



wine & food traveler

Motto: "We deserve this!"

age: 50+

work: High earning years / retired (\$75-100k+)

family: Married with kids out of house

location: California, Washington, Oregon

character: Educated, appreciates wine & culinary experiences

bio

This is an experienced traveler who appreciates a relaxed pace. They are/were professional people who have paid their dues and worked the majority of their lives. They can afford some of the finer things that they couldn't when they were raising their family. However, they don't throw money around – they are deliberate and thoughtful.

This trip is about their wants and desires, no longer the kids. They are not interested in "roughing it."

They may pair their trip with a cultural or heritage experience. It is likely they have friends or family in the region and will ask them for recommendations. They may reconnect with their family /friends in the evening for dinner but they are mostly on their own experiencing the region.

also interested in

- Museums
- Visual and performing art
- Food

values, wants, desires

- Authentic experiences
- Learning about wine & food of the region
- Relaxed pace

frustrations

- Bad service
- Traffic, crowds, raucous over drinkers
- Lack of quality wine, food or lodging



drives sedan

- Lexus
- BMW
- Mercedes
- Audi
- Cadillac



motivation

Experience

Relaxation

Quality

Place

Value/Price

preferred channels

Traditional Ads

Online & Social Media

Referral

Public Relations/Media

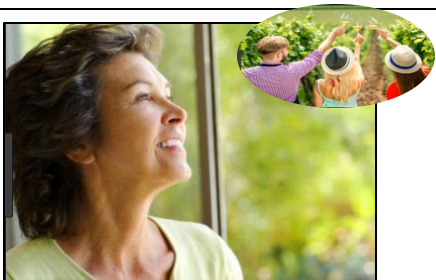


journey map

wine & food traveler

Phases of Travel

Inspiration	Plan	Book	Experience	Share
- Wine publication - Tasting Oregon Wine - Advertising - Travel Articles - Social Media Sharing - Word of Mouth/Friends & Family	- Websites - Visitors Guides - Referral (Family/Friend)	- Online - OTA (Expedia/Kayak) - Travel Professional	- Relaxation - Great wine - Great food	- Word of Mouth - Social Media



Touch Points	Touch Point	Touch Point	Touch Point	Touch Point
- Visitor Guides - Advertising - Travel Articles - Social Media Sharing - Friends & Family	- Websites - Visitors Guides - In destination (Family/Friend) - Travel Professionals	- Websites - Visitors Guides - In destination (Family/Friend) - Travel Professionals	- Visitors Centers - Wineries - Restaurants - Hotels - Cultural/Heritage locations - Rest Areas/Gas Stations	- Social Media - Connect via Newsletter



outdoor recreation traveler

Motto: “Life was meant for good friends and great adventures – let’s go.”

age: 28 - 45

work: still working (\$50-80k) HHI (\$100-140k)

family: couples no kids / young family

location: California, Washington, Oregon

character: Educated, health & environmentally conscious

bio

This is not the kind of traveler who goes on vacation to relax. To do nothing and just lay around would be their nightmare. They want to be out exploring unique landscapes and nature on a hike or a mountain bike trail. They are the type of person who has an outdoor passion (e.g. hiking, biking, fishing) and wants to experience that passion in new locations.

This is not a thrill-junkie but it is a health conscious person who cares about taking care of their body and the environment. This traveler may have a young family and want to teach their children to appreciate nature and care for it. They are interested in local brews, fresh food that doesn't need to be in a high class restaurant (e.g. food trucks) and events.

They camp or stay in mid-range hotels.

also interested in

- Beer/hard cider & food
- Music performances
- Events

values, wants, desires

- Natural experiences
- Clean environment, sustainability
- Medium adventure
- Share with others (kids/friends)
- Fun loving

frustrations

- Bad service
- Litter / pollution
- Over “touristy” locations
- Being held back from “doing.”

drives 4wd

- Subaru
- Jeep
- Chevy Traverse
- Prius



motivation



preferred channels





journey map

outdoor recreation traveler

Phases of Travel

Inspiration	Plan	Book	Experience	Share
- Health/hobby publication articles - Social Media Sharing - Recreation event - Word of Mouth/Friends & Family	- Websites - Referral (Family/Friend) - Recreation/Travel Article - Event materials	- Online - OTA (Expedia/Kayak) - Air B&B - State Park/camping locations	- Authentic experience - Active - Bonding with friends - Competition - Personal goal - Good beer & food	- Word of Mouth - Social Media - Video (GoPro)



Touch Points	Touch Point	Touch Point	Touch Point	Touch Point
- Recreation/Travel Article - Social Media Sharing - Friends & Family	- Websites - In destination (Family/Friend) - Event Planner	- Websites - OTAs - In destination (Family/Friend) - Air B&B - Campsites/State Park - Mid-Range lodging	- Visitors Centers - Brewery - Restaurants - Campsites/lodging - Farm market - Event - Rest Areas/Gas Stations - In destination (Family/Friend)	- Social Media - Connect via ENewsletter



culture & historic traveler

Motto: “It’s about the experience.”

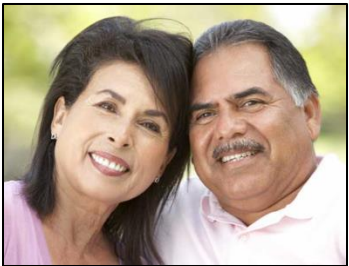
age: 51+
work: working (\$75-100+) HHI (\$130-175k)
family: Couples / Retirees
location: California, Washington, Oregon
character: Educated, interested in learning the “why and how” of things

bio

For the culture and historic traveler, a vacation is a chance to immerse themselves in the culture and stories of the people who once walked the same roads they can now walk in the 21st century. This kind of visitor doesn’t mind spending time indoors wandering museums, art galleries, attending theatrical or musical productions. These travelers enjoy looking back at how things were, but at the same time like to relate that information to how things are in the current day. They like to dive deep into a city or region discovering the heartbeat of the location. This is a relaxed paced person and it is not important for them to tour a large area in a short amount of time. They are the traveler that will purchase art and be proud that it is a one-of-a-kind piece. They will display it prominently at home and share their experience with friends and family. They may pair their trip with a wine experience. These travelers stay in hotels or unique lodging venues such as B&B’s, historic locations or a location with a cool story (e.g. was once a factory now a hotel).

also interested in

- Wine
- Food
- Agriculture
- Environment



values, wants, desires

- Authentic historical experiences – not commercialized
- Learn about the culture and its tie to modern day
- Relaxed pace
- Good food and wine



frustrations

- Bad service
- Traffic, crowds, loud people on a tour
- Lack of quality docent/guide that can’t answer questions
- pollution

drives sedan

- Volvo
- Toyota Camry
- Buick
- Nissan
- Mazda 6 (cross-over)



motivation

Experience

Relaxation

Quality

Place

Value/Price

preferred channels

Traditional Ads

Online & Social Media

Referral

Public Relations/Media



journey map

culture & historic traveler

Phases of Travel

Inspiration	Plan	Book	Experience	Share
- Advertising - Travel Articles - Website - Word of Mouth/Friends & Family	- Visitors Guides - Websites - Referral (Family/Friend)	- Online - Direct call - Travel Professional	- Memorable - Good Service - Educational - Good wine & food - Value - Beauty	Word of Mouth



Touch Points	Touch Point	Touch Point	Touch Point	Touch Point
- Visitor Guides (brochures) - Advertising - Travel Articles - Website - Word of Mouth/Friends & Family	- Websites - Visitors Guides (brochures) - In destination (Family/Friend) - Travel Professionals	- Websites - Visitors Guides - In destination (Family/Friend) - Travel Professionals	- Visitors Centers - Cultural/Heritage locations - Restaurants - Wineries - Hotels - Rest Areas/Gas Stations - In destination (Family/Friend)	Connect via Newsletter



family traveler

Motto: “Building memories”

age: 30 - 50

work: working/double income (early/mid career) (\$40-70)
HHI (\$125k)

family: Married with kids at home

location: California, Washington, Oregon

character: Educated, motivated

bio

This family traveler typically has two children - kids tend to be younger. The mom makes the decisions, loves deals and is always looking for “kids stay free” offers. They take an average of 5 trips a year (2 big vacations and 3 quick getaways/breaks). The majority of the travel is centered on the kid activities with educational activities sprinkled in. They probably have good friends or family in the region or state and will spend a couple of days visiting with them. This family traveler primarily travels to the region in the summer or during the holiday school breaks.

also interested in

- Events
- Culture & History
- Recreation

values, wants, desires

- Family friendly experiences
- Learning about the region
- Energetic pace
- Value/Price conscious
- Family bonding/memories

frustrations

- Bad service
- People who aren’t tolerant of children
- Expenses

drives SUV/van

- Excursion/SUV
- Mini Van



motivation

Experience

Relaxation

Quality

Place

Value/Price

preferred channels

Traditional Ads

Online & Social Media

Referral

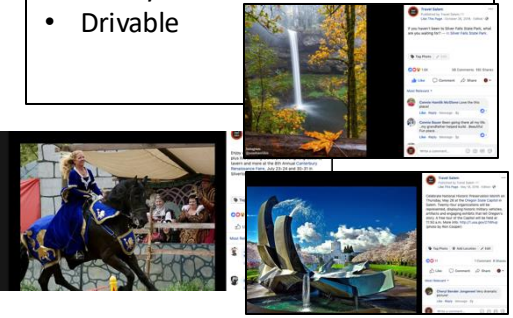
Public Relations/Media



journey map

family traveler

Phases of Travel

Inspiration	Plan	Book	Experience	Share
- Social Media - Website - Advertising - Visitors Guide - Travel Articles - Word of Mouth/Friends & Family - Drivable 	- Websites - Visitors Guides - Referral (Family/Friend) 	- Online - OTA (Expedia/Kayak) - Camping/RV - State Parks 	- Memorable - Nature - Kid friendly - Location - Value - Great food 	- Social Media - Video - Word of Mouth 
Touch Points	Touch Point	Touch Point	Touch Point	Touch Point
- Social Media - Website - Advertising - Visitor Guides - Travel Articles - Social Media Sharing - Word of Mouth/Friends & Family	- Websites - Visitors Guides - In destination (Family/Friend)	- Websites - Visitors Guides - In destination (Family/Friend)	- Visitors Centers - Restaurants - Hotels/camping - Educational locations (e.g. Capitol) - Rest Areas/Gas Stations - In destination (Family/Friend)	- Social Media - Connect via Newsletter



name of traveler here

Motto:

age:
work: income / house hold income
family: Married? Kids?
location: where from
character: Educated? Motivated? Relaxed?

bio
Describe this type of traveler.
Use language that you would use to describe someone you know.
Do they like adventure?
Are they more conservative?
Are they interested in learning?
Do they get bored easily?

also interested in

- What are their other interests
- e.g. Culture & History
- Recreation

values, wants, desires

- What do they want and value when they travel?
- e.g. Learning about the region
- Energetic pace
- Value/Price conscious

frustrations

- What are deal breakers for them when they travel
- e.g. Bad service
- Expenses

drives SUV/van

- What type of car does this traveler drive?
- Mini Van



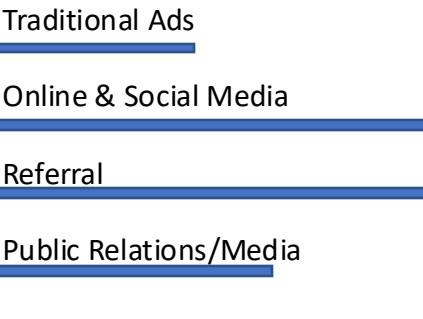
Include photos that add to the overall description of this traveler.



motivation



preferred channels



What motivates this traveler and what is the best way to get your message to them?



Sample Template

Think about what inspires this traveler. How they plan, book, experience and share their vacation.
Outline the areas where you can influence their decisions. Add photos that relate to this specific type of traveler.

journey map
name of traveler here

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Touch Points	Touch Point	Touch Point	Touch Point	Touch Point
- Social Media - Website - Advertising - Visitor Guides - Travel Articles - Social Media Sharing - Word of Mouth/Friends & Family	- Websites - Visitors Guides - In destination (Family/Friend)	- Websites - Visitors Guides - In destination (Family/Friend)	- Visitors Centers - Restaurants - Hotels/camping - Educational locations (e.g. Capitol) - Rest Areas/Gas Stations - In destination (Family/Friend)	- Social Media - Connect via Newsletter