

OUR TRAVELERS

Curious and connected

United by their shared curiosity of culture, Club Adventures travelers don't belong to any one age or income group. They seek real, unscripted connections and experiences that embrace the unknown while inching closer to the edge of their comfort zones.



OUR TRAVELERS: The *Details*

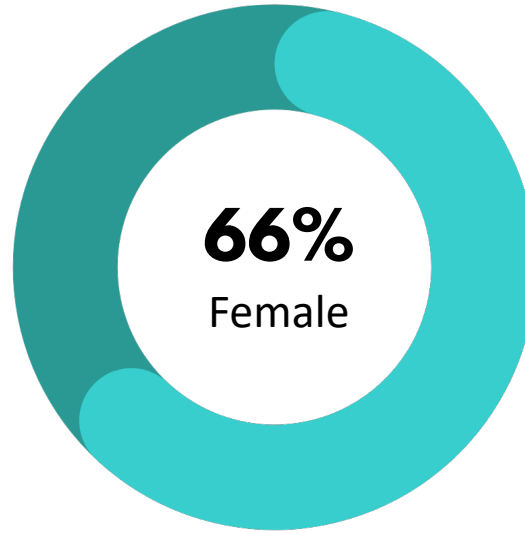


56

Is the average age of the
Club Adventures traveler

97

Percent of our travelers
use a travel advisor



Where they go:

Iceland
Italy
Portugal



Words that describe them:

Curious

Outgoing

Unique

Altruistic

Generous

Fun

Real

Active



OUR TRAVELERS: *Who are they?*

Adventurers:

- Searching for unique, FOMO-inducing tours
- Looking for the “instagrammable” moments
- Time-poor, don’t want to deal with the nitty-gritty and value expert planning

Typically:

- 40-55 years old
- Desire connection to cultures
- Still working/limited vaca time
- Great for custom small groups
- This may be their first tour

Seekers:

- Looking to check off their bucket list items
- Driven by itinerary specifics
- Seasoned travelers
- Keen to understand the value and unique aspect of the trip

Typically:

- 55+ years old
- Active in their communities
- Life-long learners
- May take multiple trips per year
- Well educated/close to retirement or retired

Questers:

- Give them activity, experiences and stories to tell
- Inspired by social media
- Moments > Fancy inclusions

Typically:

- 25-40 years old
- More apt to travel solo
- Limited budget and vaca time
- Strong desire to purchase from purposeful brands