



**Persona Names:** Rachel (35) lives in Adelaide

**Marital Status:** Married to David (38) with two children Olivia (5) and Tom (7)

**Income:** Family income \$120,000+ per year (Rachel works part time)

**Broad Segment:** SA intrastate family market, travelling with children

### Interest & Leisure Activities

Rachel has no free time ..but on the odd occasion that she does she likes to catch up with friends (e.g. coffee & nice dessert, bubbles & tapas or nice dinner with couples), read, relax, spa treatments/massage, book club, walking, shopping, heading to movies, and gardening.

When she has downtime with the family she plays with kids at home, family outings (day trips or overnight), catch up with family members and other parents for 'play dates', girls' nights out without the kids, occasional night out with partner (dinner, movies etc.), goes to the gym, for walks and plays a team sport.

### Memberships

Gym membership, RAA, retail outlet loyalty programs, airline frequent flyer, yoga membership.

### Life, Family, Work Values

Gratitude, happiness, self-worth, balance, honesty, integrity,

compassion and empathy, focus on family, community and environment.

Importance of family – giving kids quality time and helping out relatives and friends.

Friendship – making the effort to stay in touch and get together.

Work – professional integrity, working hard and balances with family life.

Environment – recycles, tries to save electricity (solar), water tanks.

### Media (Magazines and TV)

Cooking, Home Décor, Travel e.g. Real Living, House and Garden, Better Homes & Garden, Who, Grazia

Lifestyle and travel TV shows.

News and current affairs, ABC Drama/comedy mainly watched 'on demand' (e.g. iView) - Off Spring, Discovery Health shows

She isn't into reality TV!

### Social Media

Facebook – keeping in touch with family and friends. Watches YouTube videos shared.

Instagram – uses a bit, not as much as she would like.

Pinterest - for planning house renos, kids parties, dream travel.

### Holiday Inspirations

Pre-trip: online through social media from family/friends or brand pages (mainly Facebook and Instagram). Email marketing or Google searches. Magazines, TV travel documentaries.

During trip – Google and Apps on smartphone e.g.

TripAdvisor/Urbanspoon, paper travel maps, possible visitor information guide.

### Booking Travel in AU

She is very comfortable booking online and expects it. She books direct with tourism operator or via an online distributor if deal is better.

### Travel Experiences

Rachel loves to get away with her family during school holidays or go on weekend trips to regional South Australia. She enjoys travelling with friends or extended family.

Wine tasting at 'family friendly' cellar doors

Getting back in touch with nature and close to native animals.

Local produce, fruit picking,

farmers market, shopping

Best pubs, best coffee spots.

Behind the scenes experiences.

Cosy fires in winter, autumn colours, beautiful scenery.

Events as reasons to visit

### Style of Accommodation

Family friendly cabin at caravan park or farm stay.