

Vanessa

Female, 47 years old, married
World traveler

BEHAVIOURS

Adventurous



Social



Cultural Curiosity



Independent



“I want to visit as many countries as I can.”

OBJECTIVES/GOALS

To explore and see new places.

IDEAL FEATURES

B&B's, hotels, restaurants, guided tours. Other activities they can do daily to get the most out of their vacation.

FRUSTRATIONS/CONCERNS

The only true concerns are safety and language barriers. Vanessa likes to plan ahead and read as many reviews about the area before visiting.

BACKGROUND

Vanessa loves to travel with her husband and 3 children. She has traveled to numerous countries and always looking for that next adventure! Money is usually never an issue as vacationing has been a way of life — they save all year. However, they are very conscientious and don't spend foolishly.

SCENARIOS

Vanessa will be looking to stay busy and plans to have an agenda in place for each day.