

Travis Traveler

Background:

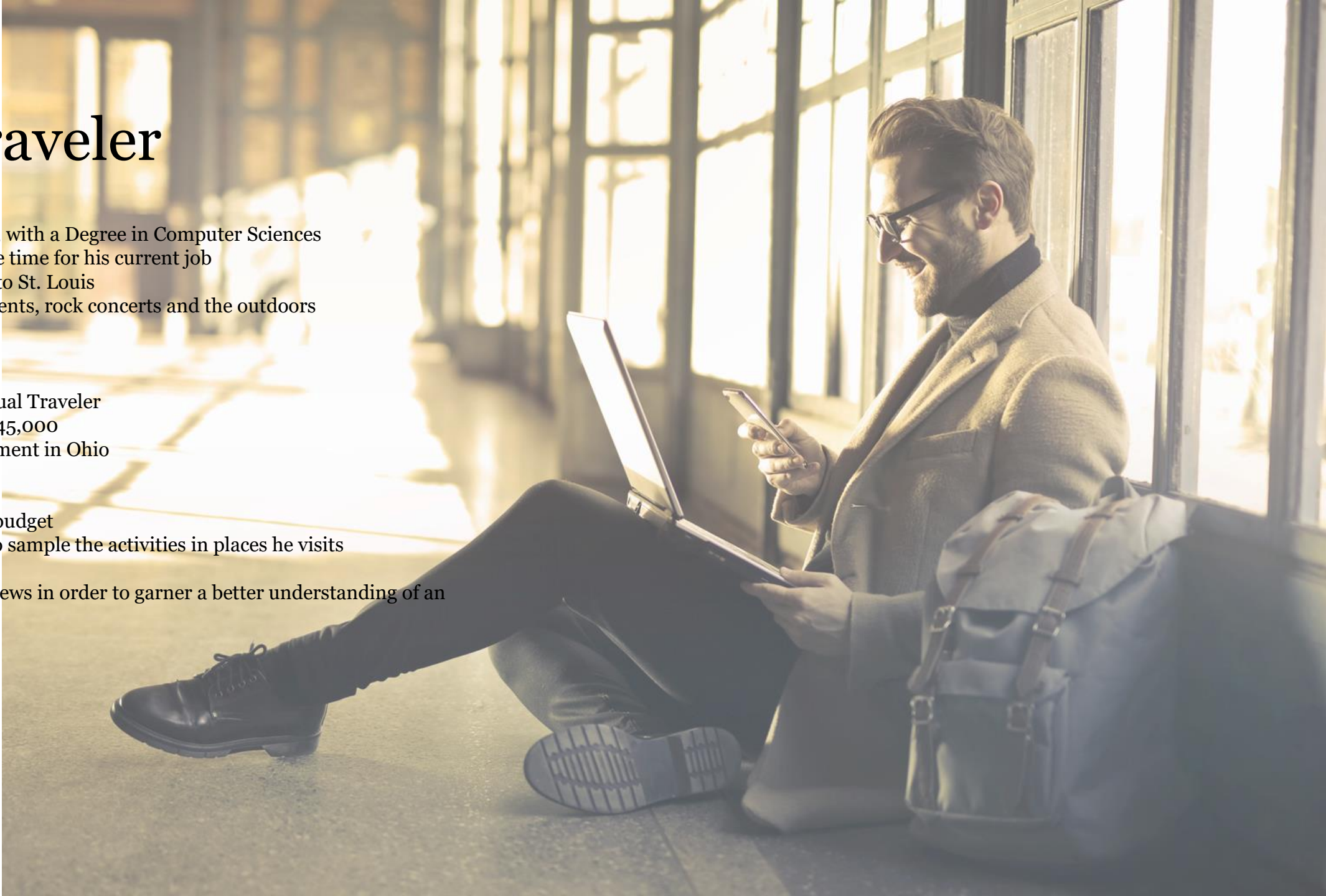
- College Educated, with a Degree in Computer Sciences
- Travels 75% of the time for his current job
- First time visitor to St. Louis
- Loves sporting events, rock concerts and the outdoors

Demographics:

- Male, 27
- Business and Casual Traveler
- Annual income \$45,000
- Lives in an Apartment in Ohio

Identifiers:

- Living on a tight budget
- Frugal but likes to sample the activities in places he visits
- Digitally savvy
- Loves to read reviews in order to garner a better understanding of an event or venue



Hannah Hometown

Background:

- College Educated, with a Degree in Fine Arts
- Currently works at a Museum
- Loves to go to concerts and music festivals
- Always up to date on new trends when it comes to music and technology

Demographics:

- Female, 24
- Lived in the St. Louis Area her whole life
- Annual Income of \$65,000
- Rents an Apartment with 4 roommates

Identifiers:

- Wanting to expand her knowledge of St. Louis activities/events
- Knows how to find activities regarding fines arts and musical festivals, but is looking for something new
- Has extra money to spend on new experiences
- Loves to share new events with family and friends



Mr. & Mrs. Naper Newlyweds

Background:

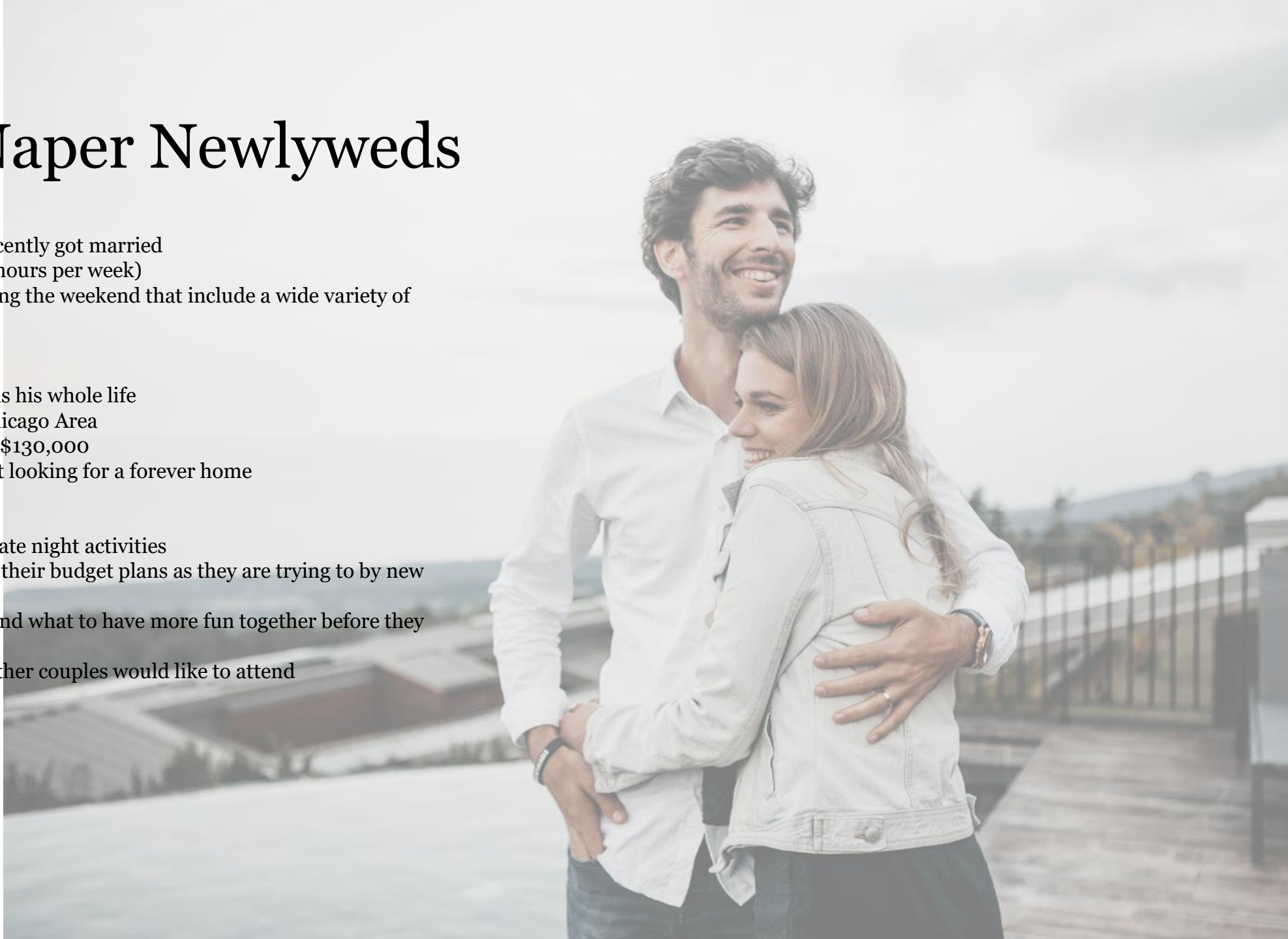
- Both college educated just recently got married
- Both work full time jobs (40 hours per week)
- Love to have date nights during the weekend that include a wide variety of events in the St. Louis Area

Demographics:

- Female, 24; Male, 25
- Husband has lived in St. Louis his whole life
- Wife is originally from the Chicago Area
- Annual household income of \$130,000
- Currently renting a condo but looking for a forever home

Identifiers:

- Enjoy trying new things for date night activities
- Looks for outings that match their budget plans as they are trying to by new home
- Currently they have no kids and what to have more fun together before they start a family
- Does try to find events that other couples would like to attend



Gina Golden Years

Background:

- Worked full-time until her retirement
- Her children are all married and have their own children
- Loves stay involved in the community and loves the city she has lived in her whole life

Demographics:

- Female, 65
- Currently living off of retirement savings
- Owns a condo on her own with husband

Identifiers:

- With less responsibilities she wants to spend more time living life and enjoying new experiences
- Knows exactly what she and her husband likes for outings
- Not particularly tech savvy, but does utilize mobile devices and computers to surf the internet
- Does have eyesight problems and will skip over a website or application that is too hard to navigate or read
- Likes to find fun things to do in St. Louis when her family or grandchildren visit

