



Simple Strivers

MEET SYDNEY

"From planning to experiencing, I require simplicity and ease in my travels. The purpose of my vacation is to recharge and reconnect."

Age: 25-54 years old (53%), 55+ (35%)
Gender: Skews slightly female
Employment: Full-time
Education: High school degree and up
HHI: \$75K+

General Travel Attitudes

I get overwhelmed by excessive choice. I'd rather opt for ease and assurance with a familiar U.S. destination or a package deal that handles the details.

- When I find a vacation spot I like, I got back whenever I can.
- I prefer guided tours to traveling independently.

I try to minimize research and trip planning, so I rely on others for inspiration and recommendations.

- I often ask the advice of others when it comes to vacation travel and when I learn about a great vacation, I typically recommend it to the people I know.

Vacations are supposed to be a reprieve from my daily chaos. So why would I want to jam pack the travel itinerary?

- Juggling family and work demands is very stressful for me so I'm happy to do very little, if any, sightseeing on my vacations.

Motivation

FOR TRAVEL

"We love our repeat trips because we have a good routine down. A big part of it is there's no planning to it. We know what we want to do."

Barriers

FOR TRAVEL

"I'm less inclined to research heavily or participate in an abundance of activities while on vacation."

"I try to stay away from highly congested areas. I'm not a big city kind of person."

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



BEACH



CRUISE



THEME PARK



MUSIC/
ENTERTAINMENT



OUTDOOR ACTIVITIES/
SERENE LANDSCAPE

EMPATHIC INSIGHT

They're passive travelers who tend to be repeat visitors of familiar destinations, where they don't have to plan out the details. "Go with the flow" is their mantra.

EMPATHIC OPPORTUNITY

Simplicity is key. From providing a in the planning process to showcasing a relaxing experience, you can help them in their effort to escape and recharge.

Simple Strivers



TRAVEL TYPE: Couple

Rational Needs

- The safety and security to comfortably “turn off”
- To enjoy the simple pleasures rather than exotic adventures
- To disconnect from technology

Emotional Needs

- To escape, relax and rejuvenate
- Self-reflection and self-care
- Meaningful connection with each other, oneself and the place



TRAVEL TYPE: Multi-gen Families

Rational Needs

- Activities that can accommodate every family member
- Packages or bundles that simplify choices
- Avoidance of layovers, connections and other journey complications
- Potential mobility equipment necessary for elderly family members on the trip

Emotional Needs

- Quality time together as a family
- Some individual time apart from the whole group

Technology Attitudes

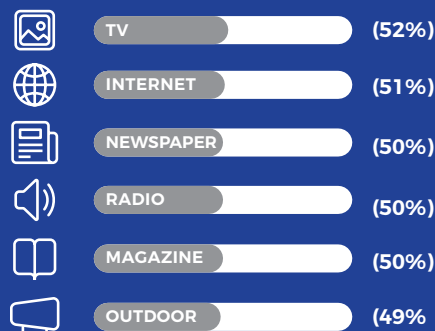
- I like to be connected by phone or Internet at all times.
- Checking my phone is the first thing I do every morning.
- If I am to be able to use a new tech product, someone has to show me how to use it.

Online & Social Networking Activities

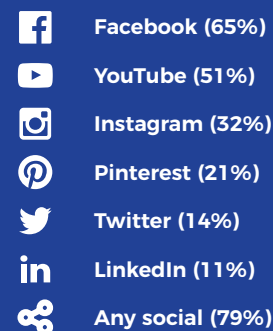
- App categories used in the past month: *navigation, music, calendar, travel and food/cooking.*
- Uses the Internet to *play games* and to *look for employment.*
- *Shops at Bath and Body Works, Kmart, Payless, and Sephora.*

MEDIA & TECHNOGRAPHICS

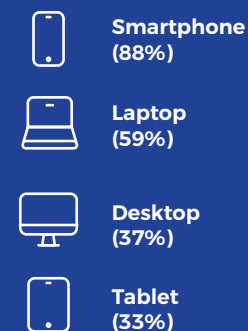
Media



Social



Devices



Travel Inspiration and Planning Resources

I tend to travel to familiar places with minimal planning involved; however, some inspiration and planning resources include:

FRIENDS & FAMILY GENERAL WEBSITE SEARCHES

