



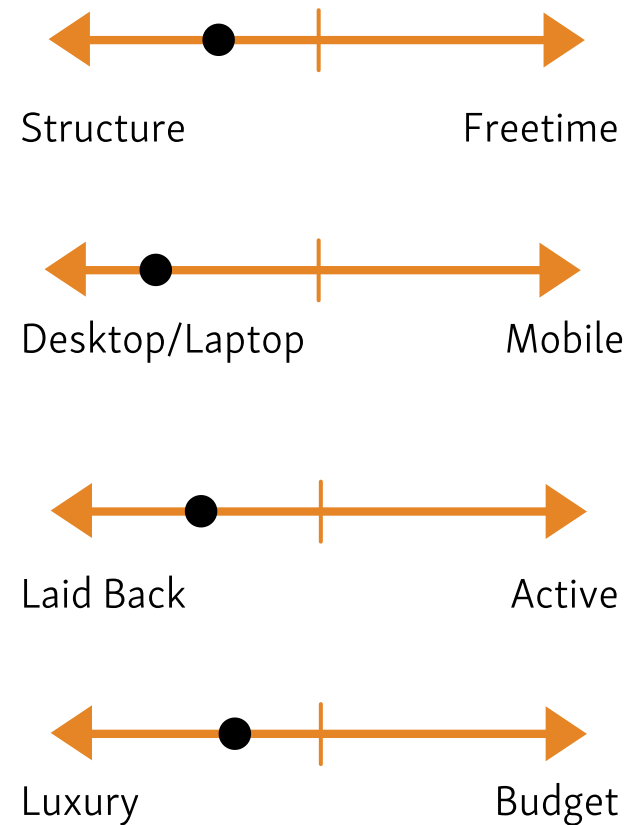
How to Reach Out

We prefer to communicate on the phone. We find it easier to create a relationship and put our trust in the transaction. We have many questions that are best tackled through a conversation. Our travel plans are very special to us, and we require a lot of personalized attention to feel at ease.

How to Market

We look to family and friends for their opinions and past experiences. If they had a good time, it's likely that we will too. We use Facebook to stay connected, and we find new products and experiences that inspire us there. We also follow AAA travel, reading both club magazines and visiting aaa.com looking for new opportunities and destinations to explore.

Get to know us



Post Covid Plans



First Trip:

Croatia - the stunning coastline and delicious cuisine are calling us.

Luggage of choice:

We always use our old trusty set from the early 2000's, labeled with a colorful ribbon - it's never hard to find!

In my headphones:

Who needs headphones when you've got a good book? Maybe we'll try out the new Kindle the kids bought.

Selective Bucket-Listers

Hello, we're Richard & Deborah. We've been married 40 years, and after raising kids and now helping with grandkids - we're ready to pick back up on our travels. We've been waiting a while for this and while we've traveled in our past, we are looking for a unique experience that will inspire us. We're eager to hear all of the details about our trip, and we will research and discuss our options before committing.

We're retired, so we spend a majority of our time visiting our children in the suburbs of New Jersey where we live. Although we socialize often with our family, when we travel we also want to form connections with our fellow travelers alongside the destination.



Our Finances: As working professionals we made about \$150k per year. Now that we're retired, we enjoy the benefits of our well-planned retirement. Our home is paid off, and we finally have the time and money to travel. We are mindful of our expenses and always look for the best value in everything we purchase.



Our Relationship with AAA: We've had AAA since we were first driving, and we've taken advantage of AAA's many benefits from home and auto insurance to refinancing our children's student loans. We even sent our kids to AAA driving school! The peace of mind that comes along with our AAA Membership is important to us.



Our Travel Style: Over the years we've traveled a fair amount, so we like to have everything planned out and organized perfectly. The details are essential for us so we can organize finances with the bank and let our children know where we'll be. In terms of travel style, we want the freedom to roam and immerse ourselves, but we also want the safety, structure, and comradery of a small group.



Walkman Travelers

Hi, I'm David! I'm 48 years old living just outside of Chicago, where I moved after college to follow my passion for audio production. While I wish I could travel back to the time of vintage cars and boomboxes, I'll gladly settle for travel that truly makes me feel alive. Count me in for any trip with great local food and even better beer.

In my free time, you'll find me listening to music and taking time to explore all that Chicago has to offer. I love to get lost around town because I think that's how you really discover the best parts of a destination and culture.

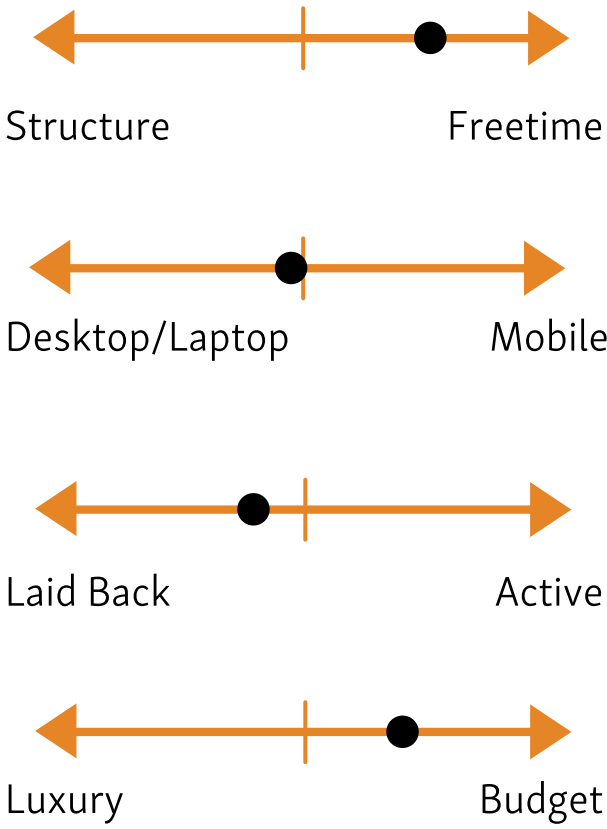
How to Reach Out

Emails are the best way to reach me, especially if it's focused on a great deal - you might even put that in the header, so I actually open the email. I'll subscribe to your newsletter if the content is compelling. I don't mind chatting on the phone either.

How to Market

Spotify playlists to inspire wanderlust? Yes please. Facebook is the best place to market to me. I respond to stories of self-discovery in travel as well as off the beaten path experiences and foodie destinations. Tell me about people like me who have had incredible, perspective changing moments on your products. I love to hear reviews of experiences.

Get to know me



Post Covid Plans



First Trip:

Multi-country trip through Central America (Costa Rica is a must).

Luggage of choice:

Tried-and-true carry-on duffel, some wear & tear, but it's gotten me this far!

In my headphones:

Only because I can't pack my entire record collection, I'll settle for the full Ramones album start-to-finish... the way it's supposed to be listened to.



My Finances: I chose my job for passion not paycheck, so I'm careful about what I splurge on. I take advantage of whatever discounts I can find from credit card points to coupons I find in newspapers - Cyber Monday is my favorite holiday. I own my condo and have paid off my student loan debt. I save regularly to ensure that I can have at least two travel experiences a year.



My Relationship with AAA: I've become good friends with the roadside assistance employees, and no matter how much they ask - no, I will not get rid of my 1980's BMW, it's a classic. Whatever shop I go into, I make sure to ask if they have a AAA discount. I didn't realize that AAA Travel offers adventure travel products. Now that I know, I've taken a deeper look at the itineraries.



My Travel Style: I watched "Before Sunrise" as a teenager, and I'm not embarrassed to admit that it's the reason I started traveling. Travel brings me back to who I really am, and I enjoy the feeling of getting completely lost in order to explore. I'm also a bit of a foodie, so I love stumbling upon amazing local restaurants. As you can see, I'm not much of a planner and prefer free time.



The Seasoned Millennial

Hey, I'm Elizabeth. I'm 40 years old and I work in a successful start-up in LA, meaning I'm too busy to plan much of anything else. I like knowing that the companies I buy from are sustainable and do right by their employees and the communities they serve.

When it comes to travel, I want the details planned out for me, but I still want to have free time to pick and choose how I want to see the destination. This way, I can see it in a more authentic, less "touristy" way.

After work (when I actually have some free time), you'll find me with a friend in my favorite coffee shop or local pub, or unwinding from the stress of life at a yoga studio.

How to Reach Out

I'm reached most easily by email as I'm almost always on my laptop. However, don't spam me because I will unsubscribe if my inbox starts to blow up. I also might be willing to sign up for text alerts, but only for really useful information - again, don't spam me!

How to Market

I have profiles on most social medias, but I use Facebook and LinkedIn the most. I respond to story-based marketing that shows me like-minded people on trips. Content based marketing like first hand experience blogs, or short videos will pique my interest. Stories about sustainable initiatives and meaningful travel always get me excited.

Get to know me

Structure

Freetime

Desktop/Laptop

Mobile

Laid Back

Active

Luxury

Budget

Post Covid Plans



First Trip:

Vietnam - I'm so ready to dive into the incredible culture.



My Finances: I've worked hard to get where I am, and I'm happy to say I make over \$70k a year. I have a mortgage that I'm paying off on my first house I bought about 8 years ago, and I use apps like YNAB and Acorns to manage my money.



My Relationship with AAA: My parents gave me a AAA membership when I was 16. I know there are other services, but don't have the time to figure out what they are or how to use them. As a traveler, I lost some money on DIY travel plans when COVID hit, so I'm keen to find a trustworthy option to book my future travel.



My Travel Style: I like to travel with friends in small groups. Free time to explore on my own is a must. I love to let my journey unfold, embracing the unexpected, stepping into a walk-in yoga class or wandering through local markets.

Luggage of choice:

Newest, rolling, hard-sided piece to check, and a smart bag stocked with work to do list, chargers, and headphones.

In my headphones:

Perfectly crafted Spotify playlist to match my destination.



The Social Adventurer

Hi, we're Justin & Emily! We're in our early 30's, and we live just outside the city of Portland, Oregon. We love visiting picture perfect destinations, but we also want to capture off-the-beaten-path moments too. We've formed a habit of travel, so we work hard during the rest of the year to save up for the few weeks we have off!

We consider ourselves "global citizens" and are active in international happenings. We seek to connect with communities around the world and gain perspective from travel.

In our free time you can find us wandering the West coast in search of unique experiences on weekend getaways or catching up with friends out on the town.

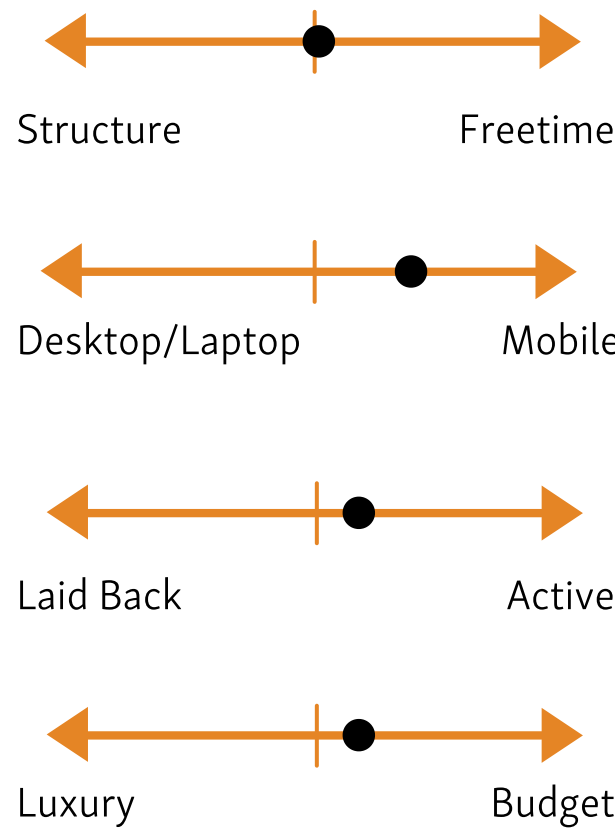
How to Reach Out

You can reach us through text alerts and maybe a few emails. Be sure the emails are personalized or we'll ignore them, and please don't overwhelm us with information - we're more picture driven. We definitely pay attention to good deals. We've always got travel on our mind.

How to Market

We're on all different kinds of social media, but we primarily love Instagram and Pinterest. We're inspired by amazing photography and may even choose our trip from that! We learn about new destinations from experiences that are shared on social. We do a lot of dreaming and have an extensive list of places we need to see.

Get to know us



Post Covid Plans



First Trip:

Morocco - those sunset sand dune photos are calling!

Luggage of choice:

REI hiking backpack - we know it's not as convenient, but it looks great in the photos! Also a tote bag with our iPads for reading and travel magazines.

In our headphones:

Top 100 hits!



Our Finances: We are both young professionals with 9-5 jobs, but we carry the student debt that comes along with a bachelor's degree. We rent our apartment and are considering home ownership, but we always save for travel.



Our Relationship with AAA: We both joined AAA years ago for the roadside assistance. We don't really know what else our membership includes, but because we follow AAA on social media we know there's more to offer. We like to click through the road trip articles and packing guides for inspiration!



Our Travel Style: We tend to travel either by ourselves or in a small group. We love to experience lesser known destinations and to be the first of our friends to snap that iconic pic! In a typical year, we take 1 or 2 long weekend getaways and 1 or 2 packaged travel trips a year. On packaged trips we look for authentic experiences and moments that will take our breath away.



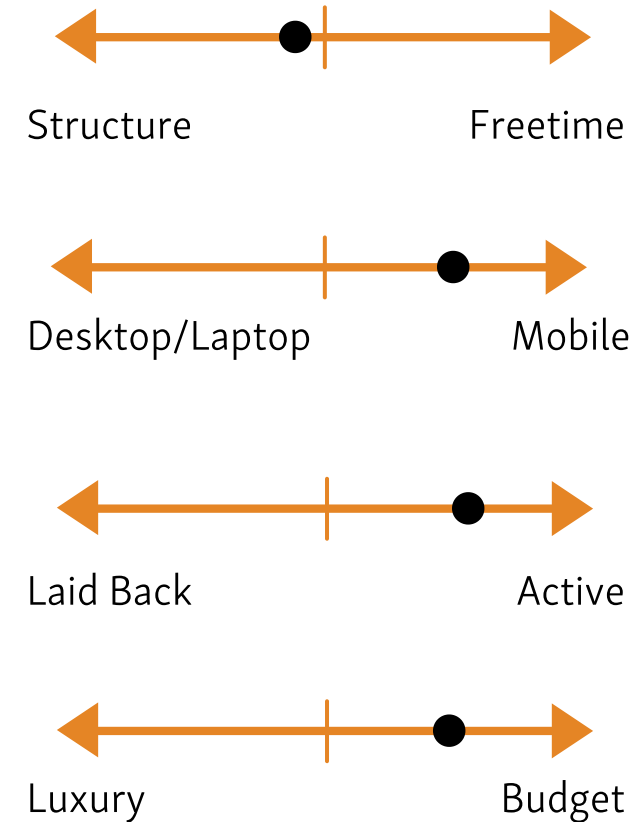
How to Reach Out

I communicate mostly via text. My email is so often full of spam that I overlook most messages. Once we have a relationship and are connected, I'm always available on text or direct message through Instagram or snapchat.

How to Market

I am active in clubs and organizations. I pay close attention to what they present as great travel opportunities. Social media (specifically Instagram) is your best bet for capturing my attention. I enjoy quick tidbits about cultural experiences and inspirational content on social media as well. I expect my travel company to be socially and environmentally responsible.

Get to know me



Post Covid Plans



First Trip:

Trekking the Inca Trail!

Luggage of choice:

Stylish hard shelled rolling piece with my trusty backpack that followed me through college.

In my headphones:

My top songs from 2020 that I can't ever seem to get out of my head.

Global Go-Getters

Hey, I'm Maggie! I'm turning 23 and just graduated from Boston College with my bachelor's degree, and I'm applying for master's programs. I'm currently working to feed my travel savings account. Once I have enough saved, I'll hit the road to explore - I want a real, immersive trip that'll make me feel connected to the culture. I believe that we learn more from travel experiences than we do from anything else.

In my free time you can find me volunteering with my sorority, playing tennis, or hiking through the mountains in New Hampshire with friends.



My Finances: I received scholarships for college, but I'm still chipping away at thousands of dollars worth of student loans. However, I landed a great job right out of college, so I'm saving more than I thought I would. I'm renting an apartment outside of Boston with four of my friends to help save even more so I can travel.



My Relationship with AAA: I've been using the road service benefit for years now, and I honestly didn't know AAA did anything else. I had no idea that they even sold travel products. I have always booked travel on my own, backpacking or booking as I go. With so much changing in the world, my family is insisting that I am better protected when I travel, so AAA is key!



My Travel Style: I consider myself a little bit addicted to education, so I love the kind of travel that teaches you through immersive cultural experiences. I've always been outgoing, so when I travel I want to expand my comfort zone as much as possible through active adventures and unique opportunities.