

TRAMS Generic Marketing Codes with Marketing Partner IDs

1/26/16

<u>Description</u>	<u>Marketing Code</u>	<u>Mktg Partner Id</u>
Vendor Destinations	Europe-Italy-Venice	
Vendor Destinations	Europe-Russia-St. Petersburg	
Vendor Destinations	Europe-Russia-Moscow	
Vendor Destinations	Europe-UK-London	
Vendor Destinations	Europe-Ireland	
Vendor Destinations	Europe-Italy	
Vendor Destinations	Europe-Italy-Rome	
Vendor Destinations	Europe-Russia	
Vendor Destinations	Europe-Ireland-Dublin	
Vendor Destinations	Europe-Ireland-Belfast	
Vendor Destinations	Europe-Croatia	
Vendor Destinations	Europe-Italy-Umbria	
Vendor Destinations	Europe-Italy-Florence	
Vendor Destinations	Europe-Italy-Amalfi Coast	
Vendor Destinations	Europe-Italy-Sicily	
Vendor Destinations	Europe-Turkey	
Vendor Destinations	Europe-Greece	
Vendor Destinations	Europe-Greece-Athens	
Vendor Destinations	Europe-Turkey-Istanbul	
Vendor Destinations	Europe-Greece-Santorini	
Vendor Destinations	Europe-Greece-Mikinos	
Vendor Destinations	Europe-Turkey-Ephesus	
Vendor Destinations	Australia	
Vendor Destinations	Europe-France	
Vendor Destinations	Europe-France-Paris	
Vendor Destinations	Europe-Germany	
Vendor Destinations	Europe-Germany-Berlin	
Vendor Destinations	Europe-Germany-Munich	
Vendor Destinations	Europe-Austria	
Vendor Destinations	Europe-Spain	
Vendor Destinations	Europe-Spain-Madrid	
Vendor Destinations	Europe-Spain-Barcelona	
Vendor Destinations	Europe-Portugal	
Vendor Destinations	Europe-Portugal-Lisbon	
Vendor Destinations	Europe-Poland	
Vendor Destinations	Europe-Denmark	
Vendor Destinations	Europe-Norway	
Vendor Destinations	Europe-Sweden	
Vendor Destinations	Europe-Denmark	
Vendor Destinations	Europe-Bulgaria-Budapest	
Vendor Destinations	Europe-Czech Republic-Prague	
Vendor Destinations	U.S.-Alaska	
Vendor Destinations	U.S.-Alaska-Skagway	
Vendor Destinations	U.S.-Alaska-Anchorage	
Vendor Destinations	U.S.-Alaska-Fairbanks	
Vendor Destinations	U.S.-Alaska-Denali	
Vendor Destinations	Canada-Vancouver	
Vendor Destinations	Canada-Montreal	
Vendor Destinations	Australia-Sydney	

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Vendor Destinations	Australia-Queensland	
Vendor Destinations	Australia-Adelaide	
Vendor Destinations	Australia-Alice Springs	
Vendor Destinations	Australia-Perth	
Vendor Destinations	New Zealand	
Vendor Destinations	U.S.-Hawaii	
Vendor Destinations	Africa-South Africa	
Vendor Destinations	Africa-East Africa	
Vendor Destinations	Middle East-Israel	
Vendor Destinations	Middle East-Egypt	
Vendor Destinations	India	
Vendor Destinations	Middle East-Jordan	
Vendor Destinations	Middle-East-Dubai	
Vendor Destinations	Middle East-Saudi Arabia	
Vendor Destinations	Far East-China	
Vendor Destinations	Canada-Calgary and Banff	
Vendor Destinations	Canada-Nova Scotia	
Vendor Destinations	Canada-Quebec	
Vendor Destinations	Far East-Thailand	
Vendor Destinations	Canada-Toronto	
Vendor Destinations	Far East-Singapore	
Vendor Destinations	Far East-Vietnam	
Vendor Destinations	Far East-Cambodia	
Vendor Destinations	Far East-Japan	
Vendor Destinations	Far East-South Korea	
Vendor Destinations	Far East-Indonesia	
Vendor Destinations	Far East-Malaysia	
Vendor Destinations	Far East-Phillippines	
Vendor Destinations	Far East-Taiwan	
Vendor Destinations	Far East-China Beijing	
Vendor Destinations	Far East-China-Hong Kong	
Vendor Destinations	Far East-China-Shanghai	
Vendor Destinations	South Pacific-Fiji	
Vendor Destinations	South Pacific-Tahiti French Poly	
Vendor Destinations	Caribbean-Bahamas	
Vendor Destinations	Caribbean-Jamaica	
Vendor Destinations	Caribbean-Haiti	
Vendor Destinations	Caribbean-Turks & Caicos	
Vendor Destinations	Caribbean-Aruba	
Vendor Destinations	Caribbean-Curacao	
Vendor Destinations	Caribbean-Cuba	
Vendor Destinations	Caribbean-Cayman Islands	
Vendor Destinations	Caribbean-Bermuda	
Vendor Destinations	Caribbean-Puerto Rico	
Vendor Destinations	Caribbean-Virgin Islands	
Vendor Destinations	Caribbean-Anguilla	
Vendor Destinations	Caribbean-Antiqua	
Vendor Destinations	Caribbean-Guadeloupe	
Vendor Destinations	Caribbean-Martinique	

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Vendor Destinations	Caribbean-St. Lucia	
Vendor Destinations	Caribbean-Barbados	
Vendor Destinations	Europe-Switzerland	
Vendor Destinations	Central America - Belize	
Vendor Destinations	Mexico	
Vendor Destinations	Mexico-Cabo	
Vendor Destinations	Mexico-Mazatlan	
Vendor Destinations	Mexico-Mexico City	
Vendor Destinations	Mexico-Cancun	
Vendor Destinations	Central America-Guatemala	
Vendor Destinations	Central America-El Salvador	
Vendor Destinations	Central America-Honduras	
Vendor Destinations	Central America-Costa Rica	
Vendor Destinations	Central America-Nicaragua	
Vendor Destinations	Central America-Panama	
Vendor Destinations	South America-Columbia	
Vendor Destinations	South America-Venezuela	
Vendor Destinations	South America-Brazil	
Vendor Destinations	South America-Ecuador/Galapagos	
Vendor Destinations	South America-Peru	
Vendor Destinations	South America-Brazil	
Vendor Destinations	South America-Argentina	
Vendor Destinations	South America-Chile	
Vendor Destinations	South America-Uruguay	
Vendor Destinations	Antartica	
Vendor Destinations	Finland	
Vendor Destinations	Mexico-Cozumel	
Trip Budget	Up to \$1,000	E0201
Trip Budget	\$1,001 to \$1,500	E0202
Trip Budget	\$1,501 to \$2,500	E0203
Trip Budget	\$2,501 to \$5,000	E0204
Trip Budget	\$5,001 to \$7,500	E0205
Trip Budget	Over \$7,500	E0206
Trip Budget	Vendor Offering Day Excursions	
Trip Budget	Special Request-Uniworld Invite	
Client Destinations	Europe	E0921
Client Destinations	Mexico	E0925
Client Destinations	Middle East	E0926
Client Destinations	North America	E0927
Client Destinations	Pacific Rim	E0928
Client Destinations	Polar Regions	E0929
Client Destinations	Russia	E0930
Client Destinations	Scandinavia	E0931
Client Destinations	South America	E0932
Client Destinations	South Pacific	E0933
Client Destinations	Western Europe	E0934
Client Destinations	California	E0914
Client Destinations	Disney	E0919
Client Destinations	Florida	E0922

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	Client Destinations	Hawaii	E0923
	Client Destinations	Las Vegas	E0924
	Client Destinations	Africa	E0910
	Client Destinations	Alaska	E0911
	Client Destinations	Asia	E0912
	Client Destinations	Australia	E0913
	Client Destinations	Canada	E0915
	Client Destinations	Caribbean	E0916
	Client Destinations	China	E0917
	Client Destinations	Continental USA	E0918
	Client Destinations	Eastern Europe	E0920
	Client Destinations	PANAMA CANAL	E0939
	Client Destinations	Ireland	E0904
	Client Destinations	CANCUN	E0925
	Client Destinations	Turkey	E0935
	Interests	Spas & Fitness	E1025
	Interests	Standard hotels	E1026
	Interests	Tennis	E1027
	Interests	Villa/condos	E1028
	Interests	Island resorts/Sun	E1018
	Interests	Adventure Travel	E1001
	Interests	All-inclusive	E1002
	Interests	Alt. lifestyles	E1003
	Interests	Art/Culture/Theatre	E1004
	Interests	Bed & breakfasts	E1005
	Interests	Bicycling Tours	E1006
	Interests	Boating/Yachts	E1007
	Interests	Cruises	E1008
	Interests	Diving/Watersports	E1009
	Interests	Eco-Tourism	E1010
	Interests	Escorted Tours/Coach	E1011
	Interests	Family travel/Disney	E1012
	Interests	Fly/Drive Trips	E1013
	Interests	Food & Wine	E1014
	Interests	Gambling	E1015
	Interests	Golf	E1016
	Interests	Hiking/Walking	E1017
	Interests	Luxury Resorts/Hotel	E1019
	Interests	Safaris	E1020
	Interests	Shopping trips	E1021
	Interests	Sightseeing/Museums	E1022
	Interests	Singles trips	E1023
	Interests	Skiing	E1024
	Interests	Honeymoon/Romance	
	Client Status	Upscale Traveler	E0503
	Client Status	Mass Market Traveler	E0504
	Client Status	VIP Client	E0505
	Client Status	Shopper	E0507
	Client Status	Prospect	E0508

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<u>Description</u>	<u>Marketing Code</u>	<u>Mktg Partner Id</u>
Client Status	VIP	E0505
Client Status	04 Data Entry	
Client Status	Client	E0506
Lifecycle	Under 30	E0101
Lifecycle	31 - 40	E0102
Lifecycle	41 - 50	E0103
Lifecycle	Single	E0603
Lifecycle	Married	E0604
Lifecycle	Young Family	E1202
Lifecycle	Retired	E0606
Lifecycle	Widowed	E0607
Lifecycle	Over 65	E0105
Lifecycle	51 - 65	E0104
Lifecycle	Divorced	
Mailer Type	Temp	
Mailer Type	Incomplete Profiles	
Mailer Type	EV 2014	
Mailer Type	Undiliverable Address	
Mailer Type	Undiliverable Address for Select	
Mailer Type	EB 2014	
Mailer Type	No Mailings	NODMM
Mailer Type	TMAFF	TMAFF
Mailer Type	TMARO	TMARO
Mailer Type	EL 2014	
Mailer Type	Travel Expo Mailer 2011	FTE11
Mailer Type	EV2012	
Mailer Type	EL2012	
Mailer Type	Opt Out of All Automated Email	NOMKT
Mailer Type	EMail-No Marketing Sends	NOCBM
Mailer Type	EMail-Request Survey	ASKME
Mailer Type	TB-No Bon Voyage	NOBVE
Mailer Type	TB-No Referral Thank you	NOREF
Mailer Type	TB-No Trip Inquiry Thank You's	NOINQ
Mailer Type	TB-No Welcome To the agency	NOWTA
Mailer Type	TB-No Passport Expiration Remi	NOPPR
Mailer Type	TB-No Birthday Greetings	NOBDY
Mailer Type	TB-No Wedding Anniversary Em	NOANN
Mailer Type	TB-No Welcome Home From Tri	NOWHE
Mailer Type	Ensemble Select	E0750
Mailer Type	Ensemble LifeStyles	E0751
Mailer Type	Ensemble Bonus Names	E0708
Mailer Type	Ensemble Vacations	E0707
Mailer Type	NCOA Update	NCOAE
Mailer Type	Invalid Address	INVAD
Season	Fall Traveler	E0801
Season	Spring Traveler	E0802
Season	Winter Traveler	E0803
Season	Summer Traveler	E0804
Season	Short Notice	E0805

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<u>Description</u>	<u>Marketing Code</u>	<u>Mktg Partner Id</u>
Trip Duration	3 - 4 days	E0301
Trip Duration	5 - 7 days	E0302
Trip Duration	8 - 14 days	E0303
Trip Duration	Over 14 days	E0304
Trip Frequency	1/year	E0401
Trip Frequency	2 - 3/year	E0402
Trip Frequency	4 - 5/year	E0403
Trip Frequency	Over 5/year	E0404
Decision Factors	Agent Recommendation	E1101
Decision Factors	Word of Mouth	E1102
Decision Factors	Particular Promotion	E1104
Decision Factors	Price not a factor	E1105
Decision Factors	Price of Trip	E1106
Decision Factors	Read Article	E1107
Decision Factors	Time of Year	E1108
Lines Cruised	AMERICAN HAWAII	
Lines Cruised	BERGEN LINE	
Lines Cruised	CARNIVAL CRUISE	E1403
Lines Cruised	CELEBRITY CRUISES	E1404
Lines Cruised	COMMODORE CRUISE	
Lines Cruised	COSTA CRUISE	
Lines Cruised	CRYSTAL CRUISES	E1405
Lines Cruised	CUNARD LINE	E1406
Lines Cruised	DELTA STEAMBOAT CO.	
Lines Cruised	DISNEY CRUISE LINE	E1407
Lines Cruised	HOLLAND AMERICA LINE	E1408
Lines Cruised	NORWEGIAN CRUISE LIN	E1409
Lines Cruised	ORIENT LINES	
Lines Cruised	PRINCESS CRUISES	E1411
Lines Cruised	REGENT SEVEN SEAS	E1412
Lines Cruised	REGAL CRUISES	
Lines Cruised	ROYAL CARIBBEAN INTL	E1413
Lines Cruised	SEABOURN CRUISE LINE	E1415
Lines Cruised	SILVERSEAS CRUISES	E1416
Lines Cruised	FIRST EUROPEAN	
Lines Cruised	WINDSTAR CRUISES	E1420
Lines Cruised	AMERICAN SAFARI	
Lines Cruised	PREMIER CRUISE LINE	
Lines Cruised	RIVER CRUISES/Barges	E1033
Lines Cruised	STAR CLIPPERS	
Lines Cruised	UNIWORLD (Trafalgar) Rlver Cr	E1417
Lines Cruised	RENAISSANCE	
Lines Cruised	ROYAL OLYMPIC	
Lines Cruised	Oceania Cruise Line	E1410
Lines Cruised	Lindblad	
Lines Cruised	Azamara	E1402
Lines Cruised	Viking River Cruises	E1418
Lines Cruised	Voyages of Discovery	E1419
Lines Cruised	AMA (Amadeus) Waterways	

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Lines Cruised	Avaleon (Globus) River Cruises	E1401
Lines Cruised	Peter Dielmann Cruises	
Lines Cruised	SeaDream Yacht Club	E1414
Questionnaire	2002	
Questionnaire	2000	
Questionnaire	'01-Thnksngng Contest Registrati	
Questionnaire	Updated E-mail 2002	
Questionnaire	Rcvd 2 Free Luggage Tags	
Questionnaire	2008 Holiday Picture Card	
Questionnaire	2007 Holiday Card Picture	
Year Started	1981	
Year Started	1982	
Year Started	1983	
Year Started	1984	
Year Started	1985	
Year Started	1986	
Year Started	1987	
Year Started	1988	
Year Started	1989	
Year Started	1990	
Year Started	1991	
Year Started	1992	
Year Started	1993	
Year Started	1994	
Year Started	1995	
Year Started	1996	
Year Started	1997	
Year Started	1998	
Year Started	1999	
Year Started	2000	
Year Started	2001	
Year Started	2002	
Year Started	2003	
Year Started	2004	
Year Started	2005	
Year Started	2006	
Year Started	2007	
Holiday Card	Rcv Card	
Holiday Card	Ral/Jml - Holiday Cards	
Outside Agents	CTBD	
Outside Agents	Edward Katz	
Outside Agents	JOE	
Outside Agents	Maxine	
Outside Agents	Creative Travel	
Outside Agents	Estelle	
Outside Agents	Plaza Travel	22009
Outside Agents	AOT	
Outside Agents	Diane Ritter	
Outside Agents	Prescott Travel	

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Outside Agents	Drinkhouse	
Outside Agents	Cefra Travel	
Outside Agents	J.P. Travel	
Outside Agents	Kachina	
Outside Agents	Marsha Spring	
Outside Agents	Edyie's	22012
Outside Agents	Peggy Blumen	
Outside Agents	Sunsational	22014
Outside Agents	GG Travel	
Outside Agents	Sun City Travel	22013
Outside Agents	Chris Adickes	
Outside Agents	BA Account	
Outside Agents	Jane Maasz	
Outside Agents	Susan Martin	
Outside Agents	All Seasons Travel	22010
Outside Agents	Steve Hamilton	
Outside Agents	Debra Nordeen	
Outside Agents	ITS	
Outside Agents	Haleh Malek	
Outside Agents	Jeanette Rajamaki	
Outside Agents	Shane Reid	
Outside Agents	House Acct.	HOUSE
Outside Agents	Karen/Roy Rossiter	
Outside Agents	Pepper Travel	
Outside Agents	Preferred Travel - Bonita Waite	
Outside Agents	Travel at the Foothills	
Outside Agents	CFC25	
Outside Agents	Ken Jonker	
Outside Agents	Karen LeQuia (Haleh)	
Outside Agents	Kem Canalizo Dvornik	
Outside Agents	Barbara Brown	
Outside Agents	Arlene Raskin	
Outside Agents	Ken Anderson	
Outside Agents	Aimee Mejias	
Outside Agents	Marilyn Burke	
Outside Agents	Suzi Scheer	
Corp. Acct.	Mapei Corp	
Corp. Acct.	Blood Systems	
Corp. Acct.	Sysco	
Corp. Acct.	Advantage	
Corp. Acct.	MetaSolv	
Corp. Acct.	7ContTvl	
Corp. Acct.	Durrant Group	
Corp. Acct.	Travel Hugg	
NATIONALITY	HISPANIC	
Agent Family	Robbie	
Agent Family	Bonnie	
Agent Family	Rosemary	
Groups	Pastor Darryl May '02 Mex. Riv.	

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<u>Description</u>	<u>Marketing Code</u>	<u>Mktg Partner Id</u>
Groups	AzAAP	
Groups	Christie Hunt/Rice	
Groups	Tae Kwon Do	
Groups	Skeans Family Cruise	
Groups	Pastor Darryl May '10 Holyland	
Groups	Rotary Exchange	
Groups	Bridal Show Jan. 2013	
Misc. Items	Plaza Travel Update Letter	
Misc. Items	Bad E-Mail Addresses	
Misc. Items	Nicole Wedding Invites	
Misc. Items	Travel Expo 2010	T7364
Misc. Items	Travel Expo 2011	
Event RSVP's	Jan. 14, 2006 - Australia w/Lew	
Event RSVP's	June 8, 2006 Princess event at 1	
Event RSVP's	25 Mar 15 - Azamara Event	
2004 Clients	History Cruises	
2004 Clients	History Tours	
2005 Clients	History Tours	
2005 Clients	History Cruises	
2006 Clients	History Tours	
2006 Clients	History Cruises	
2008 Clients	History Tours	
2008 Clients	History Cruises	
2007 Clients	History Tours	
2007 Clients	History Cruises	
2009 Clients	History Tours	
2009 Clients	History Cruises	
Past Tours	Adventures by Disney	E1302
Past Tours	Abercrombie & Kent	E1301
Past Tours	African Travel	E1303
Past Tours	Alpine Adventures	E1304
Past Tours	Avanti Destinations	E1305
Past Tours	Cosmos	E1310
Past Tours	Walt Disney Travel	E1311
Past Tours	CIE Tours	E1306
Past Tours	Classic Vacations	E1307
Past Tours	Club Med	E1308
Past Tours	Continental Airline Vacations (M	E1309
Past Tours	Delta Vacations (TI)	E1312
Past Tours	Vacations Rentals by Wyndham	E1313
Past Tours	General Tours	E1314
Past Tours	Globus	E1315
Past Tours	GoGo Worldwide Vacations	E1316
Past Tours	Isram World Vacations	E1317
Past Tours	Latour	E1318
Past Tours	Monograms	E1319
Past Tours	NWA World Vacations (MLT)	E1320
Past Tours	Pacific Delight Tours	E1321
Past Tours	Quantas Vacations	E1322

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	Past Tours	Sports Empire	E1323
	Past Tours	Starwood Hotel and Resorts	E1324
	Past Tours	Tauk Tours	E1325
	Past Tours	Travel Bound	E1326
	Past Tours	Travel Impressions	E1327
	Past Tours	Ya'lla Tours	E1328
	Select Tvl History	2010 Paid Names and Earlier	
	2010 Clients	History Cruises	
	2010 Clients	History Tours	
	2011 Clients	History Cruises	
	2011 Clients	History Tours	
	2012 Clients	History Cruises	
	2012 Clients	History Tours	
	2013 Clients	History Tours	
	2013 Clients	History Cruises	
	2013 Clients	History Tours	
	2014 Clients	History Tours	
	2014 Clients	History Cruises	
	2015 Clients	History Cruises	
	2015 Clients	History Tours	
	2016 Clients	History Cruises	
	2016 Clients	History Tours	
	Hotel Information	Recommended - See Agency Re	
	Hotel Information	5 Star	
	Hotel Information	4 Star	
	Hotel Information	3 Star	
	Hotel Information	2 Stars	
	Hotel Information	1 Start	
	Hotel Information	Booked - 2015	
	Hotel Information	Booked - 2014	
	Hotel Information	Booked - 2013	
	Hotel Information	TripAdvisor 5	GRADE
	Hotel Information	TripAdvisor 4 1/2	GRADE
	Hotel Information	TripAdvisor 4	GRADE
	Hotel Information	TripAdvisor 3 1/2	GRADE
	Hotel Information	TripAdvisor 3	GRADE
	Hotel Information	TripAdvisor Below 3	GRADE
	Hotel Information	TripAdvisor Rate \$\$\$\$	PRICE
	Hotel Information	TripAdvisor Rate \$\$\$	PRICE
	Hotel Information	TripAdvisor Rate \$\$	PRICE
	Hotel Information	TripAdvisor Rate \$	PRICE