

④ Priyanka Garg. - 38

- Visited Sweden recently
- Used online resources to search for the places.
- Had whole vacation planned before leaving.
- called few local hotels & motels for arrangements.
- Visited because husband was already on-site for work.
- landmarks & natural beauty
- use google to search & then visit the websites that come in the search
- ~~Visits~~ Online Ads do not influence her decisions.

⑤ Tony Stevens.

- Travels all the time.
- Rarely uses online help
- mostly googles if needed.
- travels with his bikers friends.
- no such planning for food or travel.

⑥ Tara Manley - 35

- Travels for family vacations mostly
- Goes to kid friendly places
- Searches google
- TripAdvisor
- books by calling mostly.
- places are usually visited before by herself or by friends & family.
- Adventurous
- pretty satisfied with the online help

⑦ Nirmal Patil

- Mostly goes on Business trips.
"I love to get the cultural experiences wherever I visit". "Mostly I am interested in trying the local famous drinks".
- trip is mostly arranged by the company.
- usually International
- brings back local art everytime he visits new country.
- Google searches

③

Karkara Paliwal - 40

- Usually travels with bunch of friends.
- Google search for everything.
- Is interested in nature trails.
- natural beauty.
- calls for arrangements
- Does not have a particular choice
- All friends should agree on one place & they leave.
- Company of friends is more important than place sometimes."

⑧

