

INSIGHTS FROM USER INTERVIEWS-GOING ON A HOLIDAY

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BRIAN ONSERIO
28 YEARS
HOMA-BAY, KENYA

How do you budget for holiday travel?

"I save extra cash from bonuses in a travel jar to keep my main savings intact."

How do you decide on a travel destination?

"I pick places featured on travel blogs or unique, less popular spots that are easy to reach."

How do you manage communication with friends for trips?

"We hold pre-trip meetings and use group chats for ongoing updates."

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JAMES KARANJA (31 YEARS, NYERI, KENYA)

What are your favorite holiday activities?

"I enjoy wine-tasting, cycling through scenic routes, and capturing nature through photography."

How do you handle conflicting activity preferences in a group?

"I balance by planning shared and individual-interest activities on different days."

When do you consider hiring a tour guide?

"I hire a guide for hard-to-navigate areas, like historical or archaeological sites."

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CHARLES MWENDA (35 YEARS, NAKURU, KENYA)

How do you address language barriers with tour guides?

"I choose bilingual guides when possible and carry a phrasebook for backup."

What new activities would you like to try?

"Paragliding and exploring underwater caves are on my list."

What are your usual holiday pastimes?

"I enjoy cultural experiences, like traditional music, dance events, and learning crafts."

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ELIZABETH NDIKU (23 YEARS, MACHAKOS, KENYA)

What do your friends usually enjoy doing on holidays?

"They're into adventurous activities like ziplining, bungee jumping, and biking."

How do you resolve group activity disagreements?

"We rank all suggestions to prioritize those everyone agrees on."

What's on your holiday activity bucket list?

"Cave diving and hot air balloon rides are my top picks."

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JOHN KIMANI (29 YEARS, MERU, KENYA)

How do you save for travel?

"I use saving challenges, like collecting every KES 50 coin, to build up my travel fund."

When do you seek out a guide in a new destination?

"I hire a guide only if the area feels unsafe or lacks proper signage."

What activities are you eager to try?

"Camping in the wilderness and learning survival skills are top on my list."

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LUCY ACHIENG (24 YEARS, KAKAMEGA, KENYA)

What factors influence your choice of travel destination?

"I prioritize destinations with historical landmarks or stunning natural attractions."

How do you organize trip details with friends?

"We assign a trip coordinator to streamline communication and avoid confusion."

What do you love doing during holidays?

"Bird-watching and stargazing help me unwind and connect with nature."