

# 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"