

Title: Voyager Excursion Company.

Country: New Zealand.

Region: South Island.

Desired Customers: Young adventurers, Fun seeking Families.

Brand personality: Authenticity, Outdoorsy, Adventurousness, Enthusiasm.

My tourist excursion company is named Voyager, the company boasts of tourist excursions to the South Islands which is in New Zealand. New Zealand is the most sought-after tourist destination, it is in a remote part of the world, hence why the company is named Voyager, because to go to the South Islands is to embark on a voyage. The company aims to attract young adventurers and fun seeking families at very affordable prices. For a single traveler, prices range from £1200 to £1500, and £1000 - £1500 for a group of four, exclusive discounts exist for families and couples. At voyager, we believe we are a family of fun-loving enthusiasts, adventurous and outdoorsy people who have genuine interest in exploring nature and experiencing the beautiful sights of the world.

NOTE: Explanation of the wireframe can be found in the Figma file which is Linked via the Wireframes navigation link. Within the Figma file, it can be found beneath references frame.