

# Travel Targets

Targets associated with the Travel segment are customizable but work somewhat differently for the cruise, flight, and hotel options. For each target, all the criteria and options that you can configure are treated as "and" statements. Visitors to your site qualify for an experience only if they satisfy all the individual elements defined in the travel target.

## Cruise

There are three different cruise-specific targeting options: **Cruise Booked**, **Cruise Searched**, and **Cruise Viewed**. For individual cruise target definitions, see [Travel](#) in [Types of WHO Targets](#).

### Destination

This field allows you to define the travel destination considered for the target. Multiple destinations are treated as "or" statements. This information is specific to the destinations that were defined during the integration process.

### Departure port

This field allows you to define the port of origination considered for the target. Multiple ports are treated as "or" statements. This information is specific to the ports that were defined during the integration process.

### Start date from, Start date to

These fields together allow you to define the range of start dates that are considered for the target.

### End date from, End date to

These fields together allow you to define the range of end dates that are considered for the target.

### Number of guests

This selector and field allow you to define the number of guests included in a cruise voyage that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

### Number of adults

This selector and field allow you to define the number of adults included in a cruise voyage that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

### Number of children

This selector and field allow you to define the number of children included in a cruise voyage that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## Ship name

This field allows you to define the ship considered for the target. Multiple ships are treated as "or" statements. This information is specific to the ship names that were defined during the integration process.

## Room class

This field allows you to define the type of room considered for the target. Multiple room types are treated as "or" statements. This information is specific to the room types that were defined during the integration process.

## Lookback days

This field allows you to define how many days of session data are considered for the target.

## Visitors matching this target

This toggle allows you to specify whether or not the selections defined for this target are included in or excluded from the experience.

# Flight

There are three different flight specific targeting options: **Flight Booked**, **Flight Searched**, and **Flight Viewed**. For individual flight target definitions, see [Travel](#) in [Types of WHO Targets](#).

## Departure airport

This field allows you to define the departure airport that you want to include in the target by using a three-letter airport code (for example, PHL for Philadelphia or PAO for Palo Alto). Multiple airports are treated as "or" statements.

## Arrival airport

This field allows you to define the arrival airport that you want to include in the target by using a three-letter airport code (for example, PHL for Philadelphia or PAO for Palo Alto). Multiple airports are treated as "or" statements.

## Departure date from, Departure date to

These fields together allow you to define the range of departure dates that are considered for the target.

## Return date to, Return date from

These fields together allow you to define the range of return dates that are considered for the target.

## Flight class

Select an option to define the flight class considered for the target. This information is specific to the flight classes that were defined during the integration process.

## Number of travelers

This selector and field allow you to define the total travelers included in a flight that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## Number of adults

This selector and field allow you to define the number of adults included in a flight that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## Number of minors

This selector and field allow you to define the number of minors included in a flight that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## Number of seniors

This selector and field allow you to define the number of senior citizens included in a flight that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## Number of infants

This selector and field allow you to define the number of infants included in a flight that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## Trip length

This selector and field allow you to define the trip length in days that is considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## Lookback days

This field allows you to define how many days of session data are considered for the target.

## Visitors matching this target

This toggle allows you to specify whether or not the selections defined for this target are included in or excluded from the experience.

## Hotel

There are three different hotel specific targeting options: **Hotel Booked**, **Hotel Searched**, and **Hotel Viewed**. For individual hotel target definitions, see [Travel in Types of WHO Targets](#).

## **Hotel city**

This field allows you to define the city considered for the target. Multiple cities are treated as "or" statements. This information is specific to the cities that were defined during the integration process.

## **Check-in date from, Check-in date to**

These fields together allow you to define the range of check-in dates that are considered for the target.

## **Checkout date from, Checkout date to**

These fields together allow you to define the range of checkout dates that are considered for the target.

## **Number of rooms**

This selector and field allow you to define the total number of rooms included in a hotel stay that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## **Number of guests**

This selector and field allow you to define the total number of guests included in a hotel stay that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## **Number of adults**

Allows you to define the number of adults included in a hotel stay that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## **Number of children**

This selector and field allow you to define the number of children included in a hotel stay that are considered for the target. You can include an exact match if you select **Equals** or a range of matches if you select **Greater than** or **Less than** from the selector.

## **Room type**

This field allows you to define the type of room considered for the target. Multiple room types are treated as "or" statements. This information is specific to the room types that were defined during the integration process.

## **Lookback days**

This field allows you to define how many days of session data are considered for the target.

## **Visitors matching this target**

This toggle allows you to specify whether or not the selections defined for this target are included in or excluded from the experience.