



Persona Names: Pamela (59) and Gary (60) living in Adelaide

Marital Status: Married - Empty Nesters with two adult children living away from home

Income: Family income \$120,000+ per year

Broad Segment: SA intrastate travelers enjoying their empty nest with less family responsibilities.

Interest & Leisure Activities

Both love good food and wine and travel whenever possible - day trips, weekend getaways and overseas trips. They like spending time with family and friends. Pam likes reading novels and dressmaking. Gary likes to ride his bike and reads biographies, autobiographies, history books. They are both still fully engaged in their professional lives.

Memberships

Gym, English Heritage, National Trust (UK & Aus), Tennis, and Gary spends time at his car club

Life, Family, Work Values

Good Meaningful life, making a contribution, comfortable financially

Family – settled, happy, safe

Children's happiness

Health and Wellbeing

Focus on Friendships with lifelong friends

Preserving the earth's assets

Always looking at the bright side of life.

Fairness, giving back to community, education for all.

Surprisingly frugal (worked hard for their money and want to see value for money).

Surround themselves with things they love e.g. art, furnishings.

Media (Magazines and TV)

Country Style (Aus), Country Living (UK), The Australian, The Guardian (UK)

Dramas, documentaries

English landscape/lifestyle program.

Travel, food programs and magazines.

Sport – Soccer (UK); cycling (global)

Social Media

Facebook, WhatsApp, Skype, Pinterest, Instagram, Linked In

Travel and Holiday Inspirations

Travel and food documentaries or magazines. WOM from family/friends including social media sites. Google searches. Visitor Guides – SA regions. Overfamiliarity with regards regions in South Australia. They tend to go back to their favourites but would rather try out new attractions, wineries, restaurants and cafes. Need new reasons to visit Adelaide Hills, something extra special to do as otherwise get bored.

Interested in all sorts of wine and gin experiences, scenic drives, fine dining, walking and historical tours, arts and cultural experiences.

Good value for money is key and the experience needs to meet expectations.

Booking Travel in AU

Direct with operators normally either online or by phone. With the Visitor Information Centre if

they are stuck and can't get hold of tourism operator.

Overseas trips are mostly booked through Phil Hoffman travel but usually check out deals on online sites prior to making a decision.

Travel

Day trips to the Adelaide Hills, Barossa or McLaren Vale.

Weekend getaways to Sydney or Melbourne.

Longer holidays mostly international, mostly long haul (China, UK, USA, Europe, South Pacific).

They like to have fun, by happy, meet likeminded travelers and enjoy great food and wine.

Style of Accommodation

Unique luxury or upmarket accommodation.