**Elderly man suffering from incontinence (**Going on trip)

Very concerned and embarrassed with his weak bladder and wanted to know where the nearest toilets are. Nearest toilets

**Elderly woman with arthritis** (Been on trip )

Been on a trip and wants to blog about. Large inclines but there was a shuttle service that she wanted to inform others about on the blog. Returning from trip

**University Student wanting a mad bender holiday** (searching for trip)

Looking to find the best bars in the area that are cheap with minimum walking distance between hotel and the bar. Student friendly holiday. He wishes to find fellow students looking for a similar holiday

**Local police who wish to advice the general public** (Informational)

Regarding recent crime waves e.g. pick pockets or scams targeting tourists.

**Tour operators** (Advertising)

Advertising holidays based on customer feedback. Weekly third party information to display advertisements that will be relevant to the users.