



Profile

Silvia lives in Marstrand, Sweden where she operates a small shop selling souvenirs to tourists. She is married and has two sons.

She is very active and does a lot of sports, swimming, and kayaking in the summer and skiing in winter.

Originally she and her husband were planning for a long vacation in Mexico, a country both fell in love with, during their honeymoon fifteen years ago.

These plans got on hold when the Covid-19 pandemic started spreading.

Age: 39

Job: Shop Owner

Income: p.a. \$44,000

Family: married

Location: Marstrand, SWE

female

married

rural

mother

Needs

Silvia felt like hit by a train when her vacation plans came to a stop. She was desperate to show their sons the country and historical attractions she experienced with her husband. The whole family willingly experienced privations in the last two years to save up enough money to enjoy a holiday of their lifetime. Family morale is devastated, Silvia feels it is her task to find an even more memorable holiday destination in Sweden amid Covid-19.

Go-To:

1. Information regarding different attractions and destinations besides the regular vacation in Sweden
2. She is frustrated with the lack of highly unusual things to do during vacation and is desperately searching for something her kids' friends haven't already done.
3. She has the feeling travel agencies just want to sell the usual destinations



Interests



Outdoor activities

Silvia loves being outside and participating in all sorts of activities, from sports to crab fishing.



Family

Silvia is focused on her family, especially her two sons. It is imperative for her to spend as much time as possible with them.



Art

The little alone time Silvia has at her hands is spend drawing and painting. She loves to design watercolor postcards, which she sells at her shop.

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● Representative ● Non Representative



The persona Silvia Sweden is representative for 10% of the data. Total data amounts to 2,658,000 data points.

Emotions

Fears

- Spending a lot of money on a regular holiday
- Afraid to disappoint her sons

Anger

- Silvia is angry. Unspecifically angry how her world got turned upside down so fast, angry not to find something spectacular in Sweden. Angry at vendors trying to sell her the same old holiday

Representing

Silvia is representative for a group of women who take it in their hands to find a replacement holiday destination inside Sweden, despite travel bans overseas.

Fear of Covid19 plays a minor role for these women, they loathe the inconvenience.

