# Tourism Personas - Market Segmentation

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## 1. Demographic Segmentation

• Jodie (Scholarship Student) – Young adult (23), female, university student, history and archaeology major.

• Chevelle (Family Traveler) – Middle-aged (33), female, working mother, flight attendant.

• Jean (History Enthusiast) – Middle-aged (40), male, marketing manager, independent traveler.

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## 2. Geographic Segmentation

• Jodie – Based in London, UK (European market, academic traveler).

• Chevelle – Lives in Dubai, UAE (Middle Eastern family traveler, prefers structured and safe travel).

• Jean – Lives in Paris, France (European luxury/history traveler, prefers independent exploration).

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## 3. Psychographic Segmentation (Lifestyle, Interests, Values)

• Jodie – Academically driven, values cultural immersion and historical knowledge, follows academic and history-related digital content.

• Chevelle – Family-oriented, values convenience, safety, and a mix of education and entertainment for her children.

• Jean – Independent thinker, prefers authentic experiences over tourist attractions, enjoys exploring historical sites at his own pace.

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## 4. Behavioral Segmentation (Booking & Travel Behavior)

• Jodie – Researches academic blogs, looks for budget-friendly options, seeks guided experiences and structured learning opportunities.

• Chevelle – Prefers pre-planned packages, seeks family-friendly services, engages with family travel influencers and content.

• Jean – Books directly online, prefers boutique hotels and self-guided experiences, avoids mass tourism.

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## 5. Technographic Segmentation (Digital Engagement)

• Jodie – Engages with history-focused content on YouTube, Instagram, and academic travel forums.

• Chevelle – Uses Instagram, Pinterest, and family travel blogs to plan trips; follows vlogs for inspiration.

• Jean – Uses travel apps, Google Maps, and online reviews; follows luxury travel influencers.

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