

Bremchand Jha continues

on the places friends have recommended.

- Not get influenced by any website or ads.
- Wish there was easily available info on kids friendly places as a point of contact.

⑩ Abhishek Satham

age - 27

Newly married - Artistic

wife - photographer/dancer

- Travels with friends, mostly their age.

- Looks for adventure, boating, surfing, climbing etc.

- Interested in HotSpots for young party goers.

- "Good food is important"

- Travels with friends for fun.

- Googles everything & every info.

- Rarely uses mobile apps other than for directions.

- Decides on places on their own based on interest.

- ⑪ Rajar Joshi - 38
- Travels with family & friends
 - Atleast 3, 4 times a year
 - usually go to places with beaches.
 - Last trip was different.
 - "It was a college reunion of 7 best friends, currently all over the globe. but met in Europe for vacation for 15-days trip. "Boys Only trip".
 - "Wife does not want to know the details of the trip." (i)
 - We usually google & then call to book hotels or cottages.
 - We look at online reviews before making a decision.
 - trips are mostly 3-4 days.
 - "Friends are family here."
 - Places we go to are sometimes visited before and have fond memories of.
 - Other times, we just want to see

different part of the country -
- we try to get both experiences -
cultural & see landmarks as well.
- google - tripadvisor - yelp for reviews.

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⑫ Sheetal Deshmukh - 35

Travels with mostly family.

"Husband is a photographer so we mostly go to places where he can practice his art", places like parks, yellow stone, utah.... he is a nature photographer.

"My younger son is autistic so its hard to find places he would enjoy sometimes."

- Usually have a destination decided.
- Uses blogs by other photographers to see & decide on places.
- Forums
- Google search
- We mostly drive, adventure seeker
- trips are usually week long or more
- Sometimes husband just goes alone with other photographers.

- 13) Mallika Reddy - 36
- Travels with family
 - Mostly go to India in summer break.
 - Travel by word of mouth
 - Family & friends recommend places.
 - "When we travel here in us we usually travel alone, not with friends."
 - We use google search for location information.
 - "I wish there could be more information easily available for family friendly places."
 - Looks for family activities mostly because of 2 kids.