Persona 1: Persona 1 will be someone who is an experienced traveler who is just looking through the site to see if there is any information that can be new, or if persona 1 can relate 2. Persona 1 is most likely someone who is a business traveler in their 30s or 40s

Persona 2: Persona 2 is someone who has no experience traveling or even leaving the country. All the information might seem new or shocking, but persona 2 can learn something new. Persona 2 is most likely someone who is in their early 20s or teens.

Persona 3: Persona 3 is someone who has been to a few cities around the world, but not many. Persona 3 is looking at some familiar information, but most of it is new information. Persona 3 can be someone who is any age.