

# [Travel personality profile](https://assignbuster.com/travel-personality-profile/)

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1 Hanson is 39 years old, has been married for twelve years, and has two children. Like his wife, he graduated from college with a Bachelor's Degree in Business   
Administration. He works at a large printing company as a sales executive. Hanson   
works approximately six hours per day, six days per week. The stress level can be quite   
high at times because his base salary is low but commission is high. Therefore, the   
paychecks are mainly dependent on the number of deals he closes.   
His wife Kim is self employed and is a distributor for a jewelry company. Their   
children are seven years apart in age and rarely agree on anything! Therefore, when   
planning for his hard-earned vacation, which he looks forward to all year since it is an   
escape from the everyday routine, he has lots to consider. The family's needs are of top   
priority when Hanson and his wife sit down to plan a trip since the children are so far   
apart in age. The older child does not want to do " baby things", as Hanson and his wife   
are reminded on an almost-daily basis. Travel plans are also influenced by his own   
desires versus his wife's desires. He is a busy body and likes to be on the go even when   
on holiday. His wife prefers to lounge by the pool, read several good novels, and gaze at   
many sunsets.   
Although budget is a factor, time is more crucial in the vacation planning since he   
and his wife's work schedules hardly agree. Three weeks' vacation per year is a   
short amount of time compared to the amount of hours in which they work so they savor   
each moment as they should. 1The American Heritage Dictionary of the English   
Language states the meaning of vacation is " a period of time devoted to pleasure, rest, or   
relaxation" and that is devoting time to pleasure, rest, and relaxation is exactly what   
Hanson and his family does on each vacation!   
Hanson and his wife usually take their children on all of their trips because it is   
rare for all of them to be home at the same time in their daily lives. Hanson grew up in a   
very close-knit family where his entire family did most things together. He can still   
recall in full details their many trips. However, Kim's family was not so   
close and they did not take many vacations together.   
Husband and wife talk about how they both grew up in large cities but have   
amazingly different backgrounds. Hanson was exposed to all the culture that the city has   
to offer. Their parents not only took them to local parks for day trips but also privileged   
them with holidays to other countries. Kim, on the other hand, spent her childhood   
traveling via armchair. Her parents did not have the income that Hanson's did but she   
enjoyed her childhood and the stories she read as a young girl took her to many exotic   
places.   
Due to the varying factors mentioned, the family usually chooses a cruise for their   
vacation. This gives Hanson the opportunity to visit different locations and to explore   
their culture and activities while allowing Kim to laze by the pool on the ship if   
she wishes. The children needs are tended to by the childcare programs and youth   
activities available on board. Cruising gives them the opportunity to do their own thing   
or plan activities together. Finally, the cruise option fits into their budget because   
everything is included in one price and there are no hidden costs.