

# YOUR COMMUNITY'S IDEAL TOURIST



## Demographics

Age Range:

25 - 24

Income Level:

Middle income earners

Family Status:

Single or a couple without kids

Location:

Within Alberta, across Canada, USA

## Personality

Use the radio buttons below to measure these personality traits. Please select only one radio button per row

Structured	Spontaneous
<input type="radio"/>	<input checked="" type="radio"/>
Thinking	Feeling
<input type="radio"/>	<input checked="" type="radio"/>
Indecisive	Decisive
<input checked="" type="radio"/>	<input type="radio"/>
Introvert	Extrovert
<input type="radio"/>	<input checked="" type="radio"/>

## Visitor Desires

- Get off the beaten track and immerse themselves in nature
- Physical activities such as hiking and canoeing
- Make connections with locals

## Frustrations

- Overcrowded destinations
- Group tours and rigid plans
- Highly commercialized

## Visitor Bio

This visitor is an adventurer who likes to take risks and be independent. They are looking for more active adventures that allow them to be immersed in nature and get away from the fast paced city life. This visitor is seeking to connect with the local people and learn about the local culture, while also learning about themselves and undergoing personal growth. They most often use social media to find information about destinations and make decisions about where to go.

This visitor is an ideal visitor for our community because we are located near a large lake and a wooded area that has numerous hiking trails. We also have backcountry campsites where they can be independent and immersed in nature off the beaten path. In addition, we have a visitor centre where they can come to learn about our culture and participate in cultural workshops in small groups.

## Motivation

Use the check boxes below to rate motivations, 1 being low and 5 being high.

### Cultural Immersion & Learning

1  2  3  4  5

### Risk & Adventure

1  2  3  4  5

### Personal Growth & Transformation

1  2  3  4  5

### Responsible/Ethical Travel

1  2  3  4  5

## Preferred Channels

Use the check boxes below to rate preferred channels, 1 being low and 5 being high.

### Traditional Ads

1  2  3  4  5

### Website

1  2  3  4  5

### Social Media

1  2  3  4  5

### Word of Mouth/Referrals

1  2  3  4  5