



**Persona Names:** Rachel (39) lives in Glenelg North

**Marital Status:** Married to David (44) with two children Olivia (12) and Tom (10)

**Income:** Family income \$200k+, David is a Senior IT Program Manager and Rachel is an account manager in a brand marketing agency.

**Broad Segment:** SA intrastate family market, travelling with teenage children and likeminded friends with children.

### Interest & Leisure Activities

Rachel has very little 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 other couples), read a book or go to the cinema.

She is always busy organising family outings with other likeminded couples attending events or going on day trips. She keeps fit by going to the gym, doing yoga and taking the dog for walks.

### Memberships

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

### 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 balancing with family life.

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

### Media (Magazines and TV)

SA Life, Gourmet Traveller, Home Décor, Real Living, House and Garden, Better Homes & Garden, Who, Grazia.

She also follows some foodie and travel blogs but infrequently.

Netflix – movies and series.

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.

Instagram – spectator, critic and creator.

Linked In – work related for professional purposes

### Holiday Inspirations

Pre-trip: Colleagues, family and friends. Radio for weekend events, outdoor advertisement.

Online through social media (mainly Facebook and Instagram). Google searches. Magazines, TV travel documentaries.

During trip – Google and Apps on smartphone e.g. TripAdvisor/Urbanspoon, paper travel maps, visitor information guide.

### Booking Travel in AU

She is very comfortable booking direct online or through an online travel agent.

### Travel Experiences

Wants to create lasting family holiday memories. Rachel loves to get away with her family on weekends and during school holidays to

regional South Australia. She enjoys travelling with friends or extended family.

For day trips she often chooses wine regions closer to Adelaide and combines visit to wineries with activities and attractions that the kids also enjoy. Luckily her daughter likes retail therapy but also shopping for local produce at farmers markets.

She likes her kids to get off technology and have immersive Australian nature experiences like she did when she was a child. At the end of a long day in nature she however likes to indulge in good quality food and wine.

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

Good quality accommodation in B&B's (direct or AirBnB) and hotels.

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