



# 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

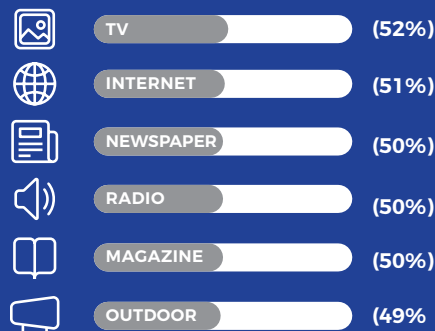
- I like to be connected by phone or Internet at all times.
- Checking my phone is the first thing I do every morning.
- If I am to be able to use a new tech product, someone has to show me how to use it.

## Online & Social Networking Activities

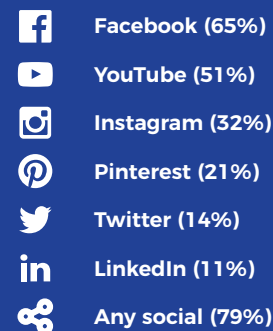
- App categories used in the past month: *navigation, music, calendar, travel and food/cooking.*
- Uses the Internet to *play games* and to *look for employment.*
- *Shops at Bath and Body Works, Kmart, Payless, and Sephora.*

## MEDIA & TECHNOGRAPHICS

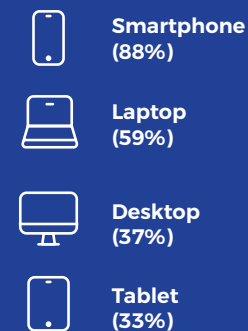
### Media



### 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

