



# 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.

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**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

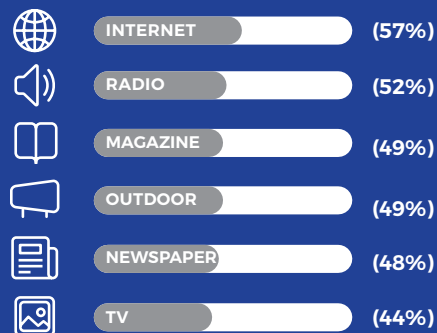
- I’m fascinated by new technology and I like to have a lot of gadgets.
- I like to be connected by phone or Internet at all times.
- The Internet is a main source of entertainment for me.

## Online & Social Networking Activities

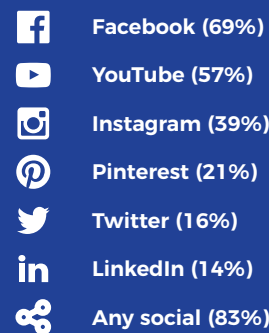
- App categories used in the past month: *navigation, rideshare, banking/finance, sports, fitness, food/cooking, games and music.*
- Uses the Internet to *play games, obtain childcare information, look for employment and watch tv/download a movie.*
- Shops on *Groupon, Best Buy, CVS, Nike, Old Navy,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

## MEDIA & TECHNOGRAPHICS

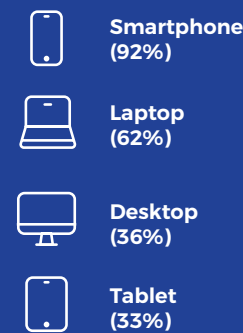
### Media



### 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.