

Johnathan



'Tropical beaches and white sands are my weakness.'

Johnathan is a 32-year-old active male. He does not have any kids and is not married. He seeks out tropical and exotic places.

Resides in Anaheim, CA

He has some disposable cash and is not afraid to spend it on the right type of vacation especially if it warm and tropical.

Key goals

- Wants to experience excitement on vacation
- Wants the best and does not have time to waste
- Wants the most excitement for his dollar



Behaviours

- Must feel alive and vibrant in all activities
- Needs to feel invigorated and partaking in an adventure of a lifetime
- Lives for unique and thrilling adventures



We must

- Present activities that are appealing and energetic
- Provide a wide range of activities
- Need to be seen as a active an vital destination



We must not

- Waste his time with boring activities
- Offer a website that is not intuitive to use
- Waste his time or money