



Age: 33
Job: CEO
Income: p.a. \$120,000
Family: engaged
Location: Stockholm, SWE

Male

Travel

Influencer

Luxury

Profile

Alvin lives in Stockholm, Sweden where he runs a video production company, creating image videos for larger corporations. He is engaged to his long-standing girlfriend who also works in his company as a project manager.

He is very active and does a lot of sports, climbing, rafting, surfing, diving in the summer and snowboarding in winter. He also participated in the Iron Man Challenge twice.

Originally Alvin and his fiancée were planning their frequent vacations including a trip to Bali and Costa Rica to generate new content for their social media accounts as well as their company profile. They choose the destination based on the attractions and diversity. These plans got on hold when the Covid-19 pandemic started spreading. Also, it stopped the planned productions of their company in the next month, meaning they have a lot of leisure time.

Needs

Alvin and his fiancée got extremely anxious when Corona started because they realized quickly that it has a major effect on their business and private life. On the one hand, they need to find production sites for their business within Sweden and on the other hand, they are eager to create new content for their social media pages where they reached an Influencer status and developed a good extra income.

Go-To:

1. Information regarding different attractions and destinations besides regular vacation in Sweden.
2. He is frustrated with the lack of highly unusual things to do during vacation and is desperately searching for something new and thrilling to create unique content.
3. A combination of breathtaking views, as well as a variety of special activities, are crucial for him.
4. Since he is still running the business and posts daily on his social media channels a proper infrastructure is crucial for him.
5. High Standards are crucial for him. Since he is well situated he is willing to spend a significant amount of money on his accommodation. Design and finish out of the accommodations is more important than the service or catering.



Interests



Outdoor (extreme) activities

Alvin is always trying new sports to find new thrills and to produce new content. He is extremely competitive and wants to perfect any sport he tries out and likes.



Video and Photography

Alvin turned his passion into his business. He mainly consumes attractions through his camera or via a drone.

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Luxury Items

Alvin enjoys luxurious items and is used by luxury brands as an influencer. His social media profile is flooded with the latest sports gear, cars, cameras, and luxury hotels.

Emotions

Fears

- Scared that Corona has a longterm negative impact on his production company.
- He needs to find innovative locations for his clients.
- He is afraid he can not produce the same quality content due to the lack of international travel.

Anger

- Alvin is angry about the promotion of some travel agencies that promise offers that are either not available anymore or he claims to be false advertising.

Representing

Alvin is representative of a group of men who are used to travel a lot on a high budget and want to combine luxury accommodations with activities beyond the extraordinary. He prefers boutique hotels over large ones and avoids "Kids friendly" because for him it ruins the ambiance and does not allow him to relax after a long active day.



● Representative
 ● Non Representative



The persona Alvin Adventure is representative for 9% of the data. Total data amounts to 2,658,000 data points.