**Main persona of potential island visitor:**



**Relevant Interests:**

Vacation-

Bob works most of his time as a senior software engineer, he has 2 weeks off every year and loves to fly to Taniti with his wife. He just enjoys getting away from the norm and enjoying the serenity this place has to offer where he can stay for a couple of weeks in a private home relaxing. He and his wife also love the outdoors and especially the beach and warm weather. While they don’t really get into the local attractions they still enjoy getting out in their fancy rental car for a nice dinner or going for walks on the beach.

**Biographical Information:**

Name: Bob Smith

Gender: Male

Age: 57

Country of origin: United States of America

Annual Income: $180,000

Relationship Status: Married

Language Spoken: English

**Matching information from survey results:**

5 out of 20 respondents stated the purpose of

Their trip to be vacation making them a primary

Target audience. Strong correlations within the data suggest that they

Prefer to travel by air and once on the island they

Like to stay in a private home or condo and get around by means of a rental car. These visitors are also primarily from the USA with an average age between 48 and 55 years old. We can see specifically in response #17 (Where Bob was modeled after), that this respondent traveled to the island by air with one other person, stayed in a private home, was not interested in local attractions, has an annual income of $180,000, was on vacation for two weeks from the USA, rented a car, and has an age somewhere between 55 and 60 years old.