



Persona Name: Brent from Sydney

Age: 25

Status: Brent lives in a shared house with friends and his girlfriend Annabelle

Job Role: Data Analyst (Bachelor degree with honors)

Broad Segment: Millennial, 18-35 age range, single income A\$100k

INTEREST & ACTIVITIES

Loves the city as well as outdoors and nature. Sleeps in on weekends unless he is out hiking or tries out a new café for brunch.

Life and Family Values:

Good work/life balance and continuous learning in his professional and personal life through travel and training programs. Family is important and spending fun times with his girlfriend and mates. Brent does F45 daily fitness training.

MEDIA CHANNELS

News and travel websites, blogs and travel guide books (Lonely Planet). TV documentaries and reality shows. You Tube, Instagram, Snapchat, Facebook and What's App.

Trusted Information Sources:

Social Media: Friends, Family, Peers, Celebrities/Idols, Blogs, Consumer Review Sites.

TRAVEL

Takes several leisure trips per year including weekend getaways. He enjoys visiting his friends in Adelaide and exploring the local scenes.

Bucket List:

Long-haul: Bath in the Blue Lagoon – Iceland, See the Pyramids of Giza - Egypt, Walk the Great Wall – China, Hiking Milford Sound - New Zealand, Hiking the Heysen Trail, Roadtrip down Route 66 – USA, A kiss at the Eiffel Tower – France, Learn how to make an authentic pizza or take a Gondola ride - Italy, Party in Las Vegas

Short-haul: Hiking and mountain-biking with magic views and surfing. Food & wine events, concerts, and music festivals. Hands on experiences. Checking out latest cool and trendy bars, wineries, cafes, distilleries and restaurants and hearing the personal stories of the owners/staff.

Accommodation:

Brent prefers hotels or modern apartment/house (AirBnB) or upmarket hostels. Glamping in nature settings.

Important Decision Factors:

Local unique food, wine and gin. Value for money; sustainability initiatives of destination and operators, and good customer service. Fulfilling a travel dream from the bucket list.

Holiday Inspiration:

Highly online savvy. Online through social media from family/friends. Clicks on social media ads if image is appealing. During trip – Google searches and Google ads. Apps on smartphone e.g. TripAdvisor/ Urbanspoon, Responds to social media geotargeting.

Content Preferences:

Inspiring images and stories of real people having real authentic or quirky experiences. Online content that is engaging,

humorous, action-packed preferably videos and short-films featuring cool music.

Booking Travel in AU

He is very comfortable booking online direct with operators or via an OTA. Brent expects great customer service and his needs being understood and met. Attractions booked after arrival in a destination. No brand preferences – experience and value for money driven. Uses local transport, self-drive or Uber.

CHALLENGES

Brent's biggest challenge is time to do all the fun things in life.

COMMUNICATION PREFERENCES

Brent prefers email, online chats (website), social media, and using travel apps. Any tool that makes communication quick and convenient.