

Ethnography Insights



Audience

Lack of unique personal connection during festival

Drop-off of engagement year-round

Missed opportunities to attend VIFF films/events

Lexi - The Curious Socializer



**Wants to devote free time to
memorable experiences with friends**

20-26 years old

A busy **university student** taking a full course load while working a part time job.

Interests: Travelling and learning about the world through different perspectives.