



**Persona Name:** Matt lives in Tea Tree Gully

**Age:** 38

**Status:** Matt is married to Erin and they have three children, Jorja, 12, Brock, 10 and Jack, 8

**Job Role:** Mechanical Supervisor for Stillwell Ford (completed a mechanic apprenticeship in his youth)

**Broad Segment:** Middle-working class South Australian. Average household income of \$100K or less

### INTEREST & ACTIVITIES

Loves fishing and is a car enthusiast. Enjoys spending time with his mates either camping or on a fishing adventure. Enjoys taking walks or bike rides with his family. Isn't interested in the finer-things in life, but loves a good beer and schnitzel at the pub.

### Life and Family Values:

Family is important and spending fun times with his mates. Good work/life balance is often hard to achieve but he tries constantly. Being the bread-winner for his family to provide them with a good life is important.

### MEDIA CHANNELS

Doesn't engage in a lot of media. Radio is important, plays on Snapchat and Facebook at a night-time or in his lunch break at work.

### Trusted Information Sources:

Friends, Family, Peers, Celebrities/Idols.

### TRAVEL

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

### Bucket List:

Long-haul: Not as interested in long-haul destinations, but if he had to choose it would be New Zealand or USA. Somewhere English speaking, not too out of his comfort zone, but still has the fishing and car elements he enjoys.

Short-haul: Find the next big catch! Either a Barra in Darwin or a big Tuna off Marion Bay. Would love to head to Bathurst and have a beer on the hill whilst watching the Supercars.

### Experiences – Travel:

Fishing either self-equipped with family or on a charter with mates. Coastal scenery, secluded beaches, nature, routes off the beaten track, outback adventures. Matt loves to go swagging but also happy to stay in a cabin in a caravan park, shack or an apartment.

Matt travels to unwind from the hustle and bustle of the daily grind. Matt enjoys camping with his family toasting marshmallows on an open fire and letting his kids roam free climbing trees whilst he enjoys a conversation with his wife and a cold beer after a day of fishing.

### Important Decision Factors:

Good weather, value for money, easily accessible destination, good fishing.

### Holiday Inspiration:

Advice from WOM friends, relatives and likeminded travelers.

### Content Preferences:

Fishing pages on Facebook, images and stories of real people having real authentic experiences. Online content that is engaging, humorous, action-packed preferably videos and short-films featuring cool music.

### Travel information sources:

Fishing TV programs, Facebook, Google and Social Media search.

### Travel booking:

Most accommodation/attractions is booked online, via email or phone call. No brand preferences – experience and value for money driven. Matt and his family self-drive to their destination and bring a carload of stuff with them.

### CHALLENGES

Matt's biggest challenge is time to getaway due to the busy schedules of his family ie. sport, dance lessons etc.

### COMMUNICATION

#### PREFERENCES

Matt isn't a large email user so prefers social media and using websites for direct bookings and online chats.



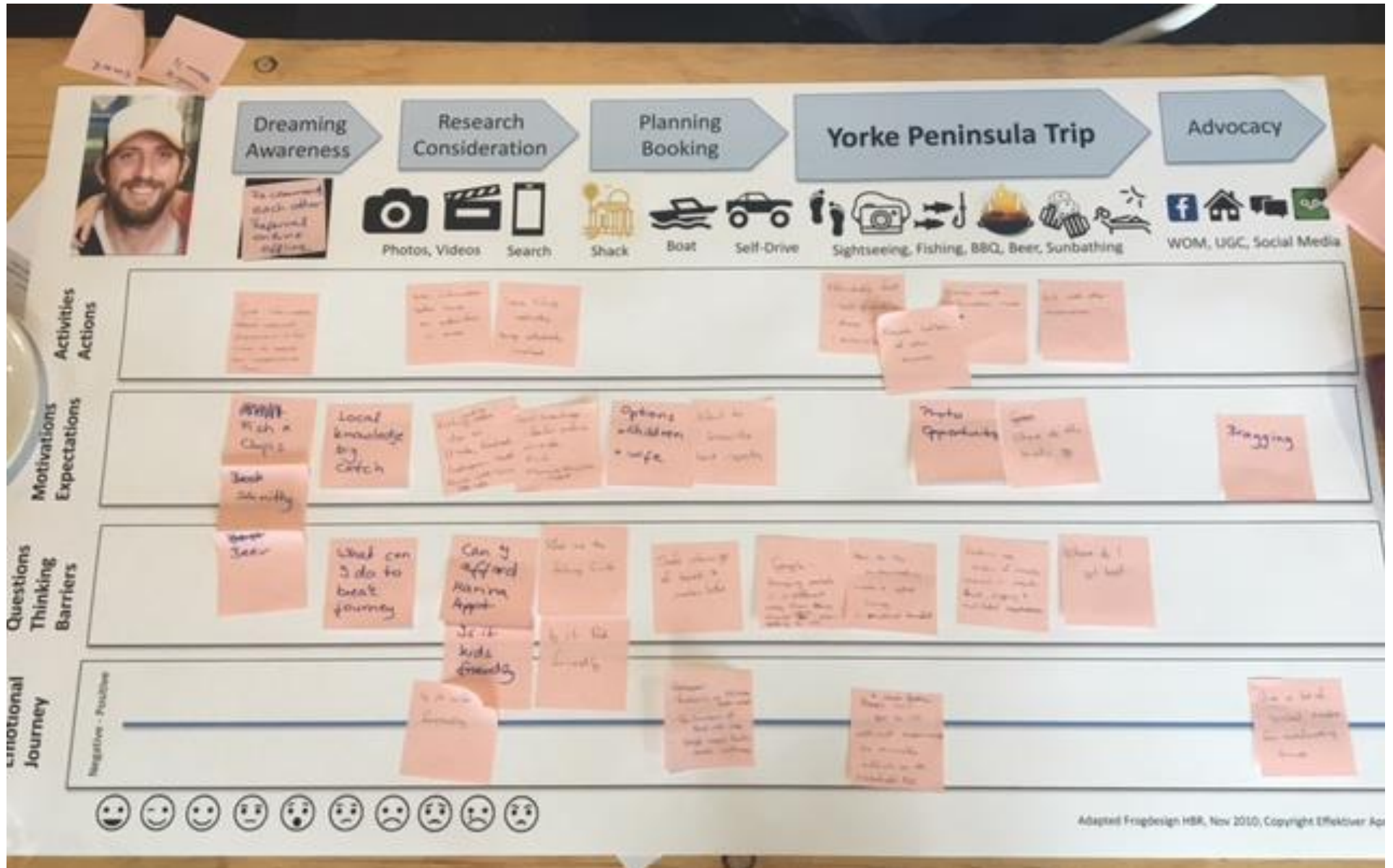
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