

DOING				
Finds flight first	Travels with someone	Creates itinerary based on area	Books experience in person	Gets help from friends
Uses phone during travel	Has solo traveled	Travels in small group	Into local specialties	Asks locals for advice
Relax	Meets people during travel	Loose itinerary	Books travel online	Travels with someone
Travels to try food	Meets people during travel	Flexible with accommodation	Likes to move through the destination	Books flight online
Compares prices	Plans day-trips	Solo traveler	Plans with group	Active
Books music and sports events online	Books travel online	Travels to explore	Books spontaneously	Beach-goer
Visits friends at destination	Travels in a group	Seeks food, drinks and nightlife	Local activites	Meets new people during travel
Visits family at destination	Books flights online	Compares prices	Uses phone as travel tool	Beach-goer
People book trips for her	Stays with group			

THINKING + FEELING				
Open to new experiences	Skeptical of local agencies	Wants dream destinations	Paralyzed by options	Budget-minded
FOMO	Respect locals	General anxiety	Budget-minded	Convenient booking
Open-minded	Leader	Distrust in-person booking	Convenience	Wants to leave home/work
Break from work	Open-minded	Convenience	Likes options	Fear of boredom
Stress-free				

SEEING				
Blogs, vlogs, Reddit	Museums and landmarks	Instagram	Bundle packages	Reads reviews

PAINS				
Health/Food poisoning	Airport to hotel	Travel novice	Planning	Language barrier
Avoid peak travel	Flights with connections	Hotel description accuracy	Airport to hotel	Avoid sketchy areas
Hates airport	Flight issues	Avoid sketchy areas	Airport shuttle	

HEARING				
Recs	Concerts	Concerts/Music festivals	Recs	Concerts

GAINS				
Bonding experience with group	Comfort	Comfort	Relax	Group bonding
Relax	Hotel Points			

ONLINE

Skeptical of local agencies	Finds flight first	Books online
Books flight online	Books music and sports events ahead of time	Flexible accommodation
Books online	Distrust in-person booking	Spontaneous booking
Books flight online	Compares prices	Likes options

CONVENIENCE

Relax	Comfort	Convenience
Comfort	Convenient booking	Convenience
People book for her	Stress-free	

IMMERSION

Makes itinerary based on area	Museums and landmarks	Local specialties
Meets people during travel	Concerts	Travels to try food
Meets people during travel	Plans day-trips	Concerts/music festivals
Explore	Local activities	Meet new people
Seeks food, drinks and nightlife	Concerts	

GROUP

Enjoys bonding experience	Travels in small group	Travels with someone
Travels with someone	Plans with group	Visits friends at destination
Relax	Meets people during travel	Visits family at destination
Stays with group		