

SUMMARY OF FINDINGS

It seems like there are hundreds, if not thousands of online sites that offer to help people plan their vacations! There really is no shortage of competition regarding travel planning online.

According to condorferries.co.uk:

- Millennials spent \$200 billion on travel in 2018, 33% plan a spending budget of \$5000+ on their vacations

- 66% of millennials book their travel using a smartphone. 74% use their smartphone to research their holiday or trip.

- 75% have installed travel apps on their smartphone, compared with other generations at 47%.

- 86% are disappointed by the experience online travel agents provide on a mobile device.

- 97% will share travel experiences on social, with 2 out of 3 posting once a day.

- 58% of millennials stated they would solo travel, and 26% already have.

I also thought it'd be a good idea to look into the current state of travel, given how COVID19 has affected things. The projected outlook seems very bad.

According to National Geographic, multiple industries are projected to suffer huge losses (in millions) due to decreased tourism, including (but not limited to):

- Hotels
- Airlines
- Cruise Lines

DIRECT COMPETITORS



STRENGTHS

- Offers flights to a very unique location no one else currently does: space / other planets
- Innovative & exciting brand
- Forward-thinking mission & company purpose: to pioneer space travel & make colonization of other planets possible by humans

WEAKNESSES

- Not everyone can participate in SpaceX - pregnant women, very elderly, and small children are advised not to use SpaceX due to the limitations of space travel
- Venturing into space has negative effects on the human body
- Space travel is less convenient & more risky than travel on earth

PROVISIONAL PERSONAS



THE HISTORY BUFF
30 - 85+ years, intellectual

Goals

- Wants to better understand the history and culture of others.
- Often pursuing a specific personal interest or hobby
- Seeks freedom to observe, absorb, and learn, often asks questions & is curious

Pains

- Doesn't want to be hurried along
- wants to learn at their own pace
- Dislikes rigid schedules, prefers independence & freedom
- Might not enjoy other activities that don't include culture or learning



STRENGTHS

- Offers unique experience in which users can choose to stay with host or family in a certain city or country
- Affordable pricing
- Website is straightforward and easy to use
- Their goal is to connect people

WEAKNESSES

- They don't offer specific experiences or packages
- Might not be ideal for someone who prefers to travel & stay alone
- They depend on hosts for rooms - and do not have locations available everywhere in the world (like much smaller cities and towns, for example)



THE BACKPACKER
20 - 45 years, adventurous

Goals

- Literally travels light - often taking only what they can carry in their backpacks
- looks for the lowest cost of accommodation, food, way of getting around, etc. regardless of the quality of service and product, they get in return

Pains

- Packing too much
- Feeling fatigue / foot pains from walking
- Often stays at hostels, which can be awesome for meeting other travelers but also challenging since everyone's in a single room



STRENGTHS

- Offers experiences, information, and activities on a global level
- Informative & useful - they can be used to plan a trip and get ideas for destinations and fun activities
- Wide array of products, including books, an online store, insurance, hotel bookings, flights, etc.

WEAKNESSES

- They don't offer direct travel planning services - users & customers have to plan the details of their trips independently
- Since they operate on a global level - it might be difficult to ensure quality of trips & experiences (I looked up reviews and some people were unhappy with the experiences they booked through Lonely Planet)



THE HONEYMOONERS
20 - 85+ years, affectionate

Goals

- Wants to spend quality time together as a couple
- find activities they can both enjoy and participate in together
- Have fun together

Pains

- Avoiding activities or places they might not like as much (such as loud parties, or something they might find boring or annoying)
- Finding a good balance of things they both enjoy while still making time for themselves to rest and relax

OTHER COMPETITORS



STRENGTHS

- Offers both lodging and experiences all over the world - it seems fairly easy to find a place to stay with AirBnb anywhere - in both large cities and small towns
- Good for families, couples, and solo travelers - since they have such a wide variety of booking options

WEAKNESSES

- Since they operate on a global level - it might be difficult to ensure quality of where people stay & their experiences (If you look up reviews on AirBnB they're all over the place - some people seem to have a wonderful time whereas others did not enjoy their rental stay / experience)
- No direct travel planning services



THE TREEHUGGER
20 - 85+ years, outdoorsy

Goals

- Wants to explore nature and spend time outdoors
- Wants to use green products, companies, and services while on vacation - and things like recycling & the environment are important

Pains

- Avoiding activities or practices that are not ecologically friendly
- Might find crowded cities or anywhere with pollution, noise, and less nature stressful and depressing



STRENGTHS

- Offers experiences, information, and activities on a global level
- Informative & useful - they can be used to plan a trip and get ideas for destinations and fun activities
- Also offers information on hotels, rentals, restaurants, & things to do

WEAKNESSES

- No direct travel planning services or help
- Sometimes information / pages on their site feel empty or incomplete if not many people have visited - there is a lack of photos, information, & reviews
- Often do not offer up much information or details - very dependent on user reviews



THE EASY BREEZY
20 - 85+ years, laid back

Goals

- Wants to take their vacation slowly, and spend time relaxing
- Often likes spending time with family and friends
- Engage in fun activities

Pains

- Avoiding any stressors or situations in which they might feel rushed or under pressure
- Doesn't want to worry about the pressures and monotony of every day life while on vacation