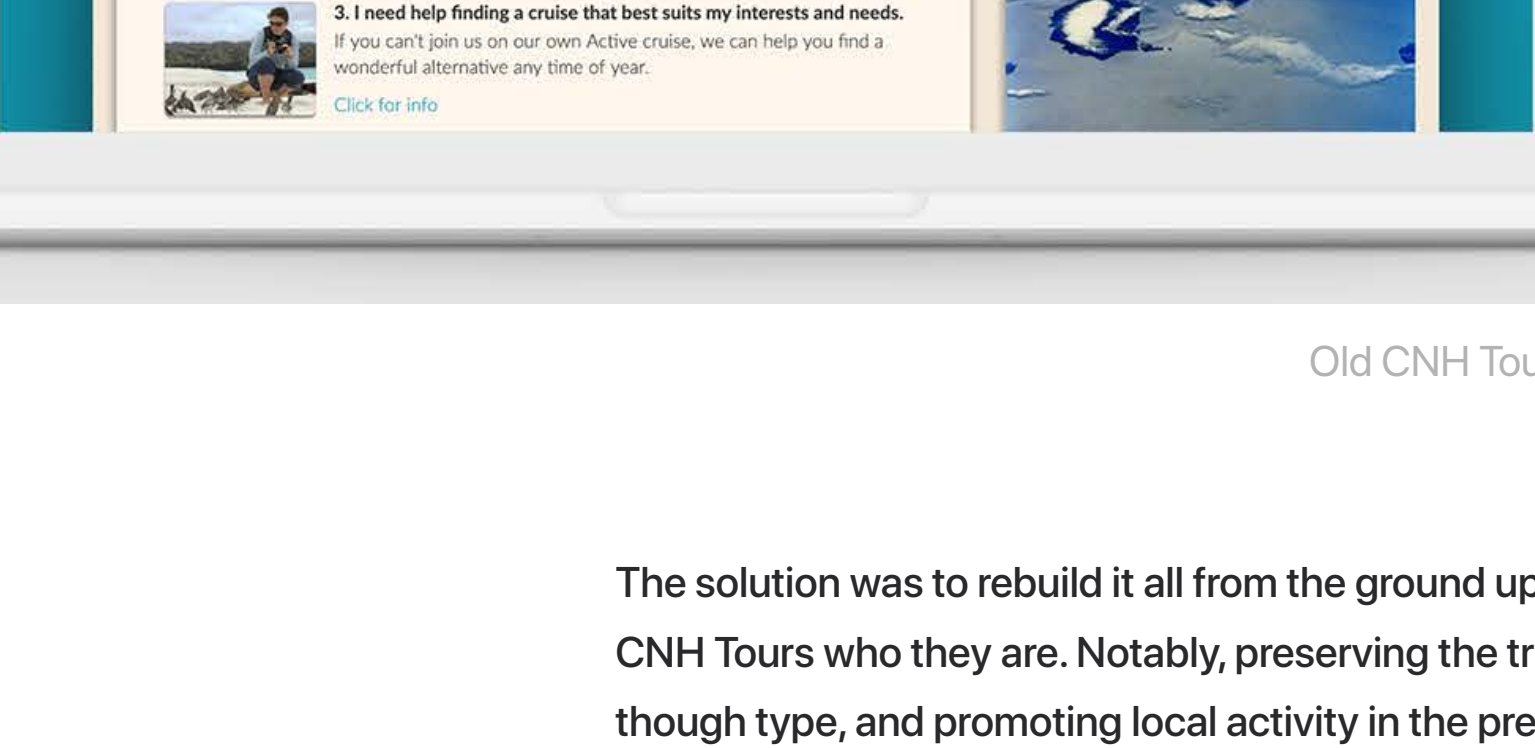
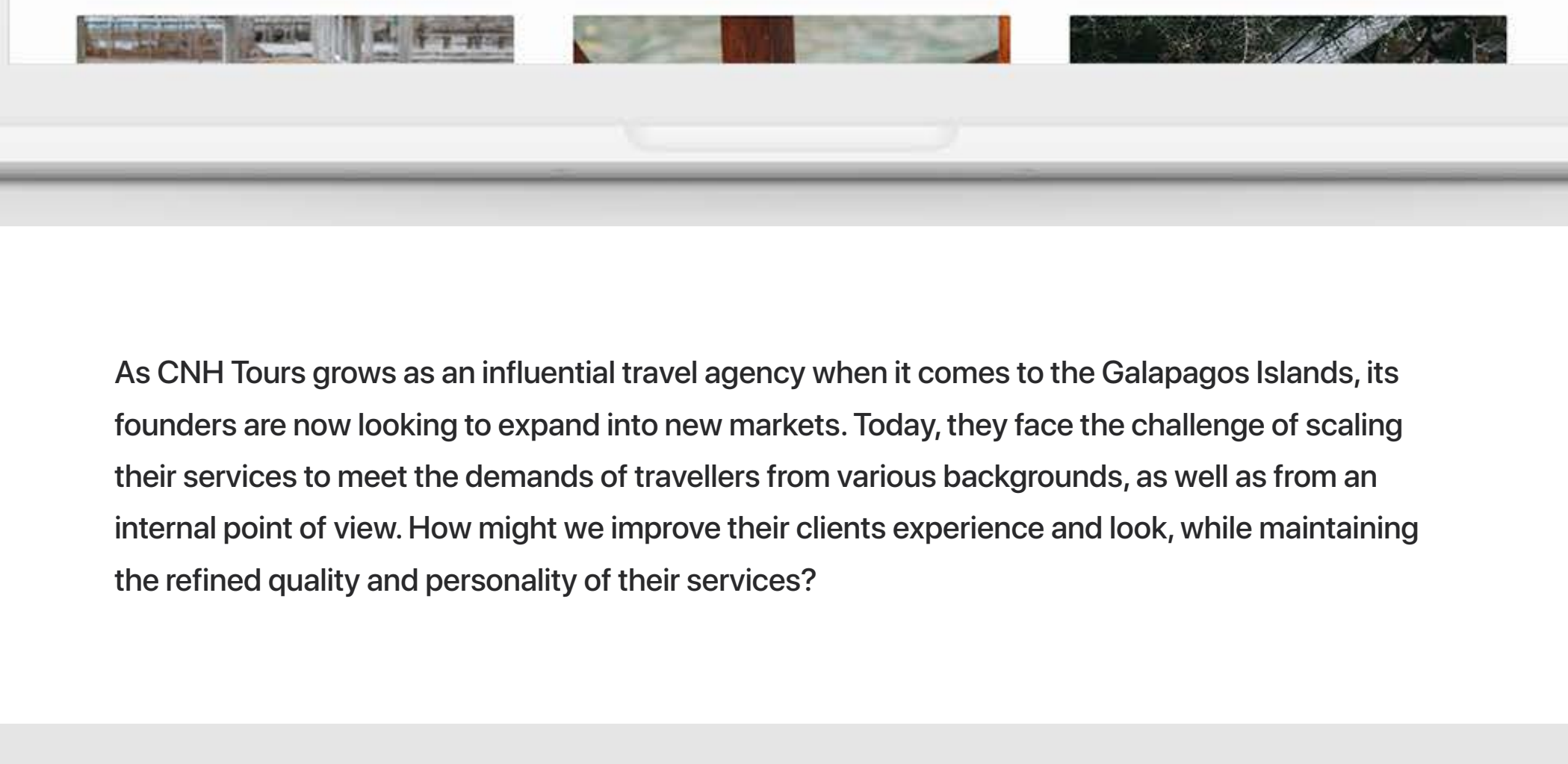


A Hyper-specialized Dream Maker.




We are a small and highly experienced Galapagos tour operator. With a combined 20 years of experience living and working in the islands, our team of world-class destination experts will guide you through every step of the process.

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Personas

Based off of these findings, I built three personas. Each represents a demographic of guests, taking into account needs, personality, goals, and frustrations when planning a trip.



Sabrina Codd

"I want to go on a trip."



"I've been hearing this world famous guy since I was 10!"

Age: 32

Height: 6'1" (1.86 m)

Family: Single

Languages: English, Italian

Character: Cares & is interested

Personality

| | |
|--|---|
| <p>Conscientious</p> <p>Intuitive</p> <p>Thinking</p> <p>Organized</p> | <p>Wise (older)</p> <p>Imagining</p> <p>Emotional</p> <p>Flexible</p> |
|--|---|

For always loved photography. When I was little I would take pictures of all the trees. Now these pictures are taken every day. I love taking pictures of the things that I see. My best spots: Suburbs. I want to live in a quiet area every day, enjoying the outdoors. It's important that the house is good to be used for my photos.

A solo traveller looking for a cruise that will cater to all his needs.

Stella & Stuart Little

Personality

| Conscientious | Risk taking |
|---------------|-------------|
| Thriving | Daring |
| Followers | Disregard |

Katie and I met eight years ago when we were still in university. After college we went to visit the Galapagos, but, because there were no planes left to us, we took a cruise ship. We went to see an island that was not on the map. It was a beautiful island, very tropical, so we would never be able to come to that.

