



Tracker Tom

The Optimistic Hunter

ABOUT

AGE	45 YEARS-OLD
GENDER	MALE
WORK	FULL-TIME WORK
STATUS	MARRIED (WIFE HAS SOME INTEREST IN NIGHT SKY VIEWING)
LOCATION	UNITED KINGDOM
INCOME	MID-RANGE
TRAVEL	REGULARLY

TRAVEL MOTIVATIONS

MAIN GOAL: "Getting the chance to experience something new with night sky viewing, as seeing the aurora borealis is never the same."

Tom is looking for a destination that will likely guarantee him a sight of the northern lights. He loves the thrill of the chase and the element of suspense when it comes to aurora chasing. He is aware that there's a chance he may not get to see the aurora, so he'll plan for additional day-time activities to make the trip worthwhile. He aims to improve/perfect his photography techniques and capture great shots while on his trip.

NEEDS & MOTIVATIONS



Excited to learn



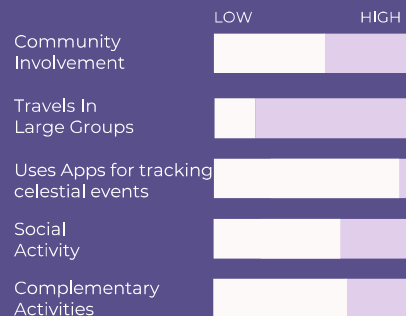
Enjoys the research/planning



Perfectionist with photography

The research and pre-planning following up to the trip is enjoyable to Tom; he likes monitoring the data he collects through his weather and aurora chasing apps to keep a pulse on whether the conditions are optimal for a viewing. He's a perfectionist at heart and wants to take his night photography to the next level each time he goes out and loves incorporating this element in his travels.

PREFERENCES



NIGHT VIEWING STYLE & GOALS

Tom has been interested in the night sky from a young age and his curiosity and wonderment led him to pick up a camera and start taking photographs of the night sky. Throughout the years he has kept working on his photography skills and enjoys capturing a range of nighttime shots (from the stars to the milky way).

The covid pandemic gave him more time to pick-up the stargazing/photography hobby and he aims to visit dark sky destinations to get more shots and views of the northern lights.

INFRASTRUCTURE DESTINATION EXPECTATIONS

When Tom plans a trip centered around the northern lights and the destination is new to him, he hopes for an experienced tour guide that will provide him the local knowledge of the best spots for the nighttime viewing. Having the tour guide provide him any additional equipment he might need (i.e., cold weather gear) is appreciated.

He is not looking for a luxurious accommodation, but rather a spot that's comfortable for day-time resting. He appreciates details such as black-out curtains and hotel staff aware of the intricacies of aurora chasing so they know guests will need access to the hotel 24 hours.

Social Values Tracker Tom



PURSUIT OF NOVELTY

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new everyday.



ADAPTIVE NAVIGATION

Having the flexibility to adapt to unforeseen events that interfere with the realization of one's goals. Being flexible in defining one's expectations and ways of meeting one's objectives.



PERSONAL CHALLENGE

Setting difficult goals, even if just to prove to themselves that they can do it. People strong on this construct finish what they start, persevering until their self-assigned task is completed to their satisfaction. Rejecting personal failure.



INTEREST IN THE UNEXPLAINED

Tendency to reject the assumption that all valid knowledge must be logical, rational or scientific in favour of an acceptance of beliefs or phenomena that remain mysterious or unexplained by modern science.



IMPORTANCE OF SPONTANEITY

Tendencies to enthusiastically embrace the unexpected and spontaneous events that temporarily interrupt daily routines.



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“ I think I've just enjoyed the darkness and the quietness of being out at night and when you've got a clear sky. It just always felt really amazing. Being able to look up and see so many different points of light and the stars and there are just slight changes in color between different stars.

VERBATIM SOURCE: MALE, UK

“ It's the unknown bit – is it going to happen, is it not? There's no guarantee it's going to be there. You're looking at all the data and research and have a good idea that it might happen. If it happens, it happens... great! If not, next time.

VERBATIM SOURCE: MALE, UK

“ You need to be ready to go at the drop of a hat. Like I've got a bag that's sitting outside this room right now. It's got my head torch, it's got a power bank, and I've even got a rainproof jacket and just some thermals and stuff like that. And I think, if you never had that bag ready, and an alert came through, you can miss it by minutes. And that's why I think it's one of the most important things – when you're going on a chase, that you do have that ready and can leave straightaway and know your route.

VERBATIM SOURCE: MALE, UK