



Culture Questers



MEET CECE

"I use travel as an opportunity to break from my home life and learn something new."

Age: 25-54 years old (53%), 55+ (34%)
Gender: Skews slightly female
Employment: Full-time
Education: High school degree and up
HHI: \$75K+

General Travel Attitudes

I enjoy charting the course of my trip just as much as experiencing it.

- I love doing research on a location before I go on vacation.
- I like to learn about foreign cultures.

Travel is food for the soul and the brain. What better way to learn about the subjects I'm passionate about than to experience it first hand?

- I frequently choose active vacations with lots to do.
- In the last year, I've participated in the following leisure activities (more than the general population): art gallery shows, music performances, board games, book clubs and museums.

I'm willing to do the research to find the best value.

- Travel and hotel discounts have a strong influence on where I choose to travel and where I choose to stay.
- I like to shop around before making a purchase.

Motivation

FOR TRAVEL

"Learning about local history and culture combined with the simple excitement of discovering a new place is why I love to travel."

Barriers

FOR TRAVEL

"If the price for the flight was really high, that would deter me. I also tend to like to go places I haven't been before, rather than visiting the same places."

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



NATIONAL PARKS



HISTORICAL SITES



DINING OUT



OUTDOOR ACTIVITIES



CONCERTS /EVENTS



SIGHTSEEING



MUSEUMS

EMPATHIC INSIGHT

They're inclined to find deeper experiences in new and unexplored destinations or relive the adventures that enrich their soul each time.

EMPATHIC OPPORTUNITY

Williamsburg is viewed favorably as a snapshot of history; however, history may not be the sole driver of their trip. A variety of things to do as well as opportunities to learn, will entice them to book.

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TRAVEL TYPE:
Couple

Rational Needs

- To follow reading and passions on favorite literary or historical figures
- Interactive, hands on experiences

Emotional Needs

- To learn or experience something new for personal fulfillment reasons
- Rich and unique experiences to share with each other



TRAVEL TYPE:
Families

Rational Needs

- To incorporate educational elements into the trip for my children's' sake
- Lodging that offers products or services tailored to families, offering up something for everyone to do and enjoy

Emotional Needs

- To create new family traditions and memories
- To spend quality time together
- To expose children to new cultures and destinations

Technology Attitudes

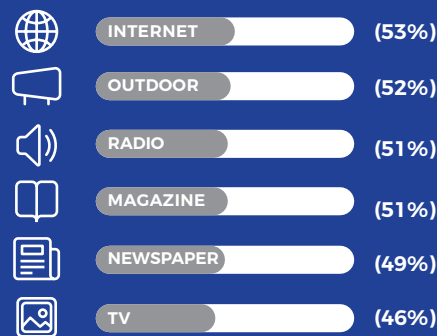
- I like to be connected by phone or Internet at all times.
- Before buying electronics, I do as much research as possible.
- Technology helps make my life more organized.

Online & Social Networking Activities

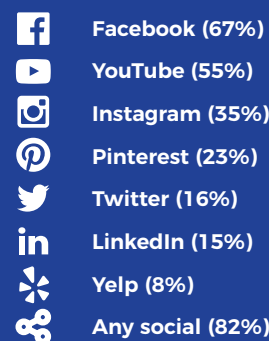
- App categories used in the past month: *navigation, rideshare, travel, banking/finance, calendar, fitness, food/cooking, games* and *music*.
- Uses the Internet to *shop, obtain financial information/ track investments, pay bills, obtain news, look for recipes* and *watch TV*.
- Shops on *Amazon, Barnes & Noble, Costco, eBay, Etsy, Home Depot, Old Navy, Sephora, Ticketmaster* and *Wayfair*.

MEDIA & TECHNOGRAPHICS

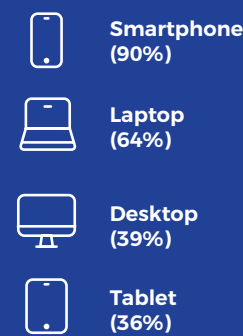
Media



Social



Devices



Other Media Planning Implications

- They're 21% more likely than the general population to have taken adult education classes within the past year (consistent with the overall VA traveler).
- More likely than other personas to travel farther (mileage) from home.
- Tend to take frequent domestic trips (1-5 per year).