Persona Profile: "Adventure-Seeking Traveler"

**Name:** Emily Carter  
**Age:** 32  
**Occupation:** Marketing Manager  
**Annual Income:** $75,000  
**Country of Origin:** United States

**Background & Travel Preferences:**

Emily is an avid traveler who enjoys exploring new cultures and seeking adventure. She typically travels twice a year and prioritizes destinations that offer both relaxation and outdoor activities. She values well-organized travel experiences and looks for user-friendly websites to book accommodations and activities in advance.

**Travel Details:**

* **Group Size:** 2 (traveling with a friend or partner)
* **Transportation to Island:** Airplane
* **Accommodation Preference:** Bed & Breakfast or Boutique Hotel
* **Trip Purpose:** Adventure & Relaxation
* **Length of Stay:** 5-7 days
* **Visit Status:** First-time visitor

**Interests & Activities:**

Emily is particularly interested in:

* Snorkeling and beach activities
* Exploring the rainforest and zip-lining
* Visiting local cultural sites, such as museums and art galleries
* Enjoying local cuisine at seafood restaurants
* Taking scenic tours of the island, including the volcano

**Pain Points & Needs:**

* **Navigation Issues:** The current website is outdated and difficult to navigate.
* **Mobile Compatibility:** Needs a responsive, mobile-friendly site.
* **Booking Information:** Wants the ability to book tours and accommodations online.
* **Local Recommendations:** Prefers curated lists of must-visit attractions and dining options.
* **Safety & Transportation:** Wants clear details about local transportation and safety tips.

**Goals for the New Website:**

* Find and book activities easily
* Get travel tips and local insights
* Access a visually appealing, intuitive website
* Browse on mobile without difficulty

Emily represents the typical Taniti tourist who is excited to explore but seeks a seamless digital experience to plan her trip efficiently.