

**Toby:**

Digital Marketer

Age: 26

Marital status: Single

Occupation: Digital Marketer

Location: London

Income: £35,000

Bio

Toby works in digital in London, UK. He shares a flat with a friend, it has no outdoor space or storage.

Toby tries to get a couple of city breaks in every year. In the summer he enjoys a music festival and has attended Download the last four years.

Always up for a craft beer and finding live music.

Goals / Needs

- To have unique experiences.
- To buy / have less stuff.
- To meet new friends and to travel as affordably as possible.

Ideal experience

- Getting a large group of friends together for a music festival.
- Spending less than he currently does and making new friends.

Pain points

- Has nowhere to store camping gear.

Technology & Information Sources

- iPhone user.
- Daily use of Twitter
- Listens to several podcasts.
- Scans the Metro on his daily commute.

Affinity brands

Volcom

NME

Five Guys

Beavertown Brewery



Rachel:

Travelling through Europe on gap year

Age: 22

Marital status: Single

Occupation: Just graduated

Home: Sydney, Australia

Bio

Rachel has started her gap year and has just landed in Europe. She wants to tick off as many European countries as possible but is on a budget. She has a few music festivals on her summer radar.

Rachel enjoys being able to make her own travel plans and loves the spontaneity of not having a fixed itinerary.

Rachel is open minded - happy to try new experiences and to use new services.

Goals / Needs

- Immerse herself in local culture.
- To meet likeminded people and to travel as affordably as possible.

Ideal experience

- To make new friends along the way, especially to enjoy some music festivals with.
- To live like a local.

Pain points

- Living out of her backpack.
- Doesn't want to depend on youth hostels all of the time.

Technology & Information Sources

- iPhone user.
- Light user of Couchsurfing.
- Heavy user of Instagram, uploading photos of her trips.
- Has several Lonely Planet guides and uses their website.

Affinity brands

Couchsurfing

Lonely Planet

Apple