



**Persona Name:** Lucas (28) living in Sydney

**Marital Status:** Lucas lives with his girlfriend Olivia in loft apartment near Coogie Beach

**Household Income:** A\$220k – Lucas \$130k as a Data Scientist, Olivia A\$90k as a Marketing Manager

**Broad Segment:** Domestic Experience Seekers, NEO, 25-35 age range, university educated, travel as couples or with a group of friends

### INTEREST & ACTIVITIES

Loves the city as well as outdoors and nature. Sleeps in on weekends unless he is out running, surfing, swimming, or exercising (F45). Enjoys good quality food, local produce and good Italian style coffee.

### LIFE VALUES

Good work/life balance and continuous learning in his professional and personal life through active and immersive travel and training programs. Family is important and spending fun times with his girlfriend and mates. Early adopter of new technologies and applications.

### MEDIA AND SOCIAL MEDIA

News and travel websites, online men, fashion and lifestyle magazines, Airline inflight magazines, TVC, travel documentaries and reality shows. YouTube, Instagram, Facebook.

### INFORMATION SOURCES

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

### TRAVEL

Takes several short leisure trips per year including weekend getaways. He enjoys visiting his friends in Adelaide and exploring the local bar scenes and wineries. Takes a long-haul trip every two year.

### Bucket List:

Long-haul: France, Italy, Las Vegas, Canada, USA, Iceland, Egypt, New Zealand.

Short-haul: Cities and wine regions, beaches for surfing and mountains for hiking.

### Accommodation:

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

### Important Decision Factors:

Availability of great last-minute accommodation options.

Checking out latest cool and trendy bars, wineries, cafes, distilleries and restaurants and hearing the personal stories of the owners/staff. Sustainability initiatives and good customer service. Food & wine events, concerts, and music festivals. Hands on experiences. Creating social currency 'look at us'. Compact diversity e.g. can do a lot in the time available and destination is easy to get to.

### Holiday Inspiration:

WOM family, friends and peers. Influenced by advertisement - 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. Influenced by hip and cool brands.

### 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, podcast, and short-films featuring cool music.

### Booking Travel in AU

He is very comfortable booking online direct with airlines and tourism suppliers as well as using an OTA. Lucas expects a frictionless online experience and great customer service. He expects his needs to be understood and met. Uses local transport, self-drive or Uber.

### CHALLENGES

Lucas's biggest challenge is time to do all the fun things in life. He wants superior experiences and great memories. Is seeking social permission.

### COMMUNICATION PREFERENCES

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