



Age

32 Years Old

Location

(Including Time Zones)

Fort Walton Beach, Florida

Interests

Outdoor Activities,
Local Excursions, Fitness
Activities, Healthy Food

Challenges

Is not familiar with the
area and is looking for
things to do during his
vacation.

Income

\$55,000

Tourist Tom

What social platforms do you use most frequently?



What brands do you follow and like?



How did you learn about [enter Your service or business here]?

Tom is likely to learn about our shop via Google or his hotel concierge if they do not offer their own rental services.

Why did you choose [your service or business here] over [competitor]?

Tom loves that he can pick up the phone and immediately have someone answer his calls, and since we are a local company, he can drop by our store to learn more.

What problem do you solve for your customer?

We allow our rental clients to come by and check out the equipment they can rent and find out more about our lesson options.

How long is the buyer journey for clients?

The buyer journey begins about a week or so before the start of their vacation. In the initial research phase, they will rely on our Google Reviews, Facebook page, and website. When they arrive in the local area, they will generally stop by the store or call to make a reservation online.