



Persona Name: Gabi (49) lives in Frankfurt, Germany

Marital Status: Married with two children, 18 and 22, husband Peter (51) runs a successful carpentry business

Income: Family income AUD 180k+ per year (Gabi works part-time)

Broad Segment: International Experience Seeker, Age range 40-54, travelling as couples sometimes still take kids on long-haul trips

INTEREST & ACTIVITIES

Meetings friends and family at markets, coffee shops and restaurants. Travels for leisure multiple times a year, mainly short-haul and weekend getaways and one long-haul trip every two years. Loves good quality food, coffee and wine, reading books and walks in nature.

Life and Family Values:

Family comes first and spending quality time with friends. Health, fitness and a balanced lifestyle are important.

MEDIA

Lifestyle, gourmet/cooking and travel magazines. Follows wellness, cooking and travel blogs. Uses Facebook and What's App. Watches News, National Geographic Traveler, Movies on Netflix.

Trusted Information Sources:

Friends, Family, Peers, Consumer Review Sites.

TRAVEL

Bucket List:

Long-haul: Australia, Canada, South Africa, New Zealand, Chile.

Short-haul: Spain, Austria, European Capitals

Experiences – Travel:

Coastal scenery and nature, and routes off the beaten track including outback. Active traveler but also wants time to relax, shop and try local food.

Important Decision Factors:

Safety and security, value for money, world class nature & wildlife, food & wine, welcoming locals, destinations suited to self-driving and small group touring.

Holiday Inspiration:

WOM friends and relatives (personal/social media), travel magazines/documentaries/guidebooks.

Content Preferences:

Inspiring images, stories and videos showing the real and authentic experience (German preferred).

Travel information sources:

Online savvy, Google search, recommended websites (German).

Travel booking:

Overseas trip: Travel agent (local/OTA) for tours and accommodation. Flights direct.

CHALLENGES

Gabi's biggest challenge is time to do all the things she loves to do while on holidays and at home.

COMMUNICATION PREFERENCES

Gabi prefers phone, email, Facebook and What's App.

EMOTIONS

Excited to plan her holidays to Australia and is *daunted* by the

size of the country and how she can fit in everything she wants to do into 4 weeks of travels. *Unsure* how to choose destinations, tours, accommodation and attractions. Fly or self-drive? How can Gabi *avoid* crowds of Asian tourists?

GOALS & MOTIVATIONS

Spending quality time with her family. Having fun, being active and enjoy beautiful scenery and creating memorable experiences. Seeing a Kangaroo and Koala in the wild and maybe even hold or feed them. Gabi is motivated by good deals and value for money.

BARRIERS

Who can she trust to help develop a suitable itinerary that meet all her / families' dreams and needs? Where can she find more information in German?

DECISION HELPERS

Customer testimonials, stories, images, videos and recommendation from real travelers and trusted sources.