

George Davis

“Well, I guess you could say I’m a bit of a history buff. I love learning about different periods in time, especially American history.”

AGE 61
OCCUPATION Physician
STATUS Married
LOCATION Charleston, SC (USA)

GENDER Male
ARCHETYPE Gentleman and a Scholar

PERSONA BIO

George is an avid traveler. The dust has barely settled from his trip to Croatia when a sudden post he sees from a friend on Facebook gives him an idea of where his next vacation could be. Then, within a blink of an eye, he finds himself researching destinations on Google.

He takes his wife (who is also his best friend) with him to just about everywhere he travels to. When he has to travel without her for business trips, he misses her too much and it’s just not as fun as it is when she’s there with him.

He loves history and learning about new subjects, and is curious about everything. He stops to read every informational plaque, can carry on conversations with actors in historical reenactments for far too long, and even reads history books just for fun.

George had surgery on his foot a few years ago, and though he walks slower now than he did before the surgery, it hasn’t stopped him from taking trips, seeing the world, or experiencing new adventures with his wife.

GOALS / NEEDS

- Find & search for information about specific destinations
- Learn about activities & places relevant to his interests
- Read others’ experiences - what they liked & disliked

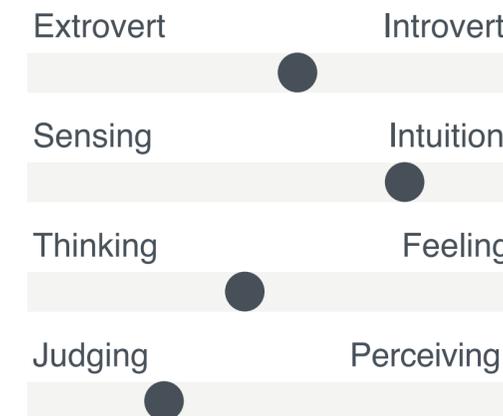
FRUSTRATIONS / FEARS

- Confusing things that happen when booking / purchasing online (like getting stuck at checkout, or unexpected costs tacked on at the end)
- Some sites & processes feel untrustworthy / sketchy

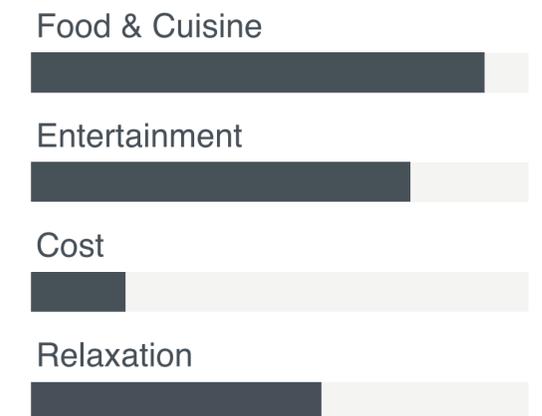
MOTIVATIONS

- Pursue specific hobbies & interests
- Have fun
- Spend quality time with his wife
- Learn new things
- De-stress & relax away from demanding job
- Explore & experience different cultures

PERSONALITY



TRAVEL PREFERENCES



BRAND AFFILIATIONS

