# Tourism Personas for Egypt

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## Persona 1: The Scholarship Student

Name: Jodie  
Age: 23  
Occupation: University Student (Archaeology & History Major)  
Location: London, UK

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### Background & Interests

Jodie is a passionate history student specializing in ancient civilizations. She dreams of visiting Egypt to deepen her academic knowledge but is also considering other historical destinations like Greece and Italy.

### Travel Goals & Motivations

- Gain firsthand knowledge of Egyptian history.  
- Visit key historical sites like the Pyramids of Giza, Luxor, and the Valley of the Kings.  
- Experience authentic Egyptian culture beyond the classroom.  
- Connect with archaeologists for networking opportunities.

### Preferred Activities

- Guided historical tours.  
- Museum visits (Grand Egyptian Museum, Egyptian Museum in Cairo).  
- Archaeological site explorations.  
- Attending history-related lectures or events.

### Digital Behavior

- Reads academic history blogs.  
- Follows history-related Instagram accounts.  
- Watches historical documentaries and vlogs on YouTube.  
- Uses travel forums like TripAdvisor or Reddit.

### Challenges & Concerns

- Torn between choosing Egypt or another historical destination.  
- Needs affordable student-friendly travel options.  
- Prefers safe, structured travel due to limited experience.  
- Needs information on academic programs and scholarships.

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## Persona 2: The Family Traveler

Name: Chevelle  
Age: 33  
Occupation: Flight Attendant  
Location: Dubai, UAE

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### Background & Interests

Chevelle is a busy working mother who values quality time with her family. She prefers destinations that combine education with fun.

### Travel Goals & Motivations

- Spend quality time with family while making learning fun.  
- Enjoy a hassle-free vacation with pre-planned tours.  
- Ensure a safe and comfortable trip with family-friendly accommodations.

### Preferred Activities

- Family-friendly guided tours.  
- Interactive museum exhibits.  
- Nile cruises.  
- Pyramids camel rides.  
- Visits to cultural centers.

### Digital Behavior

- Reads family travel blogs.  
- Searches for kid-friendly activities.  
- Uses Instagram and Pinterest for travel inspiration.  
- Watches YouTube family travel vlogs.

### Challenges & Concerns

- Balancing fun and education.  
- Finding safe and clean accommodations.  
- Ensuring smooth travel logistics.  
- Concerned about extreme weather.

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## Persona 3: The History Enthusiast

Name: Jean  
Age: 40  
Occupation: Marketing Manager  
Location: Paris, France

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### Background & Interests

Jean enjoys exploring destinations at his own pace. He has a deep fascination with ancient civilizations and prefers self-guided experiences over organized tours.

### Travel Goals & Motivations

- Immerse himself in Egypt’s rich history and architecture.  
- Avoid tourist crowds and explore sites independently.  
- Have access to self-guided audio tours or mobile apps.

### Preferred Activities

- Visiting historical landmarks.  
- Exploring Cairo’s historic districts.  
- Using travel apps for historical information.  
- Staying in boutique hotels.

### Digital Behavior

- Follows luxury travel influencers.  
- Uses Google Maps and TripAdvisor.  
- Watches historical YouTube channels.  
- Prefers direct online bookings.

### Challenges & Concerns

- Limited vacation time.  
- Prefers no-tourist-trap experiences.  
- Needs a reliable app or guidebook.

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