



See-ers & Do-ers

MEET ISAAC

"I lust for travel because I like to be entertained by the sights and believe that those adventures shape who I am as a person."

Age: 18-44 years old (61%), 45+ (39%)
Gender: Skews slightly male
Employment: Full-time
Education: High school degree and up
HHI: \$75K+

General Travel Attitudes

I map out all the activities and experiences for my ideal trip, but follow my gut instincts in the moment.

- Last minute travel specials are a great way to get a bargain.
- I tend to make impulse purchases.

I live my life now so I have stories to tell later.

- My philosophy is life should be as much fun as possible.
- You are better off having what you want now as you never know what tomorrow brings.

I care about what other people think of me and see travel experiences as a way to curate my personal brand.

- I enjoy being the center of attention.
- I strive to achieve a high social status.
- I like to give the impression that my life is under control.

Motivation

FOR TRAVEL

"I view being an experienced traveler as part of my identity. I'll basically go anywhere as long as its something new and there's exciting activities for everyone."

Barriers

FOR TRAVEL

"I never consider [history] as a top criteria. It's more of just an upside. There has to be a variety of things to do."

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



HIKE/SKI



NATIONAL PARKS



MUSIC/ EVENTS/ SPORTS



NIGHTLIFE



FESTIVALS



SIGHTSEEING

EMPATHIC INSIGHT

You only get so many vacation days a year, so these travelers want to maximize their trips with fun things to do and bucket list sights to see.

EMPATHIC OPPORTUNITY

Aesthetic imagery and an energetic portrayal of the destination will be appealing. Also they'll want to show off their travel experiences, so empower them to do so.

See-ers & Do-ers



TRAVEL TYPE:
Couple

Rational Needs

- Recommendations from “real” people
- A variety of fun things to do
- To stay connected digitally

Emotional Needs

- To escape from day to day routine
- To experience things from a fun and new perspective



TRAVEL TYPE:
Friend Groups

Rational Needs

- To celebrate a milestone or explore a new place together
- A variety of fun things to do
- Safety (especially for females)
- A convenient location for the whole group to get to

Emotional Needs

- To gain social capital through posting interesting or exciting travel adventures online
- To escape from day to day routine and engage in exciting adventures

Technology Attitudes

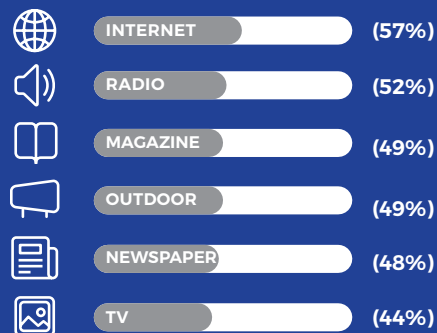
- I’m fascinated by new technology and I like to have a lot of gadgets.
- I like to be connected by phone or Internet at all times.
- The Internet is a main source of entertainment for me.

Online & Social Networking Activities

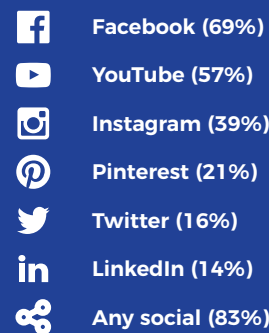
- App categories used in the past month: *navigation, rideshare, banking/finance, sports, fitness, food/cooking, games and music.*
- Uses the Internet to *play games, obtain childcare information, look for employment and watch tv/download a movie.*
- Shops on *Groupon, Best Buy, CVS, Nike, Old Navy, Sephora and Ticketmaster.*

MEDIA & TECHNOGRAPHICS

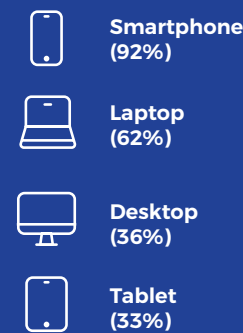
Media



Social



Devices



Other Media Planning Implications

- Of all 3 personas, they are the most environmentally conscious. They will likely be looking for ways to manage and reduce their impact on the environment when traveling.
- They are more likely to take blended business/leisure trips as well as have a preference for taking several shorter trips over a week-long trip.