



**Persona Name:** Tanya (45) lives in Melbourne

**Marital Status:** Married with two children, husband Richard (47), Charlie (10), Isabella (13)

**Income:** Above average (double) family income over \$160,000 per year

**Broad Segment:** Affluent VIC interstate family market, travelling with children

### Interest & Leisure Activities

In her limited free time, Tanya is active and enjoys walking the dog, having fun with her children, going to a fitness or yoga class and meeting girlfriends for a coffee or glass of bubbles/wine. While she is health conscious she enjoys giving in to the pleasures in life (red wine, cheese, Haigh's chocolate).

### Life and Family Values

Family comes first and spending quality time with friends. Engaging/playing with her kids, having fun and knowing what is going on in their lives and school. A happy, healthy and balanced family life are important and offering her children experiences and opportunities to learn and grow.

### Media (Social)

Lifestyle, gourmet/cooking and travel magazines. Follows wellness, cooking and travel blogs. Uses Facebook and

Instagram. Watches Offspring, My Kitchen Rules, National Geographic Traveler, Movies on Netflix.

### Holiday Inspirations

WOM Friends, Family, Peers, Travel magazines/websites (destination), Consumer Review Sites (Tripadvisor).

### Travel Bucket List

Australia's coastline and coastal touring routes. New Zealand. Europe and North America when children are a bit older.

### Experiences

Tanya loves to get away with her family during school holidays to regional South Australia (summer) and Queensland (winter) as an intrinsic reward. She enjoys travelling with friends or extended family. They often choose a beach destination to enjoy the sea, sun, surf and while away like to visit local attractions, markets, towns and

(conservation/ national) parks. Beautiful coastal scenery and towns, secluded beaches and rockpools, and national parks and wildlife are attractive. Ideally Tanya and her family like to take the 4WD off-road for an adventure or an extended hike with a picnic in nature. Eating out during holidays is important for Tanya including a good quality latte and ice-cream for the children. She prefers fresh local produce and seafood. Her husband Richard likes to sneak in some fishing and a round of golf or two.

### Decision Factors

Value for money, beautiful beaches and coastal sceneries, nature (parks) good local food & wine. Destinations suited to self-driving and 4WD.

### Style of Accommodation

Rented house/apartment or beach-shack for SA beach holidays or cabins at the caravan

park. Hotels/Motels (good quality mid-upper scale) when interstate/overseas.

### Tours/Activities

Fishing charter, fun activities for children (bikes, surf lessons, quad bikes, kayak, paddle board, crabbing), visiting local producers and farmers/craft markets, cafes, pubs/ restaurant and wineries. Booked once at destination.

### Content Preferences

Inspiring images, stories/testimonial and videos showing real travelers having a real authentic experience.

### Information Sources

Online savvy using mobile devices, Social media, Google search using Chrome and Safari, recommended websites. Bookings direct (phone/online).

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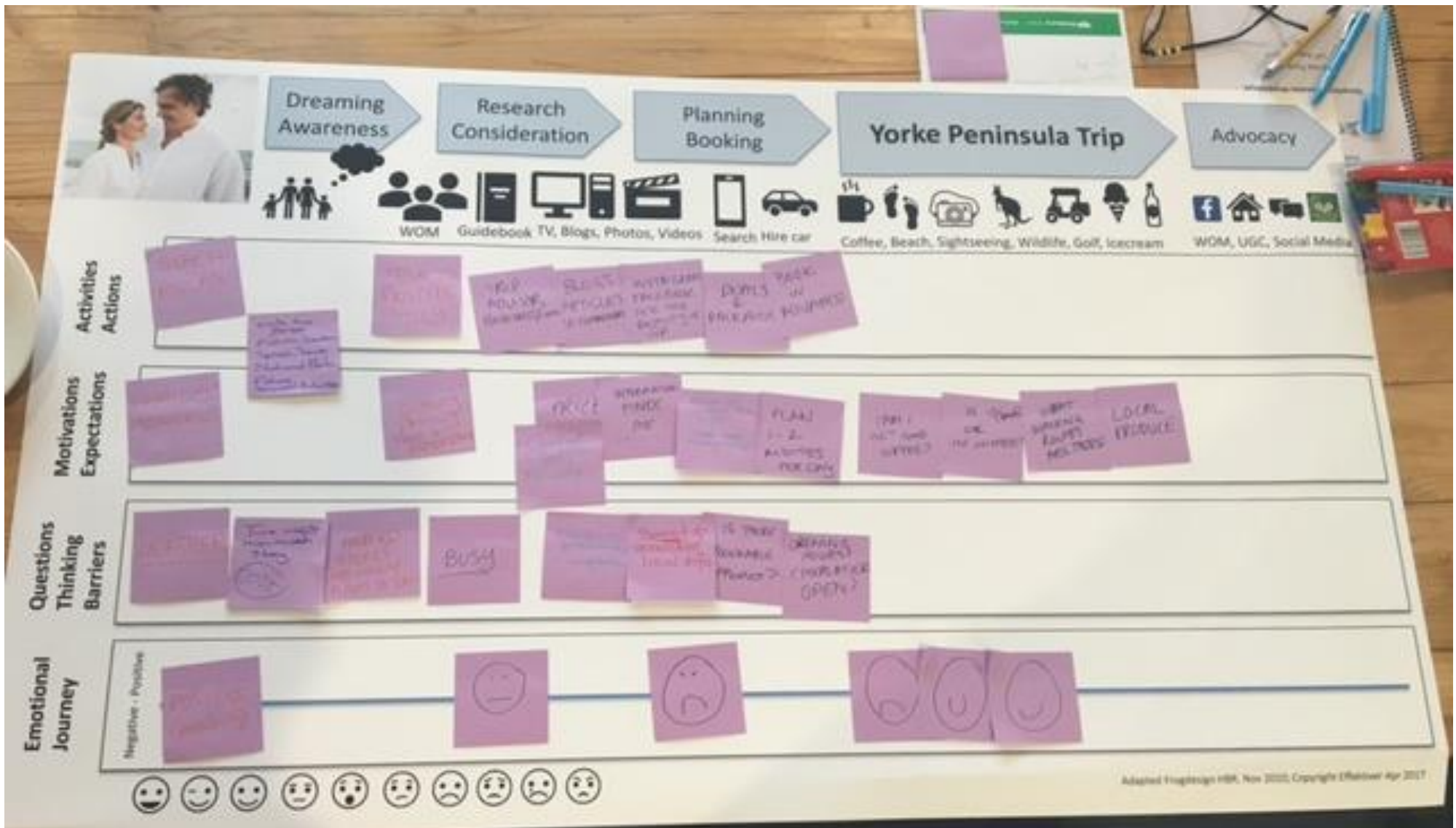


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