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| **Betje van der Boor Johansson** | **Age:** 45  **Location:** Rotterdam, Netherlands.  **Education:** MSc. In Software Development  **Occupation:** IT Project Manager  **Income:** €60,000  **Pronouns:** She/Her  **Lifestyle:** Divorced with two children (16 and 18), career-focused, health-conscious, self-motivated  **Language:** Dutch  **Culture:** Low Uncertainty Avoidance, Individualist |
| *“Embrace the unknown, for in the uncharted lies the adventure of a lifetime. Let your individual spirit guide you through the wonders of our world, where every step is a discovery and every moment a testament to your courage.”* | |
| **Motivation**  Betje will be travelling with her two children. She wants to expand her own and her children’s cultural knowledge. She sees travel as an opportunity for her children to build resilience which she views as central to building a successful future. As a family they like to undertake a lot of outdoor activities and are keen wild swimmers. Betje sees travel as an opportunity to meet interesting people, make new friends and try new activities. Through her travels she has built a network of friends globally and she regularly makes return trips to many countries, staying with friends. | |
| **Brand Affiliations**  Prefers local artisan brands that offer unique and local experiences, focusing on sustainability and eco-friendliness. Prefers local and independent boutique style hotels and cafes preferring to receive personal attention and tailored experiences. | |
| **Psychographics**   * She is very interested in broadening her cultural experiences. * Her focus on eco-friendliness makes her enjoy outdoor and low-emission activities more than other kinds. * She also likes to prioritise healthy activities over others due to her individualist nature. | **Communication Style**   * She is very straightforward and honest. * She likes to focus on efficient communications. Due to her work in the IT sector. * She is used to communicating with a wide range of people from her global friend network. |
| **Behaviour and Social Norms** | **Frustrations and Pain Points** |
| * She likes being independent and self-reliant, and regularly passes this onto her children. * Due to her love of travel, she also loves to be sociable and adventurous. * Her climate consciousness makes her prefer environmentally friendly businesses and activities. | * As a single parent, she struggles to balance her work and her family life. * She prefers real, tourist destinations as opposed to ones created for the sole purpose of tourism. * Her eco-activism makes her angry at unsustainable tourist destinations, and prefer local, sustainable options. |

**How Might We:**

* Showcase the culture & eco-friendliness of the Wild Atlantic Way?
* Advertise the Wild Atlantic Way for individuals?
* Make it easy to plan trips for?

**Hypotheses:**

* Focus on the nature & eco-friendly aspects of the WAW.
* Use imagery of single parents and individuals.
* Improve the trip-planning experience.