

INTRODUCING OUR C.U.T. 2.0

Age 25+ | \$75K+ HHI

Travel Lover +
Music/Sports/Food/Adventure
Enthusiast

57% Female (116i) | 43% Male (84i)

67% Identified As Parents (94i)

Hispanic 131i | 15%

Black 124i | 12%

Asian 119i | 6%

White 94i | 75%

Our C.U.T 2.0 audience is inspired to travel and searching far and wide for a perfect destination. The cities they choose to travel to and what they're looking for are direct reflections of their own **identity**.

Immersive Traveler

Travel is more than taking a trip, it's experiencing a *place* and everything unique that place has to offer.

Creative Planner

No stranger to the research rabbit holes - planning the trip is just as exciting as the trip itself.

Trailblazer

Vacation is a self expression of originality. Bring on the thrills that differentiate from the rest.

Tech Aficionado

Technology is integral to my life, it keeps me connected online and off from getting me to a trip to getting me around on the trip. Nothing I do is done without technology.

INTRODUCING OUR **C.U.T. 2.0 Travelers**

Tina and **Su** live in NYC and are planning their Summer getaway. They are certified foodies; Tina is always on top of all the hottest restaurants in town and Su is working on perfecting his smoked brisket recipe. Su's family originated from Cameroon, so soccer reigns supreme.



Nate is looking to dodge the Seattle rain and extend his days of sunshine before August ends. He wants to spend his mornings walking trails and chasing sunrises, while spending his evenings immersed in live music. Nate has an adventurous spirit and is always on the hunt for the greatest local gems. Food trucks and pop ups are his jam!



The school year is ending in a few weeks, and **the Vargas family** is looking for a perfect vacation spot the entire family can enjoy over the summer. Outdoor lovers and looking to disconnect from school and demanding careers in tech, they are looking forward to spending the day at the lakes and waterparks.

