

THE CULTURAL EXPLORER



Mitzy Johnson

Demographics:

- + 49 years old
- + Married with children in high school
- + HHI \$118K
- + Highly educated

“It’s about the life in your days, not the days in your life”

Overview:

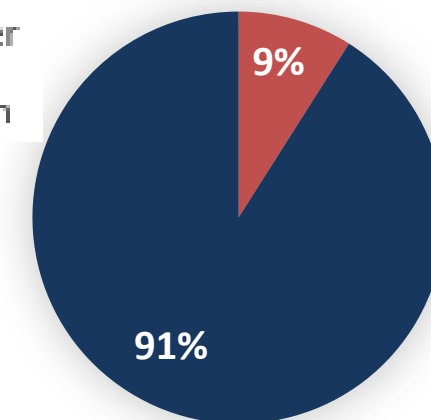
As the hard-working owner of a local boutique, Mitzy Johnson, a self-identified perfectionist, leads an enormously hectic life but wouldn’t change a single thing about it if she could. She’s blissfully happy in a career that challenges her and allows her to talk to people from all walks of life, but she knows that she needs the sense of balance she gets through morning runs around the lake near her house. She thinks of herself as creative, outgoing and appreciative of the world around her, and she and her husband are trying their best to instill those same values in their kids. While she is very content with her life the way it is, her wanderlust hasn’t died down and she constantly wants to experience new things, expand her knowledge and grow as a person. Travel satisfies this longing in her – whether it’s a romantic getaway with her husband or a weekend trip with her girlfriends, spent drinking wine and catching up on each others’ lives.

Values: Luxury, Relaxation, New Experiences, Creativity, Fitness

Attitudes:

- + Travels a lot, but wishes she could get away even more frequently
- + Loves the excitement of planning a trip
- + Prefers urban activities over roughing it outdoors
- + Very likely to travel with significant other or friends, without kids
- + Needs to feel like she is getting away from the daily grind
- + Looks for distinctive experiences that stimulate all her senses
- + Feels like she deserves luxury and self-indulgence, but loves getting a good deal

■ Cultural Explorer
■ Total Population



Brands she likes:



Source: EMT Segmentation, 2012 GFKMRI Doublebase

THE CULTURAL EXPLORER



Mitzy Johnson

“Vacations are where I splurge. I want to leave my life at home”

Key words associated with Minnesota

Fulfilling, Relaxing, Peaceful, Unique, Accessible, Rejuvenation, Culture

MN travel motivations:

- + Easy access
- + Juxtaposition of urban and outdoor activities
- + Friendly people
- + High quality hotels & restaurants
- + Lakes!
- + Exposing kids to the city

Barriers to MN travel:

- + Similar to own state
- + Feels like she's done everything there is to do
- + Unaware of opportunities in the state outside Minneapolis
- + Cold weather

Ways to connect:

- + Help her create a MN bucket list
- + Serve her new options based on things she's interested in
- + Highlight MN adventures for couples
- + Calendar auto-population
- + Inspiration board with photos of other people's trips and experiences
- + Make trip planning as fun and engaging as possible

- + Averages 2 business trips per year, 4 leisure trips
- + \$3,208 spent on leisure trips last year

Ideal MN vacation:



Travel brands she relies on:



Source: EMT Segmentation, 2012 GFKMRI Doublebase

THE CULTURAL EXPLORER



Mitzy Johnson

Demographics:

- + 49 years old
- + Married with children in high school
- + HHI \$118K
- + Highly educated

Internet Behavior:

- + Makes travel plans
- + Looks for recipes
- + Shares photos
- + Listens to streaming radio
- + Makes purchases
- + Obtains financial information

Average time spent online:

3 hours

Top sites:



Television:



Magazines:



Source: EMT Segmentation, 2012 GFKMRI Doublebase

SPONTANEOUS ADVENTURER



Bill Burns

- + 48 years old
- + Married with children in high school
- + HHI \$117K
- + College graduate

“This is your life. Do what you love and do it often.
If you don’t like something, change it.”

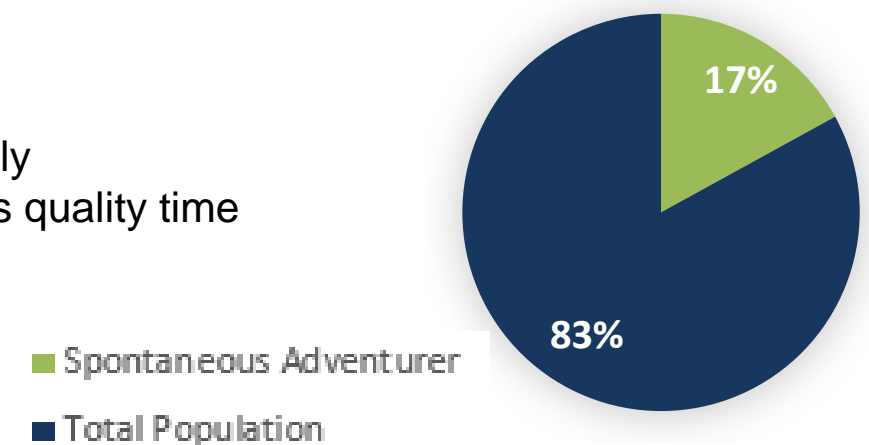
Overview:

Bill Burns works hard as an accountant and is proud of his career, but is a firm believer in work/life balance and squeezes as much fun as possible outside of work. Exercising at least once a day gives him the endorphins he craves. He loves grilling for friends, shooting hoops with his kids and testing out different local beers. His wife and children mean the world to him and spending as much time with them as possible comes first in his life. Vacation is a time to really let loose and have as good a time as possible with the people he loves most.

Values: Adventure, Health, Innovation, Family, Fun

Attitudes:

- + Would like to travel even more than he already does
- + Wants activities for both kids and adults
- + Sees vacations as a time to relax and make memories as a family
- + Interested in both urban and outdoor activities, but really relishes quality time in the great outdoors
- + Values adventure and new experiences
- + Loves to do things spur of the moment



Brands he likes:



Source: EMT Segmentation, 2012 GFKMRI Doublebase

SPONTANEOUS ADVENTURER



Bill Burns

- + Averages 1.7 business trips per year, 4 leisure trips
- + \$3,407 spent on leisure trips last year

“I want to make memories with the family that are fun”

Key words associated with Minnesota:

Rejuvenation, Entertaining, Balanced, Peaceful, Laid back, Outdoorsy, Adventure

MN travel motivations:

- + Easy access
- + Four seasons
- + Opportunities for adventure travel
- + Lots to see
- + Dichotomy of woods and city life
- + Lots to do for the family

Barriers to MN travel:

- + Similar to own state
- + Not as fun as Chicago
- + Mosquitos
- + Travel in the winter can be difficult

Ways to connect:

- + Outdoor recreation packages
- + Instant deals
- + List of unique experiences in MN
- + Reviews of MN trips that other families have taken
- + Promote year-round travel

Ideal MN vacation:



Travel brands he relies on:



Source: EMT Segmentation, 2012 GFKMRI Doublebase

SPONTANEOUS ADVENTURER



Bill Burns

- + 48 years old
- + Married with children in high school
- + HHI \$117K
- + College graduate

Internet Behavior:

- + Makes travel plans
- + Tracks investments
- + Makes purchases
- + Obtains sports news/information
- + Pays bills
- + Shares photos

Average time spent online:
1.5 hours

Top sites:



Television:



Magazines:



Source: EMT Segmentation, 2012 GFKMRI Doublebase

SEGMENTATION LEARNINGS

Cultural Explorers

- 9% of MN travelers; 18% of leisure spent in MN
- Feel like they deserve a luxurious escape
- Interested in mainly urban trips
- Love planning trips
- Want to know what's new and happening
- Adult-oriented trips

Spontaneous Adventurers

- 17% of MN travelers; 14% of leisure spent in MN
- Partial to spur-of-the-moment trips and activities
- Interested in both urban and the outdoors
- Excited about the four seasons
- Family-oriented trips

Segment Similarities

Travel is a way of life.

Need to know what's unique about Minnesota.

Visuals are a key motivator.

Customization is important.