

5.1\_E

| Photograph | Type of resort | Gender | Age | Marital status | Occupation | Income | Personality/ Lifestyle |
|------------|----------------|--------|-----|----------------|------------|--------|------------------------|
| 1          | lake           |        |     |                |            |        |                        |
| 2          | health/spa     |        |     |                |            |        |                        |
| 3          | ski            |        |     |                |            |        |                        |
| 4          | eco            |        |     |                |            |        |                        |
| 5          | beach          |        |     |                |            |        |                        |
| 6          | island         |        |     |                |            |        |                        |

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## Answers

| Photograph | Type of resort | Gender         | Age                             | Marital status                                                             | Occupation                                                          | Income                | Personality/Lifestyle                         |
|------------|----------------|----------------|---------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------|-----------------------|-----------------------------------------------|
| 1          | lake           | male or female | 20s, 30s–55s                    | young people, (un)married couple (without children or with older children) | any profession                                                      | middle income         | conventional, not adventurous                 |
| 2          | health/spa     | male or female | middle-aged/elderly             | probably single, or couple with no children, widow                         | higher managerial, company director                                 | wealthy/rich          | traditional, conventional                     |
| 3          | ski            | male or female | 20s–30s                         | single or couple                                                           | white collar, higher professional, managerial                       | middle to high income | risk-taker, fashionable, impulsive            |
| 4          | eco            | male or female | middle-aged (late 30s–late 50s) | married couple or with older children                                      | white collar, professional, managerial                              | middle to high income | concerned about environment, careful          |
| 5          | beach          | male or female | middle-aged (30s–40s)           | married couple with children                                               | any profession                                                      | middle income         | conventional, not adventurous                 |
| 6          | island         | male or female | middle-aged, elderly            | may have family                                                            | high managerial (e.g., successful businessperson, company director) | rich                  | not practical, doesn't care about environment |