable**.

At the same time, the company was working against a long consideration cycle. For many customers, the time between first considering the experience and ultimately booking could extend **12 months or longer**.

The advertiser needed more than another travel interest audience. It needed an actionable model of **who was most likely to value, and ultimately book, the experience**.



THE INITIAL INSIGHT

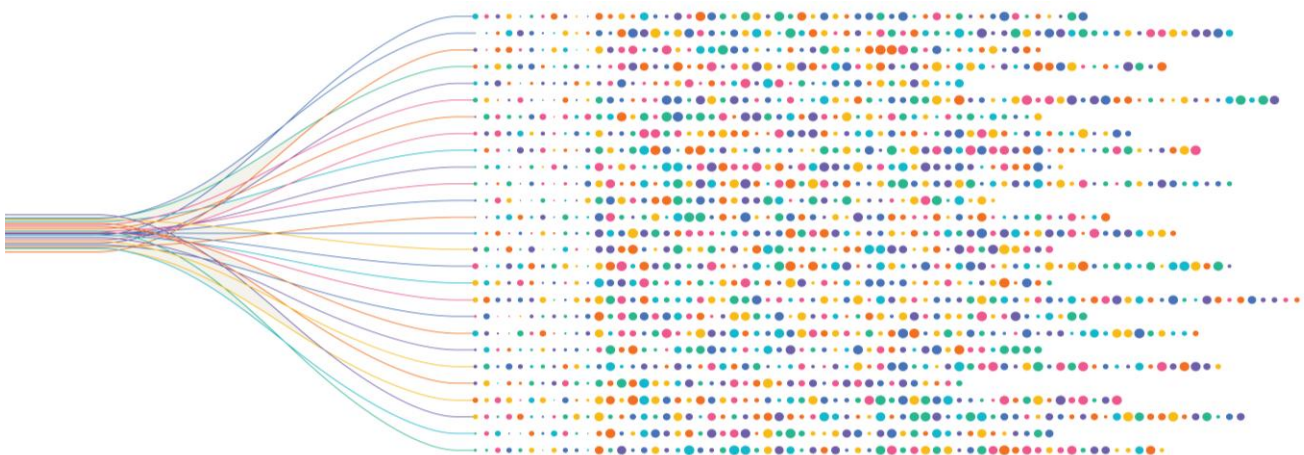
Source Path Digital believed the advertiser already had much of the right strategic thinking. The missing piece was translating that thinking into data.

The client's ideal customer was not defined by one characteristic, rather it was the intersection of:

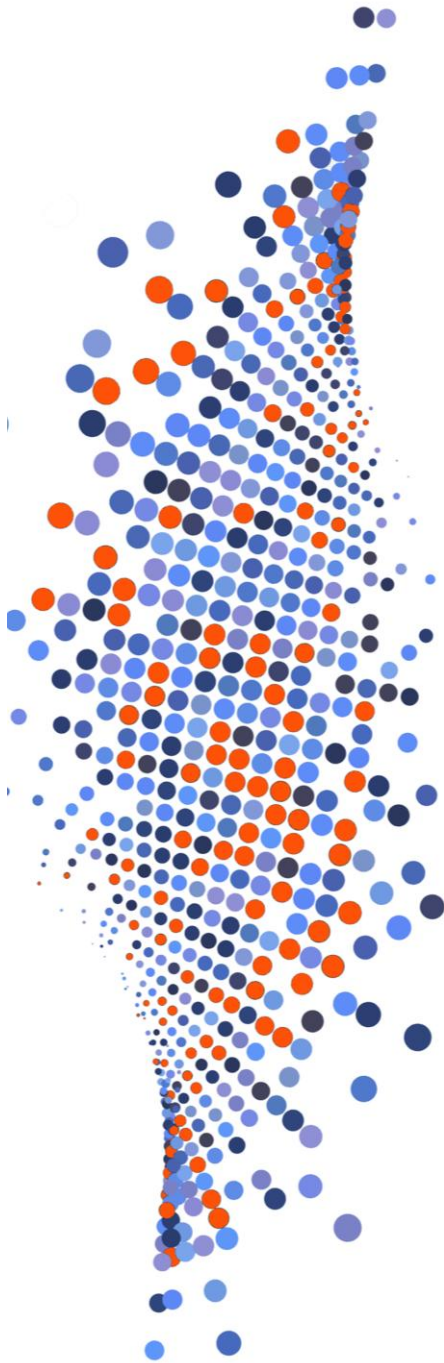
- Affluence and discretionary spending
- Mature life stage and financial flexibility
- Extensive travel experience
- Premium accommodation preferences
- Cultural curiosity and lifelong learning
- Interest in scenery and nature
- Preference for organized or guided experiences
- Elevated dining expectations
- Partner-oriented travel
- Desire for comfort, service, and simplicity

Premium hotels index strongly for the segment, as do all-inclusive experiences, and the audience demonstrates a strong preference for learning about the history and culture of destinations.

The opportunity was not to replace the advertiser's research. It was to make that research addressable.



THE ANALYSIS



Source Path Digital brought together three sources of intelligence:

THE ADVERTISER'S CUSTOMER PROFILE

-

EXISTING MARKET & SEGMENTATION RESEARCH

-

SOURCE PATH DIGITAL MARKET ANALYSIS

We then worked backward from the qualitative description of the ideal traveler and mapped those characteristics to **actual consumer data points, behaviors, Personas, lifestyle groups, and addressable audience signals.**

Rather than simply looking for consumers who were **age 55+, affluent, and interested in travel**, the analysis asked whether consumers demonstrated the broader combination of behaviors associated with the experience.

That included signals related to:

- Travel passion and frequency
- Premium accommodations
- Travel research
- Guided and organized travel
- International and cultural interests
- Upscale dining
- Vacation intentions
- Wealth and financial capacity
- Professional and household characteristics
- Geography

This allowed Source Path Digital to create an **actionable version of the ideal customer persona** that could be quantified geographically and ultimately activated in marketing.

WHAT THE DATA REVEALED

The resulting audience did more than resemble the advertiser's ideal customer demographically. It translated the customer profile into measurable consumer behaviors, lifestyle characteristics, and addressable audience signals.

HIGH-PROPENSITY TRAVEL INTENT

- **4.62× more likely** to plan a ski vacation
- **2.52× more likely** to plan an all-inclusive resort vacation
- **2.40× more likely** to plan a golf or tennis vacation
- **2.26× more likely** to plan a spa vacation
- **1.99× more likely** to plan a mountain vacation
- **1.55× more likely** to plan an escorted tour or tour group vacation
- **2.55×** for recent upscale restaurant use
- **1.83×** for using travel agent services
- **1.64×** for researching vacation destinations online
- **1.52×** for preferring vacations where activities are organized
- **1.40×** for paying more for higher-quality hotel accommodations
- **1.38×** for describing travel as a passion
- **1.34×** for preferring guided tours

A CLEARER PICTURE OF THE TRAVELER

AFFLUENT: 80% had household incomes above \$100K, including 56% above \$150K.

WEALTHY: The audience showed strong concentrations of accumulated wealth and millionaire level net worth households.

HIGHLY EDUCATED: Approximately 80% were college graduates or higher.

ESTABLISHED: More than 91% were homeowners.

PROFESSIONAL: Management and professional occupations represented more than 60% of the audience.

EXPERIENCE ORIENTED: Leading lifestyle groups included Accumulated Wealth, Affluent Empty Nests, Midlife Success, and other financially established consumer segments.

These behaviors closely reinforce the original customer profile that over-indexes for luxury experiences, advance planning, guided tours, premium accommodations, cultural discovery, and fine dining.

One particularly important finding was that the addressable opportunity was **not limited to a strict 55+ audience**. The resulting profile concentrated in the **45–64 age range**, identifying affluent consumers approaching the advertiser's traditional target life stage who were already demonstrating many of the same high-value travel behaviors.

The analysis successfully turned a well-researched customer description into an addressable Persona defined by both who these consumers are and how they actually travel.

THE AUDIENCE STRATEGY

Source Path Digital turned the analysis into a practical framework for growth.

The advertiser could now distinguish between:

CORE HIGH-PROPENSITY TRAVELERS

Consumers demonstrating the strongest combination of wealth, travel passion, premium preferences, cultural curiosity, and relevant vacation intent.

ROUTE & DESTINATION OPPORTUNITIES

High-potential audiences concentrated around markets with direct geographic relevance to new routes and destinations.

EXPANSION AUDIENCES

Consumers who may fall slightly outside legacy demographic definitions but strongly resemble the behavioral profile of the advertiser's ideal guest.

MARKET SPECIFIC AUDIENCES

Addressable audiences sized and prioritized within the advertiser's key states and DMAs.

The resulting strategy could support **prospecting, market testing, route launches, destination campaigns, direct response marketing, and longer term nurture efforts.**



The underlying customer research shows that these consumers tend to plan substantially in advance: they prefer booking flights and accommodations early, and longer-haul trips can begin with research nearly five months before departure.

For an advertiser facing consideration periods that can extend a year or longer, identifying the right audience earlier creates an opportunity to **begin the relationship before the consumer is ready to book, and stay relevant throughout the decision process.**

THE OUTCOME

The advertiser started with a sophisticated understanding of its ideal customer.

Source Path Digital turned that understanding into something operational.

What had previously existed as research, customer descriptions, demographic assumptions, and market knowledge became:

- A defined addressable consumer Persona
- Measurable behavioral and travel intent signals
- High-propensity audience segments
- Geographic audience reach estimates
- Route specific market opportunities
- A framework for activation and testing

The most important result was not another description of the ideal traveler.

It was the removal of the roadblock between **knowing what the ideal customer looks like and knowing which actual consumers fit that description.**

THE TAKEAWAY

Many advertisers already know a great deal about their best customers. They may have Personas, research, customer interviews, market studies, demographic profiles, and years of institutional knowledge. But that knowledge does not automatically translate into an audience that can be reached.

Source Path Digital bridges that gap.

By connecting customer research with consumer intelligence, behavioral data, Personas, geography, and addressable audience signals, we can turn:

“This is the kind of customer we want.”

into:

“These are the consumers who demonstrate those characteristics, and here is where to find them.”



For this advertiser, that meant moving beyond a broad affluent traveler definition toward a high-propensity audience whose actual behaviors strongly aligned with **premium travel, guided experiences, cultural discovery, upscale hospitality, mountain travel, and the type of curated journey the brand offers.**

LET'S EXPLORE WHAT'S POSSIBLE

The strongest travel audiences aren't necessarily hidden. Often, the advertiser already knows what they look like. The challenge is connecting that knowledge to the consumer data needed to **identify, size, prioritize, and activate them.**

Source Path Digital helps travel and destination marketers turn their existing customer knowledge into actionable audience intelligence, whether the objective is launching a new route, entering a new market, accelerating bookings, identifying feeder markets, or finding the travelers most likely to value a premium experience.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

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