

Chris & Allison Stevens

LaPlace, Louisiana

Chris

- 28 years old
- South American Account Manager, Lykes Shipping
- BA Business, Tulane University

Allison

- 26 years old
- Oncology Nurse, Ochsner Medical Center
- BS Nursing, Louisiana State University Medical Center



Chris and Allison have been married for two years and have wanted to return to Hawaii since their honeymoon in Honolulu. They are active and enjoy the outdoors, frequently traveling with bicycles and hiking gear. Although they enjoyed visiting Honolulu, they want to see the “real Hawaii” and not spend all of their time in a beachfront resort hotel. They’ve heard that the Big Island of Hawaii is less densely populated and has many areas where tourism is not as prominent. Allison bought a few books about the Hawaiian Islands, and both have spent time doing research on the Internet. They have decided that they would like to stay in the area around Hilo and the Kilauea Volcano, because there are many opportunities for hiking in the jungle, on the lava flows, and along the coast. They want to find a small local hotel or bed and breakfast so that they have contact with the local residents and can get “inside information” about where to go and what to do that most tourists would not find.

Initial Visit to www.ArtAndOrchids.com:

Needs	Behaviors
<ul style="list-style-type: none">• Location• Amenities• Price• Overall quality of facilities from photos	<ul style="list-style-type: none">• Look for maps – eliminate all options not in or near the desired area• Compare amenities available against an amenities desired checklist – eliminate all options not meeting minimum requirements• Look for room rates – eliminate all options that are too expensive• Evaluate quality – eliminate all options that appear low quality or too extravagant

Interim visits to www.ArtAndOrchids.com:

Needs	Behaviors
<ul style="list-style-type: none"> • Location • Price • Room availability • Links and resources • Overall quality of facilities from photos 	<ul style="list-style-type: none"> • Identify all qualifying options on a map and evaluate overall locations; identify which options are nearest the desired activities and facilities • Review room rates – compare all qualifying options and rank based on price and perceived quality of facilities • Check room availability to eliminate any options that do not have rooms open during the planned vacation time • Evaluate likelihood that owners and staff are local residents and would be able to provide “inside information” about activities and places to go

Final visits before vacation to www.ArtAndOrchids.com:

Needs	Behaviors
<ul style="list-style-type: none"> • Price • Amenities • Links and resources • Room reservations 	<ul style="list-style-type: none"> • Review pricing and room options • Review amenities to better plan for what to take and what will be available • Gather information about local activities, parks, and places of interest to begin creating a vacation agenda • Follow links to parks, places, and other activities to check dates and hours of operation • Make reservations online

Post-vacation visit to www.ArtAndOrchids.com:

Needs	Behaviors
<ul style="list-style-type: none"> • Guestbook • Contact information 	<ul style="list-style-type: none"> • Submit testimonial about their positive experience at the bed and breakfast • Send personal note to owners and staff thanking them for a wonderful vacation

Chris and Allison had a great vacation in Hawaii and enjoyed their stay at Art & Orchids Bed and Breakfast. After returning to Louisiana, they referred friends and relatives to the web site and the business. Although no one has yet visited Hawaii, Chris and Allison’s positive experiences, numerous photographs, and engaging stories of their hikes, the parks, the volcano, the beaches, and the jungle plants and orchids will be influential in the vacation plans and decisions of friends and family for many years.