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VISITOR PERSONAS



ILLINOIS.
ARE YOU UP FOR
AMAZING?



NORA & BRYAN

OUTDOOR ADVENTURERS

Urban day trippers seeking nature, active adventure and authentic local experiences

KEYWORDS:

Nature. Explore. Escape. Enrich. Active. Authentic

DEMOGRAPHIC:

Urban Illinoisans. Professional couples. Age: 25-45.

ATTRIBUTES:

Nora and Bryan are young professionals living in Chicago. They work to live; there's more to life than the daily grind, and they love to get out of the city. They plan trips at the last minute, usually with no more than a few weeks planning.

They're drawn to outdoor adventure because they're fit, active, and want something different to their urban existence. They value enriching experiences, like learning a new skill, and see themselves as people who know the real Illinois. They want to go where the locals go and hear the stories that the locals tell.

They're inspired by their peers and they're also key influencers for you. As social media natives, their stories will inspire other visitors to enjoy Illinois.

MOTIVATION FOR VISITING ILLINOIS:

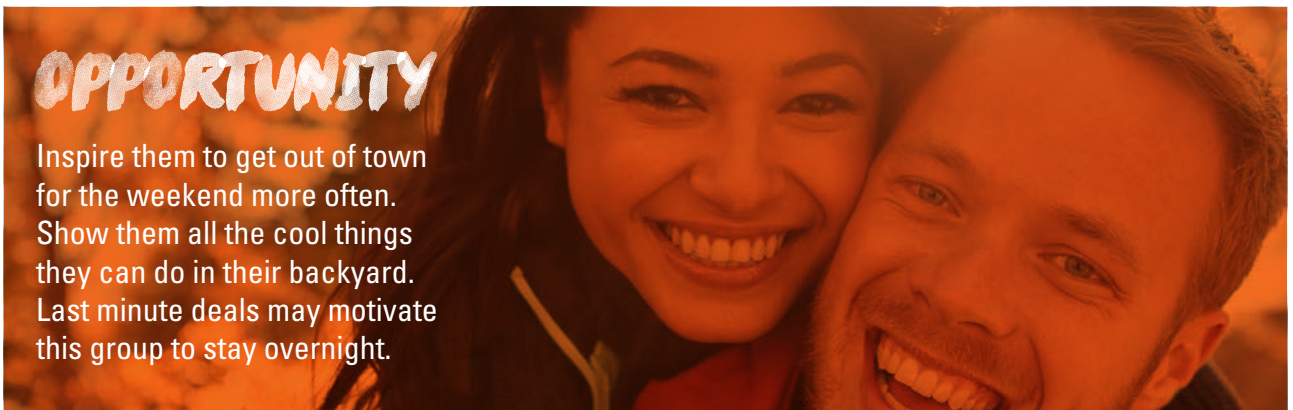
They want to get out of the city, have an adventure, enrich themselves with a new skill or experience, and gather amazing stories to tell their friends.

STORIES TO TELL NORA & BRYAN:

- Active outdoor adventures, hiking, biking, water sports, winter sports.
- Immersive outdoor adventures, woodcraft courses, guided hikes, cycling tours.
- Local courses. Short breaks where they can learn a new skill.
- Parks, resorts, zoos and other state destinations.
- Local foodie experiences.
- The real Illinois. Stories from locals.
- Illinois made. The artists, the makers, the bakers, the musicians.
- Local events and festivals, the more picturesque and artisan the better.
- Local weekend getaways, especially to unusual places like glamping, historical places, and remote locations. Anywhere that's got a great story attached.
- Itineraries for day trips for foodies, outdoor adventurers, art and craft lovers, vintage fanatics, photographers, and connoisseurs of picturesque local stories.

WHAT'S AMAZING FOR NORA & BRYAN?

Enrich myself with experience. Discover something amazing. Have a story to tell.



OPPORTUNITY

Inspire them to get out of town for the weekend more often. Show them all the cool things they can do in their backyard. Last minute deals may motivate this group to stay overnight.

PHIL & KIM

CHICAGO SIGHTSEERS

Domestic travelers from nearby states, seeking an indulgent city break

KEYWORDS:

Fun, Culture, Nightlife, Indulge, Reward

DEMOGRAPHIC:

Domestic travelers from neighboring states.
Professional couples. Age: 25-55.

ATTRIBUTES:

Phil and Kim live in Detroit. They both have demanding careers, so they like to reward themselves with indulgent breaks. They don't have a lot of time for travel. They come from neighboring states, drive to Chicago, and stay for the weekend. They plan their trip a month or so ahead.

They enjoy sightseeing, Chicago culture, music and nightlife. They're also drawn to the diverse, sophisticated shopping, and the opportunity to treat themselves at spas, restaurants, and bars.

MOTIVATION FOR VISITING ILLINOIS:

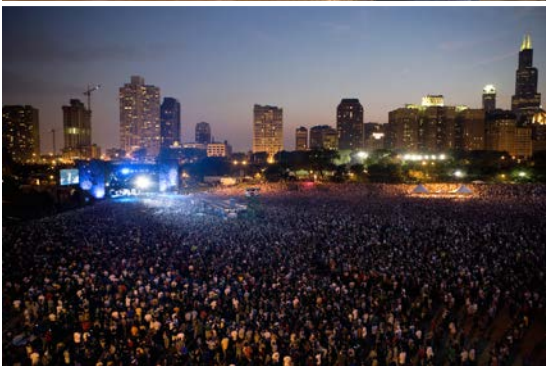
They want to reward themselves for their hard work, and enjoy the best that Chicago has to offer. Chicago appeals because it's nearby, but has big city buzz and glamor.

STORIES TO TELL PHIL & KIM:

- Nightlife and music. They'll want to see the Chicago classics, but it'd be great if we could give them an insider's glimpse into the local scene, hot new talent etc.
- Regular round ups of events, shows, and exhibitions. Can we syndicate a feed from a Chicago listing magazine?
- New & Hot. A round up of the latest bars, shops and trends. Can we partner with a high profile trend watcher to create this content?
- Locals who live here spill the best places to brunch, explore, and score those real Chicago experiences.
- Indulgent weekend itineraries for foodies, sports fans, music lovers, boutique shopping fans, culture aficionados, and people who just want to stroll and see the sights.
- Guides to places to shop. Themed shopping outings for people in town looking for retail indulgence.

WHAT'S AMAZING FOR PHIL & KIM?

Immerse myself in big city glamor. Indulge with sensation and spectacle.



OPPORTUNITY

Inspire them to become repeat visitors, and strong Chicago advocates, both digitally and word of mouth. "We love Chicago. You've got to go. Make sure you check out X, Y and Z while you're there."

A woman and a man are smiling. The woman is in the foreground, looking towards the man. The man is in the background, looking towards the woman. The background is a dark, blurred city scene with green lights.

SIMON & SARAH

INTERNATIONAL ROAD TRIPPERS

International travelers
seeking a quintessential
American experience

KEYWORDS:

Discover, Learn, Comfort, Sophisticated

DEMOGRAPHIC:

International. Older affluent couples. Age: 45-70

ATTRIBUTES:

Simon and Sarah travel a lot. They have a bucket list of destinations and they've always wanted to do an American road trip. Rather like Nora and Bryan, they're hunting the real America, the authentic local experiences and the history behind the place. They're likely to be charmed by Americana, especially if it's rooted in heritage and has a good story.

They're active; however they enjoy their physical comforts, and like to eat well. They're well off, so can afford to stay in nice places and indulge themselves. They're interested in cuisine, culture, and history, and enjoy learning about destinations. They know what they like, and they like the autonomy to do whatever they want, when they want, so touring suits them. They plan in advance.

MOTIVATION FOR VISITING ILLINOIS:

They want to experience a slice of America. Route 66 is a big draw, as is the energy, history, and culture of Chicago.

STORIES TO TELL SIMON & SARAH:

- Local history and culture. Historical tours etc.
- Local cuisine and the food scene.
- Itineraries for Route 66 and stays in Chicago.
- Itineraries to encourage them to stay longer in Illinois, e.g. if you stay an extra day, here are things you could do.
- Interesting and unusual places to stay, e.g. historical hotels and guesthouses.
- Cultural experiences and events.
- Local artists and artisans. Places to find the perfect handcrafted souvenir.
- Quintessential Illinois experiences, that you can't find anywhere else.
- Gentle activities in picturesque surroundings: Scenic walks, cycle tours, guided walks.

WHAT'S AMAZING FOR SIMON & SARAH?

Uniquely local experiences and stories. Things they can't experience anywhere else.



OPPORTUNITY

Show them what a rich, interesting destination Illinois is. Encourage them to stay longer.



BEN & JAKE

LGBT CITY BREAK AFICIONADOS

Here to enjoy culture, dining, and check out the local scene.

KEYWORDS:

LGBT-friendly, culture, fun, safe, welcoming

DEMOGRAPHIC:

Domestic and international travelers.
Professional couples. Age: 25-45.

ATTRIBUTES:

Ben and Jake are in town to enjoy some culture and party with the locals. They love that they can relax and be themselves in Chicago, because it's such an LGBT-friendly destination. They appreciate that IOT has created an LGBT section of the website, and that you use same-sex imagery.

They enjoy live theatre and cultural performances, like ballet, opera and the symphony. Headliner music concerts are also a draw. While they're in town they'll also visit some local gay bars (60%), and check out the LGBT neighborhoods like Boystown and Andersonville (56%). They'll eat out and go shopping for clothes, and maybe even treat themselves to an indulgent spa treatment. Statewide, Galena's scenic and historic charm and boutique town center appeal.

The LGBT market are known as early adopters of technology, and upwards of 80% are on Facebook, with LGBT Millennials as the heaviest social media users.

MOTIVATION FOR VISITING ILLINOIS:

Ben and Jake visited Chicago for Pride and had such a good time that they've been meaning to come back ever since. They love that Chicago is an LGBT-friendly city (Chicago is one of the most popular LGBT destinations in the US) and they're keen to enjoy the culture and the local scene more.

STORIES TO TELL BEN & JAKE:

- Ben and Jake will be interested in many of the stories that we tell Phil and Kim, however authentic voice is crucial here, so they want to hear these stories from LGBT locals, or other LGBT travelers.
- Stories about Pride
- Guide to local gay bars
- Guide to LGBT neighborhoods
- Guide to LGBT-friendly accommodation
- Stories about the local LGBT scene

WHAT'S AMAZING FOR BEN AND JAKE?

I love being in Chicago. I can relax, be myself, and have a great time enjoying all the city has to offer.



OPPORTUNITY

Working with LGBT influencers and ambassadors to create a sense that Chicago is a vibrant, welcoming LGBT destination.

VISITOR PERSONAS | October 2016

Sources and further reading: 10th Annual LGBT Community Survey, U.S. Overview Report July 2016 by CMI, Community Marketing Inc. CMI's 20th Annual Survey on LGBT Tourism & Hospitality, U.S. Overview Report December 2015 by CMI, Community Marketing Inc.





THE WILLIAMS FAMILY VACATIONERS

Family vacationers here for day-trips or a multi-day vacation.

KEYWORDS:

Family-friendly. Affordable. Safe.

DEMOGRAPHIC:

Domestic families within easy driving distance. Parents are in their mid-thirties-early-forties, and have two children aged 6-12.

ATTRIBUTES:

The Williams love travelling with their kids. They take several trips a year. They feel traveling together brings them closer as a family, and has educational and emotional benefits, making their children better global citizens and them better parents.

Affordability is a key concern. Travelling with kids can be expensive, so the Williams choose destinations close by to reduce the cost of family trips. And the kids get bored on long distance drives, so once families arrive in their destination, day trips are popular.

Planning an itinerary that keeps everyone happy can be a challenge, so the Williams often put a lot of effort into researching and planning their trips. Mrs. Williams does most of the research and makes most of the decisions. She looks for helpful information about family-friendly, affordable places to stay and eat, and things to do with the kids, and she often asks her friends on social media about a destination that she's considering.

The Williams can be cautious in their travels with their children, and stick to destinations considered safe bets for families, because they worry about safety and whether a destination will be suitable for their kids.

MOTIVATION FOR VISITING ILLINOIS:

Chicago is a big drawcard for Out-of-State families, as it combines museums and cultural attractions with a city vacation. Family road trips are also popular, so Route 66 and the Great River Road have the potential to be strong family draws, especially if you tell parents about family-friendly places to eat and stay along the way.

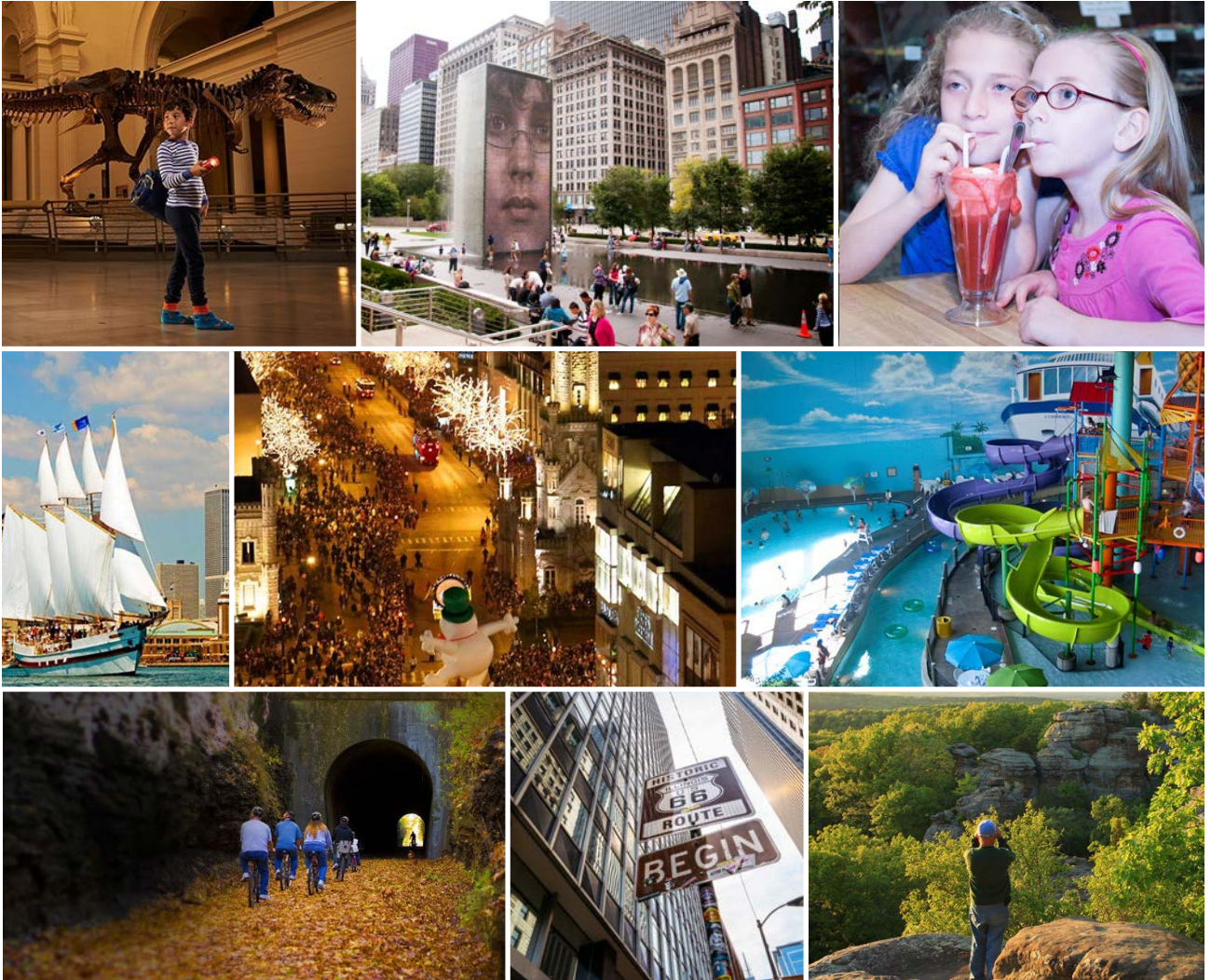
Families who live in Chicago can be encouraged to take an overnight trip to explore national parks and other Illinois attractions, or take a family road trip around the State's family friendly attractions.

STORIES TO TELL THE WILLIAMS:

- Authentic voice is important for this group, so extend your influencer program to work with Mom bloggers and other family-friendly influencers.
- Affordable or free options for family visitors to Illinois, including family-friendly places to stay and eat.
- Family road trips and day trips in the Illinois area. Family vacationers like to find an affordable base camp, and take day trips out from that base.
- Museums and cultural attractions
- Suggested itineraries for city vacations with the kids
- Resorts and theme parks
- National Parks
- Iconic local family attractions
- Destinations and attractions with lots of family-friendly activities
- Reassuring information about safety, healthcare, cleanliness, security and healthy food options, preferably from a credible source like other parents.

WHAT'S AMAZING FOR THE WILLIAMS:

I value travel experiences over material possessions. I'm creating magical family memories for my kids, and I want to know about fun things to do and educational places to go that will fill my kids with joy and wonder.



OPPORTUNITY

Families struggle to find meaningful information about what to do and what to do in a destination. They want authentic insights into affordable family-friendly activities, preferably from people like them. Create an area of your site tailored to families, differentiating between travel options that suit different budgets and different travel preferences. Once families find a destination they like, they tend to return to it.