

Loving Mother Carla Jones

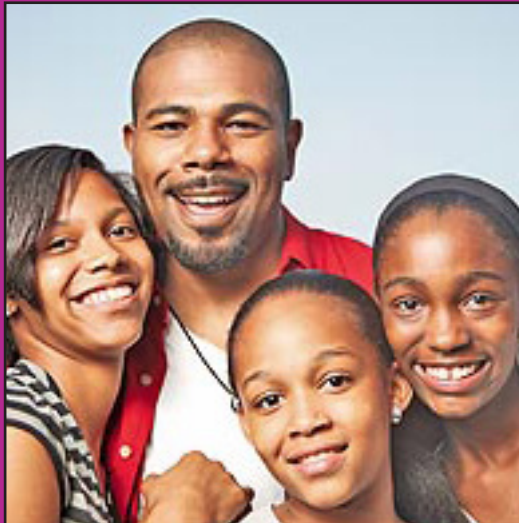
Age: 49

Occupation: Director of Marketing

Income: \$105,000/year

Location: Washington, D.C. Metro Area

Marital Status: Married, mom of teen girls



*“Family is everything.
We enjoy spending
time together.”*

INTRO

Carla is a wife and mother. She lives with her husband, 14-year-old and 12-year-old daughters. She also has a successful career in marketing.

BEHAVIORS

- She and her family loves spending time together, traveling and doing active, family-friendly activities.
- She uses the internet to plan her family’s travel.

MOTIVATIONS & GOALS

- She and her family used to travel once a year, but now that her children are older and she and her husband have more disposable income, they now takes several trips annually.
- She is a planner, so she spends time gathering details and creating itineraries for destinations they plan to visit.

REASON FOR USING INTERACTIVE EXPERIENCE

- It offers her a trip planning tool with suggested itineraries.
- She can learn about family-friendly activities and lodging options.

WOW FACTOR

- She can visually explore the scenic drive and outdoor experiences before departing for the Blue Ridge Parkway.

BUSINESS VALUE

Carla and her family travel frequently and their home is convenient to the Blue Ridge Parkway, which offers many family activities, so she will see the national park as an ideal getaway to visit often.

Bachelor Darren Marshall

Age: 35

Occupation: Financial Analyst

Income: \$97,000/year

Location: Charlotte, N.C.

Marital Status: Single



*“I live for outdoor adventure,
and the mountains have
so much to offer.”*

INTRO

Darren is single and lives alone. He is successful in his career and works hard, but values any time he gets to enjoy the outdoors.

BEHAVIORS

- He lives an active lifestyle and enjoys a variety of outdoor activities.
- He uses the internet to plan his travel.
- He travels often and prefers scenic, outdoor destinations and attractions.

MOTIVATIONS & GOALS

- When he has time off, he likes to forget about work and have fun.
- He wants to be compelled to visit a destination or attraction.
- He likes to travel, but due to work, sometimes can't go to far away.
- He wants to find a scenic, outdoor getaway that's convenient to his home, so that he can potentially visit multiple times a year.

REASON FOR USING INTERACTIVE EXPERIENCE

- It offers him a trip planning tool with suggested itineraries.
- He can determine travel distances between activities for optimal travel.

WOW FACTOR

- He can visually explore the scenic drive and outdoor experiences before departing for the Blue Ridge Parkway.

BUSINESS VALUE

Darren is a frequent traveler and he lives in close proximity to the Blue Ridge Parkway, so he will see the national park as a convenient getaway that he can return to frequently and during different seasons of the year.

BFF Marla Smith

Age: 34

Occupation: Sales Account Executive

Income: \$75,000/year

Location: Virginia Beach, Va.

Marital Status: Single



*“I love hanging with my girls.
We get together several
times a year.”*

INTRO

Marla is single and lives alone. She is a well educated professional and recently received a job promotion, which gives her more money to travel.

BEHAVIORS

- She enjoys traveling with a close group of friends.
- She uses the internet to plan girlfriend getaways for her and her friends.
- She always seeks out beautiful destinations with wineries.

MOTIVATIONS & GOALS

- She enjoys spending time with her long-time friends.
- She is a wine enthusiast who loves scenic destinations with wineries.
- She likes to getaway for the weekend or longer.
- She wants to find inspiration and visuals to help her decide on a new destination to visit and a new activity to experience with her girls.

REASON FOR USING INTERACTIVE EXPERIENCE

- It offers her a trip planning tool with suggested itineraries.
- She can determine travel distances between wineries for optimal travel.

WOW FACTOR

- She can visually explore the scenic drive, attractions and experiences along the Blue Ridge Parkway before departing.

BUSINESS VALUE

Marla is a frequent traveler with money to spend, which would lend to repeat travel to the Blue Ridge Parkway. She also travels with a group of friends, which extends the size of the network that hears about their travel.

Retiree John Miller

Age: 66

Occupation: Retired School Principal

Income: \$98,000/year

Location: Raleigh, N.C.

Marital Status: Married



“This is our time. We get to rediscover our favorite places all over again.”

INTRO

John is married and lives with his wife. He was a school principal for more than 20 years, but retired last year.

BEHAVIORS

- He and his wife enjoy traveling together in retirement.
- He uses the internet to plan his travel, but also requests maps and guides.
- He and his wife enjoy historic sites, art galleries and antique shops.

MOTIVATIONS & GOALS

- He and his wife purchased an RV for long distance travel.
- The couple enjoys scenic, mountain destinations where they can take their time to explore.
- A former history teacher, he is interested in visiting historic attractions and tours that he may or may not be familiar with.

REASON FOR USING INTERACTIVE EXPERIENCE

- It offers him a trip planning tool with suggested itineraries.
- He can determine travel distances between activities for optimal travel.

WOW FACTOR

- He can visually explore the scenic drive and outdoor experiences before departing for the Blue Ridge Parkway.

BUSINESS VALUE

John and his wife are retired with plenty of time to explore all 469 miles of the Blue Ridge Parkway. The national park already offers a great deal of history, but there are also towns and other attractions to interest them.

Newlywed Alicia Sloan

Age: 28

Occupation: Social Media Specialist

Income: \$53,000/year

Location: Orlando, Fla.

Marital Status: Married



“We’re an active couple, so a romantic, mountain getaway is the perfect honeymoon.”

INTRO

Alicia is newly married and lives with her husband. In addition to their recent wedding, the young couple purchased a new home.

BEHAVIORS

- She and her husband want an affordable honeymoon in a great location.
- She is using the internet to plan their honeymoon.
- She and husband are active and enjoy outdoor and indoor activities.

MOTIVATIONS & GOALS

- She wants to find an affordable destination.
- She wants a place with a variety of things to do.
- She wants to be visually compelled to visit a destination.
- She and her husband want a memorable honeymoon in a location that they are unfamiliar with.

REASON FOR USING INTERACTIVE EXPERIENCE

- It offers him a trip planning tool with suggested itineraries.
- She can determine travel distances between activities for optimal travel.

WOW FACTOR

- She can visually explore the scenic drive and outdoor experiences before departing for the Blue Ridge Parkway.

BUSINESS VALUE

Alicia will find many affordable activities to do along the Blue Ridge Parkway and she is traveling on a memorable honeymoon with her husband. They will discuss their trip with a broad audience of potential visitors.