

October 2022

*Experience Prescott*

# TRAVELER PERSONAS

City of Prescott  
Office of Tourism

*A Stakeholder's Guide to Targeted Marketing*



## NATURAL HISTORY LOVERS

Age: 44.8  
Income: \$140,204  
Married: 77.6%  
Single: 16.8%  
Children: 59.8%  
Average Length of Stay: 5.5 Days  
Average Daily Spend: \$555.72  
Average Travel Party Size: 2.5 People  
Number of Trips Expected in 2 Years: 4.6



## SELF CARE SEEKERS

Age: 40.2  
Income: \$126,898  
Married: 73.2%  
Single: 21.6%  
Children: 66.7%  
Average Length of Stay: 5.1 Days  
Average Daily Spend: \$561.66  
Average Travel Party Size: 2.6 People  
Number of Trips Expected in 2 Years: 4.3



## FOODIES WITHOUT PRETENSE

Age: 45.5  
Income: \$129,046  
Married: 73.9%  
Single: 19.7%  
Children: 52.1%  
Average Length of Stay: 5.3 Days  
Average Daily Spend: \$502.58  
Average Travel Party Size: 2.5 People  
Number of Trips Expected in 2 Years: 4.6

## WILD BUNCH

Age: 39  
Income: \$127,685  
Married: 86%  
Single: 9%  
Children: 100%  
Average Length of Stay: 5.2 Days  
Average Daily Spend: \$549.76  
Average Travel Party Size: 3 People  
Number of Trips Expected in 2 Years: 4.2

## LUXURY TRAVELERS

Age: 50.6  
Income: \$237,649  
Married: 84.5%  
Single: 11.7%  
Children: 51.4%  
Average Length of Stay: 5.4 Days  
Average Daily Spend: \$638.34  
Average Travel Party Size: 2.4 People  
Number of Trips Expected in 2 Years: 5.4



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