

Greg Biz Gold

*“I don't have time for **irrelevant detail**. I often rely on my PA to **figure it out for me**”*

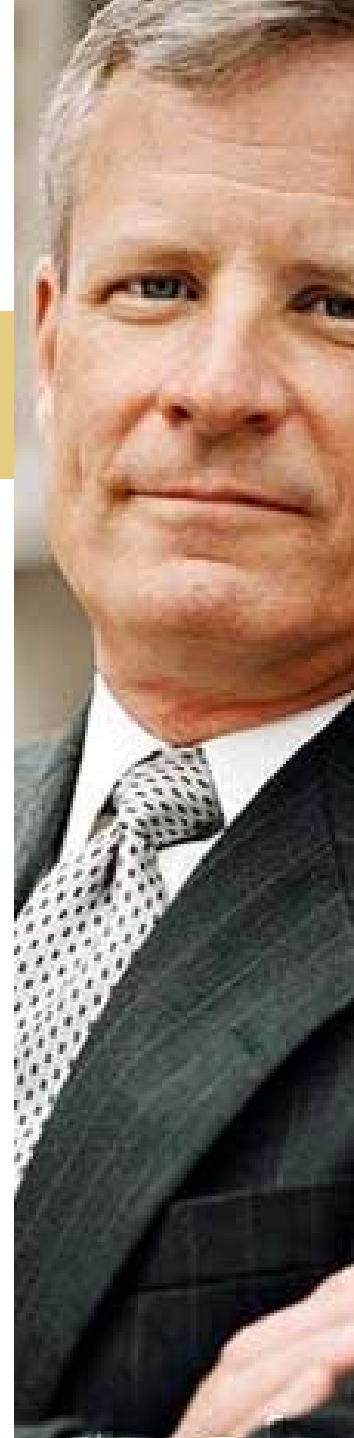
- Aged 55 lives in Tunbridge Wells or Boston or Milan or Abu Dhabi
- Married, 2 grown-up children, 1 teen living at home
- Director, earns £140,000 p.a. plus bonuses
- Gold Executive Club Member
- Business: Flies LH or SH twice a month in Club or First
- Leisure: 2 short breaks (1 in UK) + 1 long holiday p.a. (CW/WTP/ET usually redemptions)
- His PA works out business travel – works out leisure travel independently with his wife

Key themes: privacy, comfort, exclusivity

- **Has access to web through office network, home wireless and his Blackberry, but only uses when he needs to**
- **Likes online check-in to save time and has recently started using the mobile check-in and boarding pass**
- **Likes the efficiency technology brings him**

- Works long hours, spends a lot of time in meetings and is a key decision-maker
- Does not like paying more than he needs to but is **happy to pay a premium** for things which give him **clear benefits**
- He prefers to **communicate with people in person**
- His PA prints his business emails – personal ones he reads at home
- He only likes to be presented with information he needs and **does not like lots of detail**

- **Dream Trip:** three-month sabbatical sailing round Greek islands or Caribbean
- **But would settle for:** Luxury golf tour of Scotland or Ireland



Felicia Family leisure

*“How can I make sure we can all **sit together...** maybe I should **phone up** and ask?”*

Key themes: value, family facilities, low stress

- Felicia aged 36, lives Glasgow or Atlanta or Madrid or Rio
- Married with 2 young children
- Works full time as a nurse
- Earns 23k pa. – husband earns 20k – sensitive to price
- Travels on 1 or 2 family holidays per year in economy
- Would prefer to book offline but can see the advantages in using the internet.

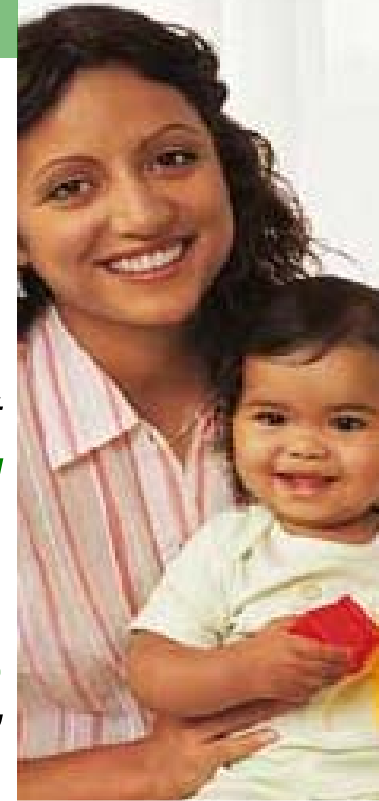
- **Dream Trip:** Second honeymoon in Mauritius
- **But would settle for:** Disney World

- **Access to the web desktop PC at home**
- **Only uses internet occasionally to research, shopping and travel**
- **Often interrupted by kids so needs sites where she can scan relevant information quickly - frustrated by timeouts**
- **Will tend to use search function as a quick way of getting answers, and will phone quickly if she can't find what she wants.**
- **Likes that ba.com is easy to use, but would like a more seamless way to book good value package holidays for the family**

*“I want to find out what **food** will be available **for the kids**”*

- Busy **working mum** trying to balance the commitments of a career with family life. The only free time she has is when the kids have gone to bed in the evening
- She is **cautious, well-prepared, worrier**, conscientious, pays attention to detail and tends to double check everything

*“**Why** do they make the important information **hard to find?**”*



Pamela Personal assistant

“If I have a problem I will call rather than go online because its quicker”

Key themes: comfort and service

- Pamela, aged 38, lives in Newcastle or Dubai or Munich or Los Angeles
- Married with one teenage child
- PA to company chairman
- Earns 38k p.a. – price is a major driver for her
- Books travel online for her boss, but needs clarity in the arrangements, and will phone to check if needed
- Phones to make special arrangements for her boss, or herself for leisure
- Usually travels overseas once a year with her husband
- For personal travel her key needs are: access for wheelchairs, comfort and service
- Earns Avios but not sure what happens to them and how many she has

- **Dream Trip:** Great Barrier Reef
- **But would settle for:** South of France

- **Broadband access to web on her home and at work**
- **Uses Skype to keep in touch with her friends overseas**
- **Likes price comparison sites, has a Facebook page but uses rarely, books personal travel on airline websites or phone**
- **She sees technology as a great way of giving her easy access to products and services for work and home**
- **A confident Internet user, enjoys browsing information and likes purchasing online as it is easier for her to shop from home**

- Concerned with Green issues
- Involved in improving Internet **accessibility for the disabled**
- Has multiple sclerosis, uses a wheelchair and loses some control of her hands sometimes
- She is energetic, demanding and tenacious
- She believes BA offers a good service although finds the whole travel experience very stressful



*“Make sure links have **lots of space** around them so I can **easily click** what I want”*

Belinda Bronze

- Belinda aged 30, lives in Chiswick or NY or Paris or Melbourne
- Single
- PR Manager of a European automotive company
- Earns 42k p.a. – willing to pay extra for things she likes
- She is a Bronze Member with aspirations for becoming a Silver card member
- Travels full fare economy on business, with occasional trips in Club
- Does her own booking
- When travelling on business her key needs are: a convenient schedule, flexibility, reliability and safety

- Access to web on her netbook with 3G wireless, from her iPhone and at work, but internet is restricted with many sites blocked
- Uses Facebook to keep in touch with some friends and also has a LinkedIn page which she rarely uses
- Likes tripadvisor, lastminute.com, ebay, Gmail, Facebook
- Uses the Internet at weekends for email, and enjoys browsing for information on new bars, restaurants and keeping in touch with friends
- She likes sites with pictures, reviews and recommendations.
- She uses ba.com for researching fares and seeing where she can travel with her Avios

“How **many more** flights do I need to take before I become a **Silver** member?”

“ba.com is a bit **boring**... there are not many inspiring pictures, it's just **very functional**”

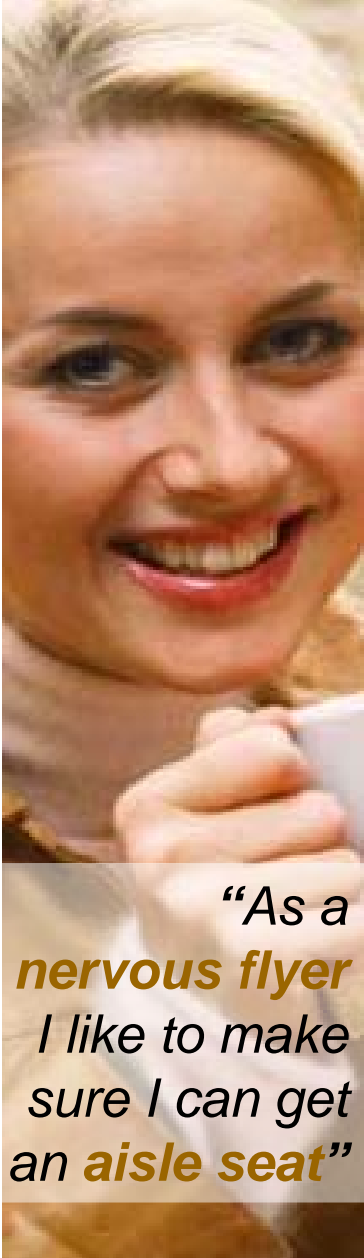
- **Dream Trip:** Heliskiing in New Zealand
- **But would settle for:** Dubai beaches

- Works hard and plays hard, has a busy social life

- She is spontaneous, disorganised and always running late

- BA is reliable, but Virgin is exciting

- She has little self-control - “If I like the look of something, I'll buy it regardless of the price...assuming I can afford it!”



“As a **nervous flyer** I like to make sure I can get an **aisle seat**”

Key themes: safety, reliability, value

Lewis Leisure infrequent

- Lewis, aged 24, lives in Manchester or Philadelphia or Singapore
- Single, in a casual relationship
- He is a teacher in a secondary school
- Earns 26k p.a. – price is key driver for purchase decisions
- He usually takes 2 overseas leisure trips per year
- Books online, but not tied to one site
- For leisure travel, key needs are destination and price, travels economy
- Concerned with green issues and likes option to offset carbon footprint from flights when booking
- **Low blue member** who earns points wherever he can so that he can use them for a trip in a few years when he has enough

- **Accesses web at home from his 24" iMac, has fast broadband, also uses his iPhone to browse the web and play games**
- **Likes kayak, expedia, various blogs, twitter, skysports.com, hypemachine**
- **He spends a lot of time on the web, maintains his own blog about his travels and other interests**
- **Has consented to BA marketing emails**

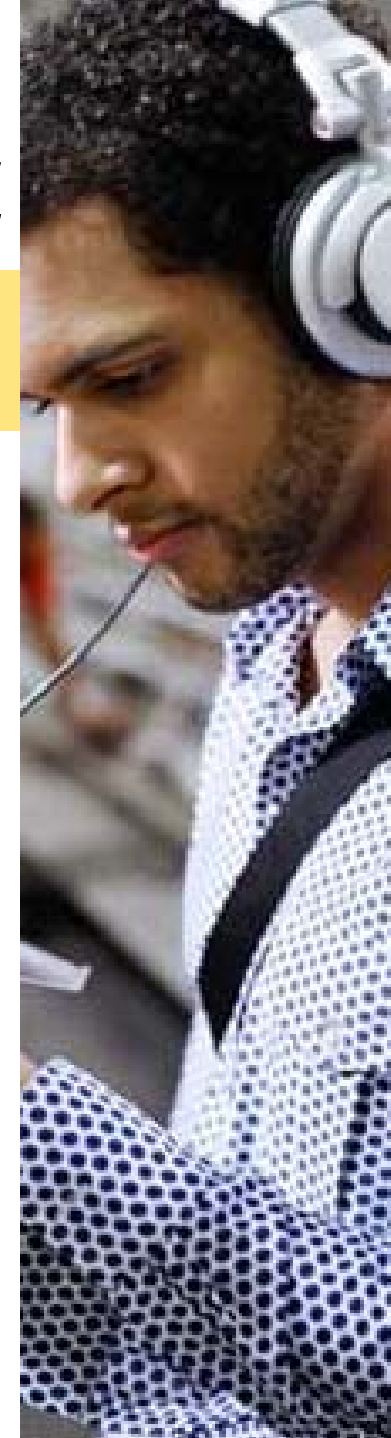
- **Dream Trip:** US coast to coast by Harley
- **But would settle for:** Rio

*“I’m sure I’ll be **able to change my ticket** if I need to when I am out there”*

Key themes: Inspiration and value

“I want to book to fly in to New York and back from Los Angeles”

- Expects a lot from BA when he pays the premium vs. LCCs
- During term time, he works long hours but likes to make the most of his free time during the school holidays
- He is laid back, flexible and takes things how they come so doesn’t pay attention to detail
- May not always know where he wants to go and his dates are flexible so looks for ideas and inspiration online
- Not interested in ticket conditions and assumes he will be able to change a ticket if need be



The Grays *Golden oldies*

- Wilma (68) and Ian (69), live in Bath or Denver or Perth (Australia)
- Married for 49 years
- Both retired – Ian was a solicitor, Wilma a primary school teacher
- Their pensions pay about £50,000 a year
- They take at least 3 leisure trips a year – one long-haul to see their son who lives abroad, and another long haul if possible
- They now always book online, and prefer to buy direct from airline sites
- For leisure travel, key needs are destination and price, they travel in premium economy
- **Household account** Blue members

- **They use a laptop (but mostly in the study) with a fairly fast broadband connection**
- **Favourite websites are www.which.co.uk and tesco.com.**
- **They use the internet to keep in touch with their son – lots of emailing and Skype**
- **Signed up to receive BA marketing emails – they like to see what offers they can get.**

- **Dream Trip:** First Class to New York to go on a round the world cruise
- **But would settle for:** New Zealand/Canada/Caribbean

*“We need to make sure there’s **enough time between flights**”*

Key themes: **Reliable, reassuring, comfort**

- Very familiar with the BA brand, they have always flown them. They expect a lot from the brand, as they know they could get cheaper fares elsewhere.
- They lead busy lives – Rotary Club, bowling, supporter of local school, golf
- Less familiar with buying online – they like to be reassured throughout the customer journey
- Information about the destination is very important, especially in relation to mobility concerns.
- They always double check the ticket conditions

*“We often have to **make text bigger on the screen.**”*

