

Joseph

Male, 53 years old, married
Empty nester and would like to travel

BEHAVIOURS

Adventurous

Social

Cultural Curiosity

Independent

 

“I would like to gain an appreciation for other cultures.”

OBJECTIVES/GOALS

First stop. Ireland!

IDEAL FEATURES

To be able to find local B&B's, restaurants, guided tours. He doesn't have a lot of time to spend in Ireland so would like to get the most out his time.

FRUSTRATIONS/CONCERNS

Money. Doesn't want to break the bank. Has only 1 week to travel and a modest budget.

BACKGROUND

Joseph is a middle-aged man whose children are young adults and in college. He and his wife are interested in traveling. He is interested in learning about different cultures and gathering information about his family roots.

SCENARIOS

Joseph would like to see as much of Ireland as possible. Planning ahead is most important to make the most of his time in Ireland.