



Stargazer Sam

The Laid-back Night Viewer



ABOUT

AGE	38 YEARS-OLD
GENDER	FEMALE
WORK	FULL TIME WORK
STATUS	MARRIED (HUSBAND, INTERESTED IN NIGHT SKY VIEWING)
LOCATION	UNITED STATES (SUBURBAN)
INCOME	MID-RANGE
TRAVEL	MULTIPLE TIMES A YEAR

TRAVEL MOTIVATIONS

MAIN GOAL: “Engage in various day-time activities while spending time at night looking at the sky to stargaze/catch a celestial event”.

When looking for a place to visit for astro-tourism, Stargazer Sam is interested in visiting a destination known for dark skies in the hopes to see a celestial event. However, the trip is not just centered around that one activity, and she will thoroughly research other activities and points of attractions the whole family can enjoy on their trip. She is curious, a life-long learner interested in nature-based activities and learning about other cultures.

NEEDS & MOTIVATIONS



Likes nature



Looking for quiet/solitude



Life-Long Learner

Sam loves the solitude aspect that comes with stargazing. Even if travelling with others for astro-tourism, it's usually with a small, intimate group or just her partner. This activity provides moments of peace, quiet and is a form of escapism which helps her relax while on vacation.

NIGHT VIEWING STYLE & GOALS

Stargazing is a very individual experience for Sam. She usually likes to experience it on her own, with her partner, or immediate family members.

Sam usually views the night sky with her naked eye or sometimes takes binoculars. Lately she has started taking photos with her phone and has enjoyed capturing shots of the night sky. Although advanced equipment such as expensive cameras and telescopes are not as important to her, she is now considering purchasing an entry-level camera.

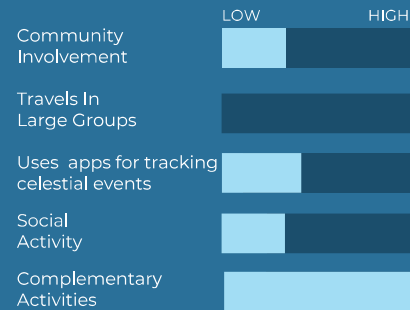
INFRASTRUCTURE DESTINATION EXPECTATIONS

Expectations are not high for accommodations: she is looking for a comfortable place to rest where breakfast may be included, and they have access to food.

Because she loves nature-based activities, some nights may be spent camping. But the whole trip will likely not be spent at campgrounds and at some point, a stay at a hotel for a shower and good night's rest is needed/welcomed.

Having food options nearby – whether that's restaurants or stores that offer groceries or prepared meals is important.

PREFERENCES



Social Values

Stargazer Sam



ENVIRONICS
SOCIAL VALUES

ATTRACTION TO NATURE

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.



ENVIRONICS
SOCIAL VALUES

SPIRITUAL QUEST

A desire for an intense spiritual life, contemplating questions of existence and meaning.



ENVIRONICS
SOCIAL VALUES

CULTURE SAMPLING

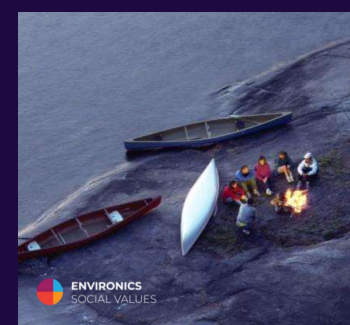
This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.



ENVIRONICS
SOCIAL VALUES

SOCIAL INTIMACY

A desire to be around and connect with smaller, closely knit groups of people. Feeling that smaller organizations are better than larger ones.



ENVIRONICS
SOCIAL VALUES

NEED FOR ESCAPE

The desire to regularly escape the stress and responsibilities of everyday life.



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It's become kind of a family outing thing. Typically, whenever anybody has time, it's turned into little short trips around the valley. There's a lot of places within an hour of Phoenix.

VERBATIM SOURCE: FEMALE, US



It's not something you want to do in a huge crowd. It is nice to share with people too, as long as they're appreciative of it and they realize it's not just an experience you can pay for. It's nice to be with people who have a heart for it

VERBATIM SOURCE: FEMALE, US



I just started wanting to find out how I could capture these moments that I had as a child in my country. So we started to research; we have to go outside of the city, like small rural areas, places like Alberta, the Jasper National Park, that sort of stuff to see that natural beauty and the aurora lights. I mean, we haven't really expanded and we haven't really done a lot of that but it is in our bucket list, I guess our vacation wish list.

VERBATIM SOURCE: FEMALE, CANADA