

# 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

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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. <sup>1</sup>The 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

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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.