

OnAudience

Spring Break Intent Audiences

Reach the Travelers Who Are Booking Now.

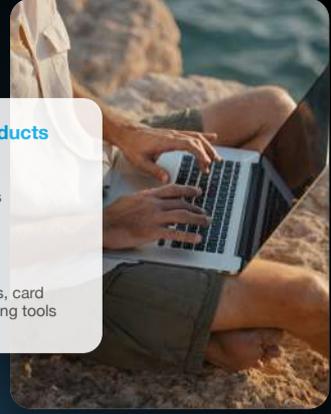


Last Minute Trip Bookers

Spring Break Body Prepa

Perfect campaigns & products to target them with:

- Spring Break travel upgrades
- All-inclusive packages and family bundles
- Financing and payment plans, card rewards, travel-friendly banking tools



Spring Break is a short, high-pressure planning window where people move from browsing to buying fast. Trips, flights, rentals, hotels, and event tickets can change daily and urgency drives quick decisions.

OnAudience provides Spring Break audience segments to help agencies, brands, and marketers reach in-market travelers and shoppers across the full journey: planning, booking, packing and entertainment while traveling.

Use these audiences to improve precision, performance, and efficiency in your Spring Break programmatic campaigns.

Reach Your Audience Precisely on the Grounds of ↘

Party Travel Planners OnAudience

Who they are:

Users actively research beach resorts, coastal trips, and party destinations for Spring Break. They are comparing locations, packages, and what's happening in a specific place.

Perfect campaigns & products to target them with:

- Beach resort offers, party hotels, destination bundles
- Event and hotel packages, venue partnerships
- Travel deal creatives with limited availability
- Ride apps, local transport, destination experiences



Sustainable Spring Break Travelers



Who they are:

Travelers interested in environmentally responsible choices, they look for greener transport, eco-stays, and lower-impact activities.

Perfect campaigns & products to target them with:

- Eco-certified hotels, rail alternatives, low-impact tours
- Reusable travel gear, sustainable brands, refillable toiletries
- Messaging around responsible travel and local experiences
- Carbon-aware travel products (where applicable)

All-Inclusive Resort Shoppers

< OnAudience

Who they are:

Package-focused buyers looking for bundled convenience: meals, drinks, activities, and predictable total cost.

Perfect campaigns & products to target them with:

- All-inclusive resorts, cruise-like bundles, family packages
- Upsells: ocean view, late checkout, spa credit
- Payment plans, deposit-based booking, loyalty offers
- Everything included value messaging (food, drinks, activities)



Luxury Spring Getaways



Who they are:

Affluent travelers researching premium resorts and high-end experiences. They respond to exclusivity, credibility, and service signals.

Perfect campaigns & products to target them with:

- Premium resorts, boutique hotels, luxury villa stays
- Business/first-class upgrades, concierge services
- Fine dining, private tours, yacht/boat experiences
- Premium cards, VIP airport services, elite loyalty tiers

Group Travel Planners

Who they are:

The organizers: people coordinating trips for friends or student groups, comparing shared accommodations, and managing logistics.

Perfect campaigns & products to target them with:

- Short-term rentals, multi-room hotels, group discounts
- Split-payment tools, travel planning apps, itinerary tools
- Car rentals, multi-seat transport, group experiences



Car Rental Seekers



Who they are:

Travelers searching for short-term mobility, often planning day trips, airport pickups, or road-trip style Spring Break travel.

Perfect campaigns & products to target them with:

- Car rentals, airport pickup deals, membership rates
- Navigation and roadside bundles, add-on coverage
- Fuel/EV charging partnerships, toll passes
- Road trip content creatives (routes, stops, time-saving)

Beach & Pool Lifestyle Enthusiasts

< OnAudience

Who they are:

People engaging with beachwear, pool parties, and coastal vacation content — strong signals for style, gear, and seasonal shopping.

Perfect campaigns & products to target them with:

- Swimwear, cover-ups, sandals, hats, sunglasses
- Beach gear: coolers, towels, speakers, waterproof cases
- Pool party/event promotions, destination activations
- SPF, after-sun care, tanning and skincare bundles



Festival & Event Attendees



Who they are:

Users interested in Spring Break concerts, live events, and destination festivals their planning is anchored to dates and tickets.

Perfect campaigns & products to target them with:

- Ticketing, event travel packages, venue promos
- Hotels near venues, rideshare offers, merch drops
- Outfit-forward creatives, festival-ready bundles
- Mobile data/roaming plans, device chargers and power banks

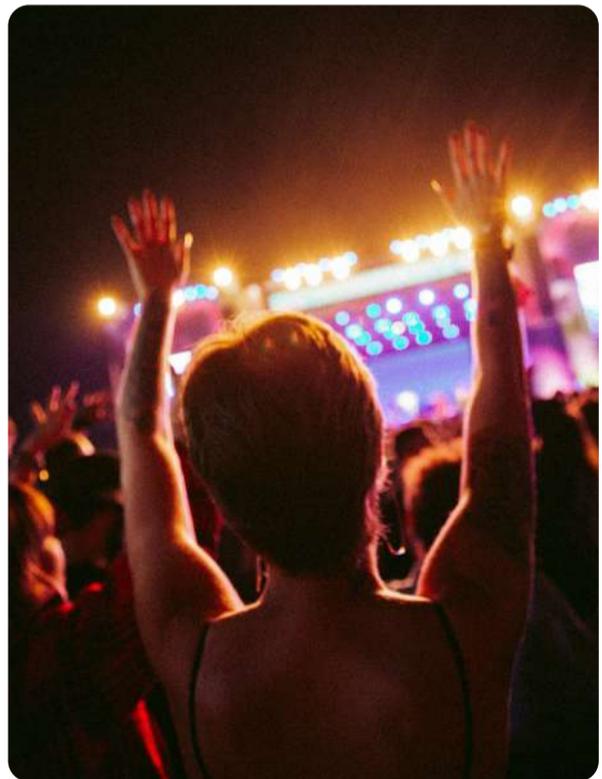
Party & Nightlife Audience

Who they are:

Users frequently consume nightlife, clubbing, and event content, they convert around guest lists, and VIP access.

Perfect campaigns & products to target them with:

- Nightlife events, clubs, bar crawls, VIP tables
- Drink brand activations, hospitality partnerships
- Late-night transport offers, local experience bundles
- Premium upsells: fast entry, VIP wristbands, bottle services



Spring Break Body Preparation



Who they are:

Users consuming content about fitness routines and wellness prep before vacation, strong intent for programs, gear, and supplements.

Perfect campaigns & products to target them with:

- Fitness apps, short programs, classes, at-home equipment
- Activewear, hydration & recovery products (electrolytes, supplements)
- Wellness routines, sleep support, travel-friendly nutrition

Travel Insurance Researchers

◀ OnAudience

Who they are:

Users looking into travel protection, insurance plans, and safety tips, higher conversion when trust and coverage clarity are strong.

Perfect campaigns & products to target them with:

- Travel insurance, cancellation coverage, medical coverage
- Gadget/theft protection, AppleCare-like plans, device coverage
- Clear benefit-led creative delays, baggage, cancellation
- Bundled offers at checkout, cart retargeting



Family-Friendly Destinations



Who they are:

Parents researching safe and child-friendly vacation spots, planning around activities, convenience, and budget.

Perfect campaigns & products to target them with:

- Family resorts, kids clubs, attraction passes
- Kids travel gear buyers (luggage, activity kits, in-transit entertainment)
- Nature & camping trips (national parks, cabins, family outdoors)
- Value bundles, early booking deals, flexible cancellation

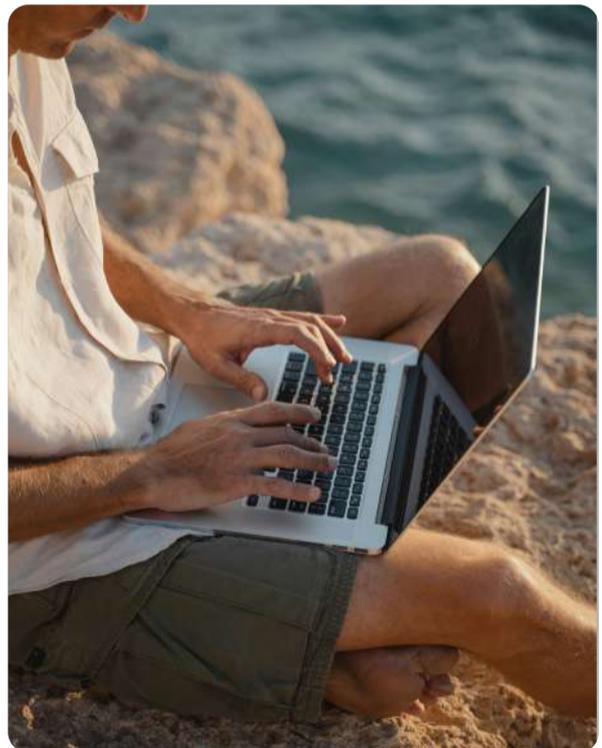
Remote Workers & Digital Nomads

Who they are:

Users combining remote work with short-term vacation stays, they care about Wi-Fi, comfort, and longer-stay pricing.

Perfect campaigns & products to target them with:

- Longer-stay rentals, work-friendly hotels, coworking
- Mobile hotspots, roaming plans, productivity tools
- "Work from the beach" creatives with real amenities
- Travel payment apps and FX tools



Tax Refund Spenders



Who they are:

Users who recently received a tax refund and are planning to spend it on travel, upgrades, and experiences.

Perfect campaigns & products to target them with:

- Spring Break travel upgrades
- All-inclusive packages and family bundles
- Financing and payment plans, card rewards, travel-friendly banking tools

Flight Deal Seekers

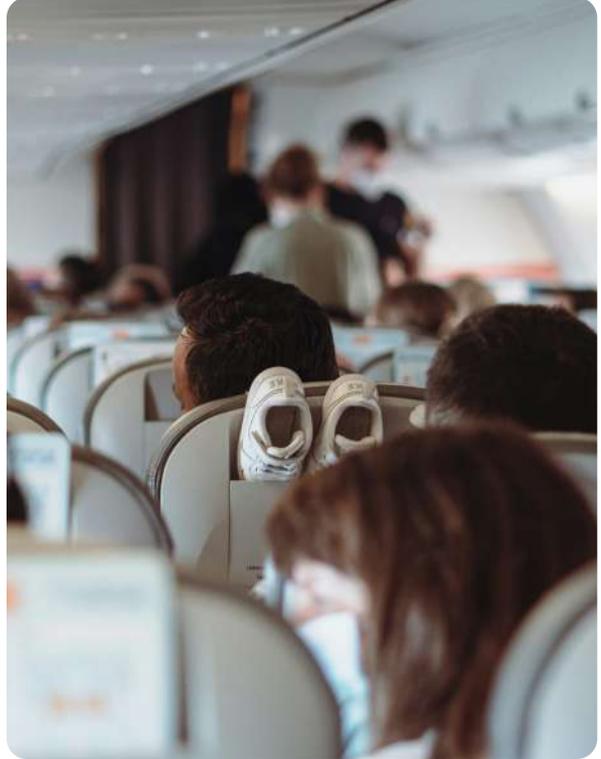
◀ OnAudience

Who they are:

Airfare-discount hunters comparing airlines, routes, and departure dates, they're highly responsive to price drops and urgency cues.

Perfect campaigns & products to target them with:

- Airline promos, fare sales, route-based targeting
- Payment apps for international travel
- Carry-on luggage, packing accessories, travel essentials
- Travel insurance, delayed baggage protection



Spring Break Home & Safety Shoppers



Who they are:

People preparing their home and life for time away, e.g. security, smart devices, and vacation mode planning

Perfect campaigns & products to target them with:

- Home security & smart locks shoppers
- Spring cleaning product shoppers
- Road trip maintenance researchers and emergency kit buyers
- Smart home bundles, monitoring subscriptions, install offers

Last-Minute Trip Bookers

Who they are:

Urgent planners browsing “this week” deals, flash sales, and short-notice getaways. They convert quickly when the offer is simple and available.

Perfect campaigns & products to target them with:

- Same-week flight deals, hotel tonight-style offers
- Dynamic pricing and countdown creatives
- Travel insurance and cancellation-friendly rates
- Priority boarding, fast check-in, airport transfers



Budget Spring Break Travelers



Who they are:

Deal-first travelers looking for the best value. They hunt discounts, split costs with friends, and prioritize affordability over flexibility.

Perfect campaigns & products to target them with:

- Flight and hotel promos, student deals, bundle pricing
- Hostels, budget hotels, short-term rental discounts
- Book with friends offers, flexible payment options
- Low-cost carriers, price-drop alerts, promo codes

Do you want to see all Spring Break segments?

Talk to our Audience Expert

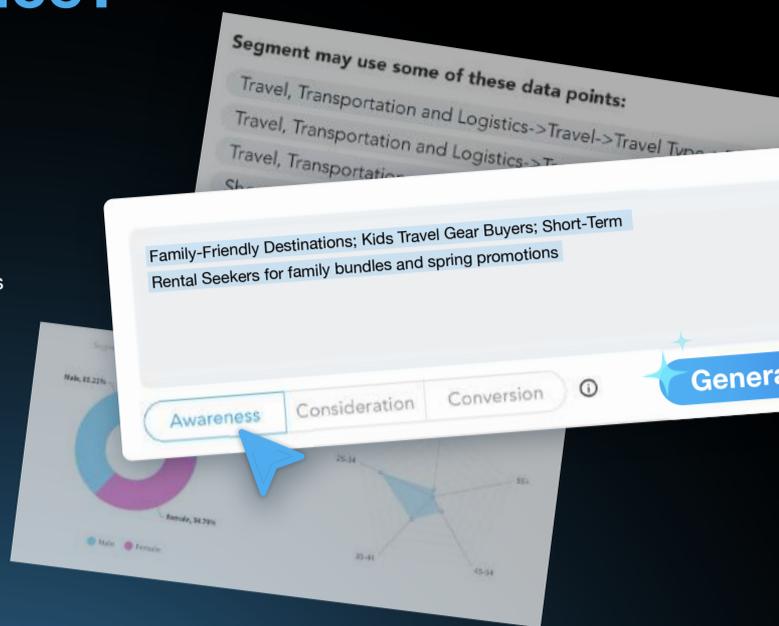
Need a custom audience?

Build custom Spring Break audiences from a brief

- US Last-Minute Flight Deal Seekers; Car Rental Seekers; Spring Break deals intent, mobile-first delivery
- Beach & Pool Lifestyle Enthusiasts; Swimwear Shoppers; Tanning & Skincare Buyers for sequential pre-trip packing funnels
- Family-Friendly Destinations; Kids Travel Gear Buyers; Short-Term Rental Seekers for family bundles and spring promotions

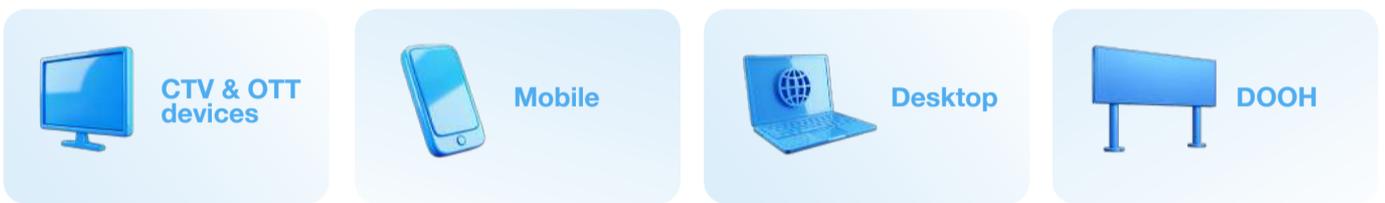
Use AI Audiences to turn a short brief into an activation-ready segment fast.

Build with AI Audiences



Reach Shoppers Across Various Devices

Our data lets you engage Spring Break audiences seamlessly across:



Five reasons to choose OnAudience Spring Break Audience Data



Scale that performs

Built on data from **25B+** devices, powering **3,900** high-intent audience segments with global reach.

Quality you can trust

Full control from raw signals to activation ensures recency and consistency.



Privacy-compliant by design

processed in line with GDPR & CCPA for safe, scalable targeting.



Global coverage

Activate campaigns across **200+** markets with one consistent data partner.



Proprietary in-house tech

faster processing and more efficient audiences built on OnAudience's own stack.

Convert Spring Break Intent into Real Campaign Performance

+25B
devices

+50B
profiles

+3,900
segments

Reach high-intent Spring Break travelers and seasonal shoppers with data-driven audiences built for cross-device activation, so you can boost relevance, efficiency, and campaign results.

OnAudience

Reach to our team at contact@onaudience.com