



Client Pen Portrait - Louis

A typical Travlr.co.uk client is Louis. Louis is a international business manager who has visited the UK on a number of occasions however feels that he has never seen the full scope of London's position as a leading global destination. Travlr.co.uk provides bespoke travel itineraries to clients who tend to be high status but time poor, such as Louis.

Louis tends to:

- Enjoy world cinema
- Read the New York Times, Wallpaper or Travel and Leisure Magazine
- Value experiencing the authentic side of international tourism
- Frequent trending establishments, such as new restaurants or hip hotels
- Consider himself a gourmet
- Have an interest in the arts
- Pursue opportunities to experience the cultural side of the cities he visits

Louis is likely to engage the services of Travlr.co.uk as professional extender, visiting the UK for business however taking the opportunity to extend his stay in order to visit London in his own time and at his own pace.

Through in-depth discussions with Louis, Travlr.co.uk will identify key priorities that Louis would wish to pursue during his stay in London. Louis is the type of client who would enjoy combining desirable attributes during his stay such as jogging tours in London, which allow him to maintain his sports training schedule whilst exploring the city as it awakens.

Louis likes to feel that he has made the most of the opportunities presented to him in any given time frame because efficiency is important to him. Louis is likely to return to Travlr.co.uk in the future due to the sense that he derived a greater benefit from time spent following one of Travlr.co.uk's itineraries than he would have as an independent traveller.

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