



Persona Name: Ethan lives in Sydney

Age: 25

Status: Ethan lives in a shared house with friends and his girlfriend Samantha

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. Summers on the beach and snowboarding in the winter. 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 professional and personal life through travel and training programs. Family is important and spending fun times with his girlfriend and mates. Fitness training to stay slim and keep the six pack and abs.

MEDIA CHANNELS

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

Trusted Information Sources:

Expert Travel Agents, Social Media: Friends, Family, Peers,

Celebrities/Idols, Blogs, Consumer Review Sites.

TRAVEL

Takes on average 3-4 (leisure) trips per year.

Bucket List:

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

Short-haul: Find a new surf spot; have a picnic on a secluded beach, chill out in Byron Bay, watch the sunrise over Uluru, snorkel the Great Barrier Reef, hiking in New Zealand.

Experiences – Travel:

Coastal scenery, rockpools, secluded beaches, surf, wonders of the world, nature, routes off the beaten track, outback adventures. Hands on experiences. Ethan doesn't mind

swagging but prefers glamping. Sharing a house or apartment – AirBnB. Active traveler: surfing, boogie and sand boarding, quad biking, bungee-jumping, hiking, cycling, swimming with sharks and dolphins, ...snorkeling. A bit of time to relax and unwind in cool funky cafes, bars and pop up restaurants.

Important Decision Factors:

Fulfilling a travel dream from the bucket list. Value for money/exchange rate; sustainability initiatives of destination and operators, safety, weather and good customer service. Good food, wine and cocktails.

Holiday Inspiration:

Expert advise from travel industry professionals, WOM friends, relatives and likeminded travelers.

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.

Travel information sources:

Highly online savvy, Google and Social Media search.

Travel booking:

Airlines and accommodation via OTA's or direct online. Most accommodation/attractions is booked after arrival in a destination (hostel/AirBnB). No brand preferences – experience and value for money driven. Uses local transport, self-drive or Uber.

CHALLENGES

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

COMMUNICATION PREFERENCES

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



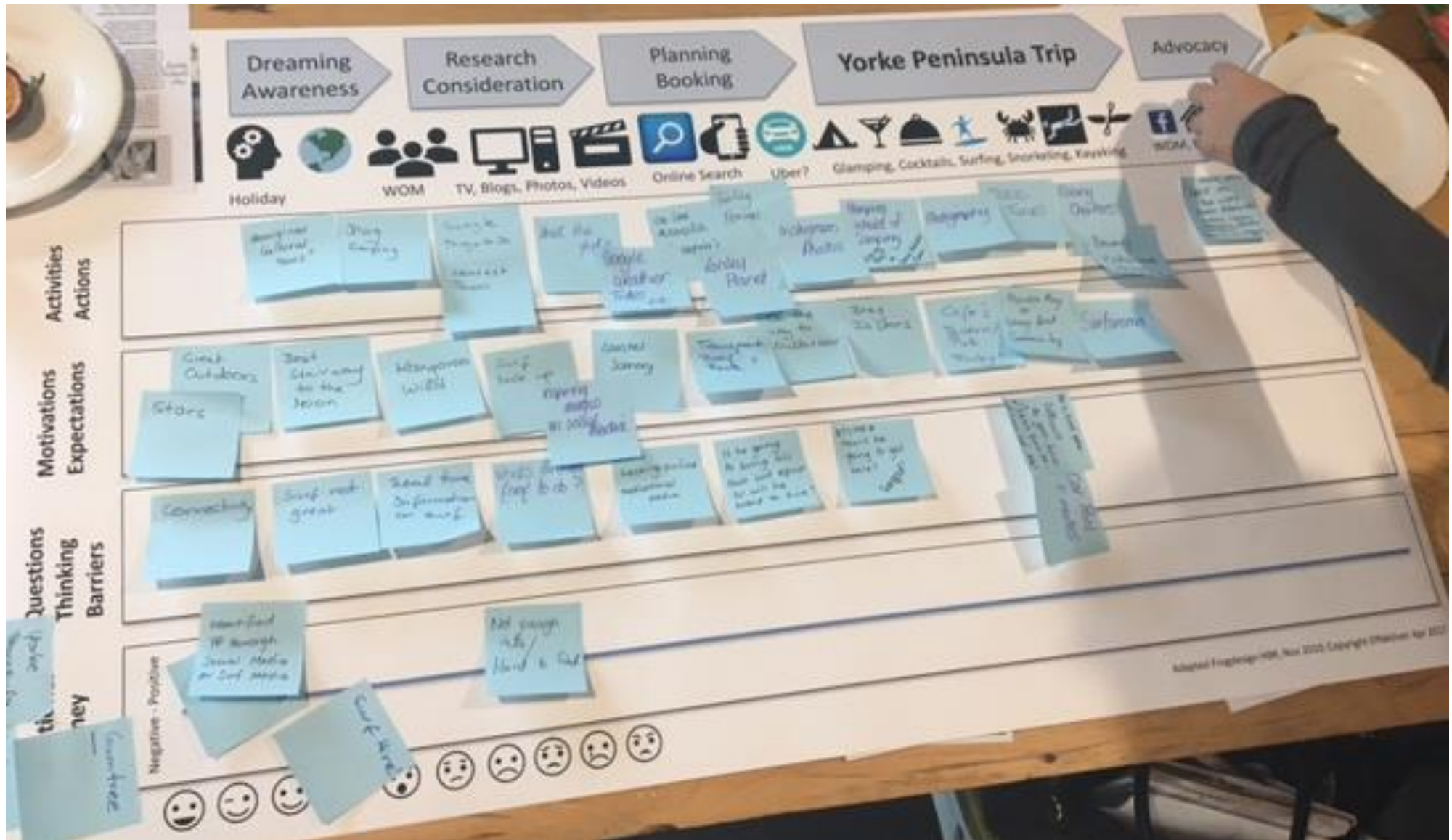
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