

Travel Enthusiast Persona

Profile Information

Name

Alex Carter

Age

31

Occupation

Digital Marketer

Location

New York, USA

Marital Status

Single

Background

Alex is passionate about discovering new cultures, cuisines, and off-the-beaten-path destinations. As a remote worker, Alex combines work and leisure, prioritizing experiences that are both adventurous and culturally immersive.

Goals & Motivations

- Explore new cities and countries every year
- Document journeys through social media and a personal blog
- Find authentic, local experiences beyond typical tourist activities
- Connect with other travelers and local communities
- Balance travel with professional responsibilities

Pain Points

- Difficulty finding accurate information about lesser-known places
- Managing travel logistics with a busy work schedule
- Concerns about safety and reliable internet during travel
- Overcrowded tourist attractions

Preferred Channels

- Instagram and TikTok
- Travel blogs and vlogs

- Local tourism websites
- Online travel forums

Key Messaging

- "Experience travel like a local"
- "Share your story with the world"
- "Seamless adventures for busy explorers"