

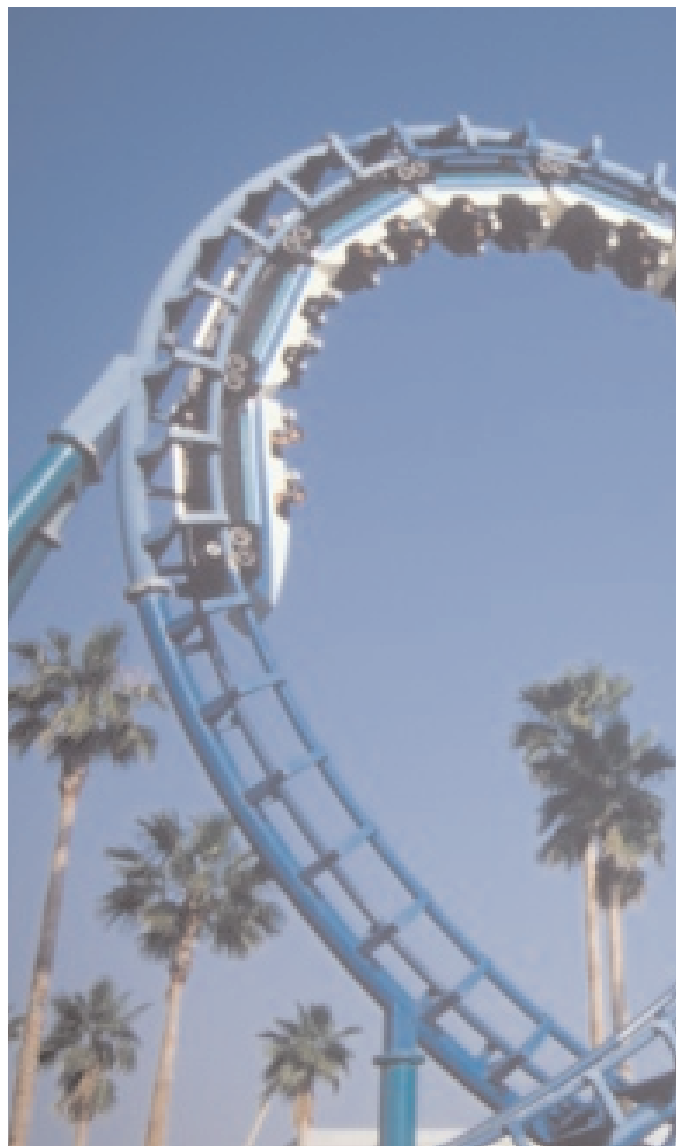
claire



“I want lasting family memories.”

My husband and I are very lucky. We have three beautiful children and I'm able to be a full-time mom for them. I guess I truly enjoy being the “CEO” of my family. We usually take a big trip each year, and family fun is what matters most. The kids like amusement parks, and all five of us love the beach. But **since I'm such a planner and since we keep to a budget, I always want to know what all of our options are before we decide.** I'll do my research and shop around because my focus is on building family memories.

Budget: \$



RESEARCHER

I know what I want and what I need and will plan my trip accordingly, by thoroughly gathering information

Age: Late 30's to mid 40's

Education: Some college

Status: Married three kids

Occupation: Stay at home mother

Online experience: High-end novice

Frequency of leisure travel: Twice/year; domestic travel

reason for travel

- Big trips for family vacations
- Family fun
- Meticulous planner: plans ahead prior to reaching destination; plans for daily activities
- Has an idea of destination based on a "vacation theme" i.e. beach, amusement, etc.

guiding info

- Blogs, online communities, travel guides

amenities/area

- Pool, suites, free breakfast, kitchen, large living spaces
- Amusement parks (kids attractions/activities)

brands



current marriott.com interests

- Hotel websites
- Destination info, city guides, location, proximity to events, attractions and restaurants, amenities (i.e. suites, free breakfast, indoor/outdoor pool, kitchen, family activities at property and area)
- Deals and packages
- Maps

design opportunities

- Local Knowledge
- Blogs: parent/family online communities
- Deals and Packages marketing
- Save favorite activities, saved searches
- Search by kid activities, suites
- Resort: include calendar of events
- Upsell MCVI properties

vicky



I know my destination and just need to decide on my hotel. I'll seek out the details of what to do once I get there.

MODERATE



Age: Early to mid 40s

Education: Masters

Status: Single and puts in long hours at work; no kids

Occupation: Successful executive

Online experience: Intermediate

Frequency of leisure travel: Quarterly; domestic/international travel

"I'm looking for adventure."

I've been working hard for years and it's paying off – a lot of long hours have led to a lot of responsibility and a number of promotions. So you might have guessed – leisure travel is a reward. **I know exactly what I like to do, and I've got to be moving while doing it.** I ski when and where the powder's best and scuba-dive anywhere, any time. I'll usually do the research on the next hot place, but I don't have the time to be exhaustive. I already know what I like, so I'm more focused on getting there and getting started.

Budget: \$\$\$\$



reason for travel

- Decisions based on proximity to destination
- Has her own travel habits formed; will research unknown destinations, seasonal activities
- Very active: travels at peak seasons to kayak, scuba-dive, hiking, etc.
- May have more than one destination in mind
- Very efficient, but pays attention to detail
- Spontaneous

guiding info

Recommendations from travel sites/guides, friends, colleagues and guides on destinations

amenities/area

Spa, pool, concierge, internet access, plug & play

brands



current marriott.com interests

- Local Area Knowledge
- Destination-type info, local city guide (more on unique attractions), amenities, weather
- Rely on interactive maps

design opportunities

- Local knowledge, destination section
- Mobile capabilities – ability for quick and easy access is very important
- Favorite hotels, saved searches
- Upsell MCCI properties at the right moment
- Secondary focus – packages and relevant deals

michael



“Work comes first, but I’d like to maximize the benefits”

With the kids on their own, my travel is mostly work-related now. Fortunately, in my job, I can often tack on a few days of vacation after a business trip. I like to golf, and my wife loves spas, and since we’re both foodies, we’re always tracking down new restaurants and wine bars. We tend to be repeat visitors – **again because our travel is pegged off my work** – so we’re not scouring the Internet for deals. We’re already going to great cities and resorts that we know well, so we care more about availability, and then location.

Budget: \$\$\$



MODERATE

I know where I want to go, but haven’t planned where to stay or what to do

Age: Late 40s to late 50s

Education: College

Status: Married with grown kids

Occupation: Government employee

Online experience: Intermediate

Frequency of travel: Twice/month; domestic/international travel

reason for travel

- Business is the focal point. Availability and location is a priority. Rates and brand are secondary
- Tends to visit the same destinations for business travel, but will have new or unknown locations/destinations

guiding info

Business trip and per diem dictating place to stay

amenities/attractions

- Business center, pool, dining, fitness center
- Will consider attractions near the hotel: pool, restaurant/dining, fitness center

brands



current marriott.com interests

- Book and Go
- Marriott Rewards—My Account accumulating/redeeming points for leisure travel
- Hotel websites (occasionally)
- Local city guide (more on unique attractions), amenities, weather
- Maps to show proximity of hotel to restaurants, conference centers, attractions

design opportunities

- Local Knowledge/destination
- Mobile capabilities – ability for quick and easy access
- Favorite hotels, saved searches

jennifer



“I want to be taken care of and pampered”

I love my career, I have great friends and I'm in a wonderful relationship. Life is good. So I reward myself – often. Enjoying my success is a big part of who I am, especially through travel. The destination doesn't matter so much. And my girlfriends and I are pretty spontaneous. They know I'll explore any place they suggest. **And price isn't so important. It's luxury and comfort that I'm after.** So I'll admit it, I love to be pampered. The point of travel is to rejuvenate and spend time with friends or my significant other.

Budget: \$\$\$



RESEARCHER

I know what I want and what I need and will plan my trip accordingly, by thoroughly gathering information

Age: Late 30s to mid 40s

Education: College

Status: Single, but in a relationship; no kids

Occupation: Marketing director

Online experience: Intermediate

Frequency of travel: Primarily domestic travel with occasional international travel.

reason for travel

- Decision based on what's in the hotel; focus on achieving a “feeling” of relaxation, peacefulness, rejuvenation, indulge
- Focus on location, resorts, brands, amenities, will pay more for luxury and service
- Inspired by TV commercials, online marketing, friends and colleagues
- Spur of the moment/not much lead time in planning

guiding info

- Aggregator sites for comparisons
- Online communities, friends or travel guides

amenities/attractions

Spa, pool, room service, activities to unwind, fine dining, concierge, jacuzzi

brands



current marriott.com interests

- Hotel websites
- Romance, Spa, or “pampered-type” deals and packages
- information about the surrounding area – city guide; may seek out shopping

design opportunities

- Online Communities
- Marketing campaigns focused on spa or pampered getaways
- Tools and messaging that highlights providing an “experience” at the property
- Quick and easy access to amenities, proximity of hotel to other attractions and restaurants
- Favorite and saved searches
- Secondary focus: packages and relevant deals

alex



“Make it fun”

I graduated from college last year, so I'm just starting-out career-wise. **I already travel quite a bit for work, but what I really care about is traveling on my own – new experiences, new people, and new places.** I'm plugged in to all kinds of information through my online communities, so news of most any music festival will get me on the road. I don't make much money yet, so I watch what I spend, but I won't let that stop me from doing and seeing something that I really want to. I'm young. I know it. I enjoy it.

Budget: \$



MINIMALIST

“You know, I go where I go. But it's nice to have a comfortable bed to sleep in once in a while.”

Age: Mid 20s

Education: Recent college graduate

Status: Single; no kids

Occupation: Computer tech (engineer); and puts in long hours at work

Online experience: Advanced

Frequency of travel: Spur of the moment domestic travel; some international travel

reason for travel

- Leisure trip with friends or travels frequently for business
- Decisions based on an event or pockets of interests (i.e. Jazz Festival, Mardi Gras, etc.)
- Need for instant gratification, inspired by friends especially online communities
- Worldly (possibly because traveling with parents, exposure through friends)

guiding info

Online communities, blogs, social networking, text messaging, online language savvy i.e. MySpace, Flickr, Del.ici.ous tags, Second Life, Youtube, Sidestep, Kayak, Trip advisor

amenities/attractions

internet high speed access, pool, bar and lounge area, 'Great spaces' to socialize

brands

No brand loyalty

current marriott.com interests

- Book and go (Search and Reservations)
- Interactive maps
- No interest in photos, amenities, or other "extras" related to the property

design opportunities

- Mobile/wireless
- Blogs/ online Communities
- Possibly last minute deals
- Experiential design: more dynamic functionality to encourage “play”
- Assumption: possibly distracted by other “cool” or dynamic functionality, but recovers on original online path quickly

beth

MINIMALIST

“I’m a frequent business traveler. I know what I want. I typically stay at the same brands and hotels. ”



Age: 40s

Education: Master’s degree in Business (MBA)

Status: Married

Occupation: Mid-level manager

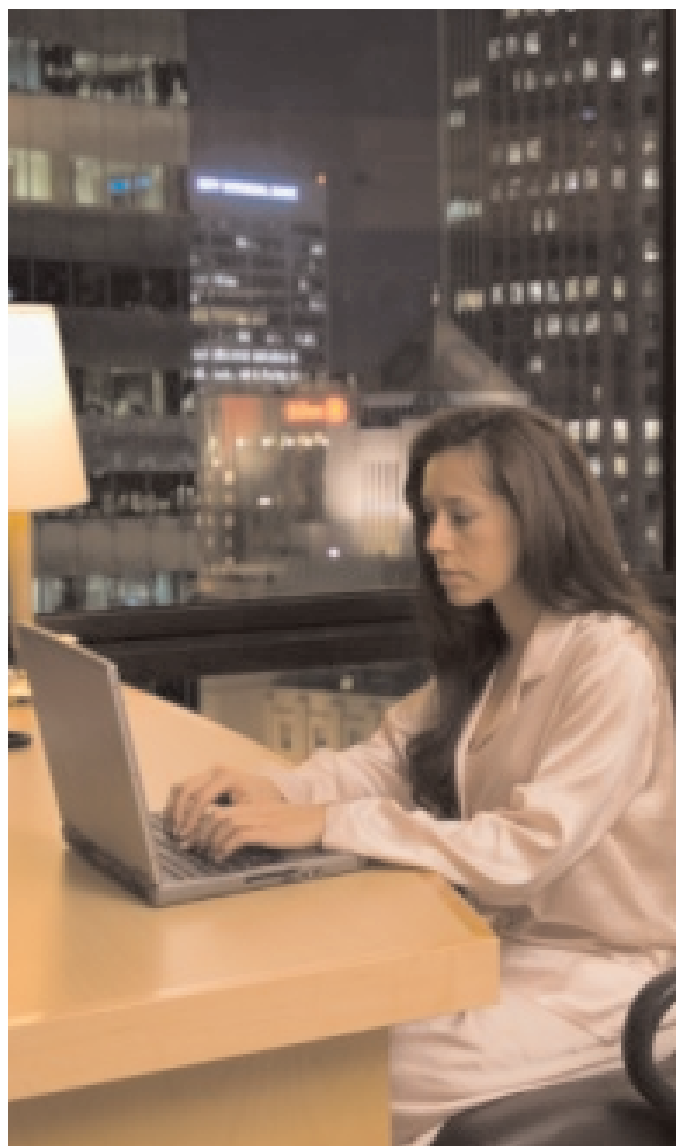
Online experience: Advanced

Frequency of travel: At least once/month; domestic and international travel; a frequent business traveler

“Working, but still living, on the road.”

In my work, I travel. On average it’s about one business trip a month, mostly conferences, meetings, client site visits. Naturally, my hotels have to allow me to work on the road – answering emails, reworking presentations, things like that. Internet access and a comfortable work space are both crucial, and, of course, proximity – that goes without saying. I also want a pool or a gym, since I work-out every day. In short, what I expect and **what I want from my hotel is professional support on every single trip – consistency, with no hassles.**

Budget: \$\$\$



reason for travel

- Speaking engagements and presentations
- Conferences/meetings
- Client site visits

guiding info

- Previous stays or past experience
- Limited to convenient location by conference/business project site location

amenities/attractions

Pool, fitness center, free breakfast, internet access

brands



current marriott.com interests

- Events and meetings—knowing which hotels have meeting rooms.
- Book and Go

design opportunities

- Map in relation to the proximity of hotels to conference centers or primary business location
- Save hotels (favorite hotels)
- Mobile capabilities
- One-step checkout (always will have the same room preferences and hotel needs).