



Name:

Archetype:

Age:

Family:

Location:

Work/Income:

 Motivations:

Price: \_\_\_\_\_

Comfort: \_\_\_\_\_

Convenience: \_\_\_\_\_

Variety: \_\_\_\_\_

Location: \_\_\_\_\_

Food/Drink: \_\_\_\_\_

Exclusivity: \_\_\_\_\_



Bio:



Hobbies and Interests:

- 1.
- 2.
- 3.



Travel Inspiration:

- 1.
- 2.
- 3.



Frustrations:

- 1.
- 2.
- 3.



Media channels:

- 1.
- 2.
- 3.

Competitors: