

TRAVEL ENTHUSIASTS



The travel enthusiast is someone who is well-off financially, and has set off some good part of their time to explore the world and have fun. They are not traveling to do business or solely to explore; they are out to have the most fun possible.

This type of customer is the cream of the crop and the target of the entire travel/tourism industry. They are not limited by time, interest, and definitely not cash.

Common Traits

Budget: Unlimited

Duration: Long

Interest in Luxury features: Yes

Interest in 3rd party contracts: Yes

Interest in multi-hotel stays: Yes

Interest in part-time stays: No

Interest in group matching: No