

South Australian  
Tourism Commission

**BRAND**

**PERSONAS**

Domestic Audience Groups



# YOUNG COUPLE

## domestic

“HOLIDAY TIME IS ABOUT MAKING THE MOST OF NOW!”

### DOMESTIC TRAVELLER

- 25-44 years with no kids
- Household income 80k+ (Avg 145k)
- AB Quintile
- Professional careers
- University educated

### HELIX GROUP:

- 205 Social Flyers

## BIO

They live in the inner city, they're both in full-time employment, they rent an apartment together - having moved on from share accommodation two years ago.

Their weeks are always busy - relaxing, catching-up with friends/ family, few commitment restrictions. They've been going out for five years, and are planning to buy a house in the next two years. They've begun to save, but not enough to disrupt/impact impulse shopping.

They're looking for holiday experiences away options, that offer a combination of food & wine, culture & socialising. Often weekend trips away, but they always plan a longer term yearly holiday.

One is the social co-ordinator and the initiator of holidays. The other is happy to go with the flow.

Not domestic holiday rejecters, multiple holiday experiences.

Young food and wine explorers, but also into immersive natural experiences.

QLD: fly, rent a car

NSW: fly, rent a car

VIC: fly, own car

## GOALS

- Research and book all aspects of travel themselves
- Interested in finding new experiences and places
- Visit bustling cities
- Visit out of the way places
- Travel domestic and international

## CHARACTERISTICS

### TECHNOLOGY



### SOCIAL MEDIA USAGE



### HOLIDAY PLANNING



### HOLIDAY BUDGET



### TRAVELLING PARTY



### TRANSPORT PREFERENCES



OWN CAR



PLANE



HIRE CAR



FRIENDS CAR



PUBLIC TRANSPORT

### ACCOMMODATION PREFERENCES



OWN HOLIDAY HOME



CAMPING/ BACKPACKER



HOTEL/ MOTEL



CARAVAN/ MOTORHOME



RENTED HOLIDAY HOUSE/ APARTMENT



FRIEND/ FAMILY HOUSE

# YOUNG COUPLE

domestic

## PLANNING A HOLIDAY

### GAIN

What does success mean for them?

- Good memories
- Falling into place with low effort
- Great accommodation even though I booked so late
- Spontaneity is rewarded
- Reconnection with each other
- Relaxation
- Creating social currency 'look at us'
- Not expensive
- Can do a lot in the time you have
- Compact diversity
- Easy to get to so you don't have to take annual leave
- Living life before being locked down later in life
- Making the most of now

### PAIN

What fears, frustrations, obstacles concerns or challenges are being faced?

- Proof of life, what to do?
- Better options, more interesting destinations
- Average experience
- Friends went in the past but didn't have a great time
- Social permission
- Is it credible enough for my herd?

### HEARING

Given positive signs and opinions from influencers

Was there years ago: Heard they have new small bar culture

Whinge of partner - too much time playing golf

Events are driving perspective - e.g. culture hub

Podcast adventures - travel + way of life

### SAYING & DOING

Love natural authentic (proper? produced? product?) experiences

Pressure from parents/peers about buying a home/starting a family

Next holiday

Urban living in aspirational places/ regional centre

Transit use

Time/ loss of it

Mobile phones and iPads

WORD-OF-MOUTH

WORK

### THINKING & FEELING

Preoccupied by themselves, careers, enjoyment

Double income

Build their relationship/protecting their relationship

Herding nature

Crossroads. Time. Saturn Return

Frustrations - time poor

TIME

### SEEING

Cool brands

Virgin inflight magazine (reads on business trips)

At work when they feel like they need to escape

TVC, WOM, Social (Facebook, Insta), Mags online

Social Media Influencer (friends)

Cluttered OOH/transit

PASSIONS

Curating sources of information

INSPIRATION

FUTURE

TECHNOLOGY

ADVERTISING

RESEARCH

# FAMILY OLDER KIDS

domestic

“HOLIDAY TIMES ARE ALL ABOUT FAMILY FUN!”

## DOMESTIC TRAVELLER

- 35-45 years with 2 Kids between 5-13 years old living at home
- Household income 80k+ (Avg 158k)
- AB Quintile

## HELIX GROUP:

- 107 Humanitarians
- 108 Successful Bureaucrats
- 110 Savvy Self Starters
- 202 Healthy Wealthy & Wise
- 207 Urban Entertainers

## BIO

They live in Melbourne, their preference is to travel to SA by car, for convenience. On average their trips are 3-5 days duration. They're looking to camp in national parks, but will opt for boutique hotel experiences or friends and family when staying in Adelaide.

They're looking to offer their kids (9 and 12) immersive Australian natural experiences, but want to enjoy good food and wine when they return to "civilisation". So holidays must involve mixed experiences.

They have camped at the York Peninsula pre kids, visited the Barossa Valley, travelled to Womad, and holidayed in Robe with friends.

One of the couple drives the organisation, holidays are based on school terms. They tend to travel with another family or their siblings. Not domestic holiday rejecters, enjoy variety of different holiday experiences (including own holiday house).

Demographic: 35 - 44 years  
 Xmas Holidays: plan 22 weeks out<sup>\*</sup>  
 School Holidays: plan 13 weeks out<sup>^</sup>

## GOALS

- Book and research travel themselves
- Book short breaks away
- Find Australian holiday experiences that suit the whole family (not international)

## CHARACTERISTICS

### TECHNOLOGY



### SOCIAL MEDIA USAGE



### HOLIDAY PLANNING\*\*



### HOLIDAY BUDGET



### TRAVELLING PARTY



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B&B/RENTED HOLIDAY HOUSE/APARTMENT



FRIEND/FAMILY HOUSE

# FAMILY OLDER KIDS

domestic

## GAIN

What does success mean for them?

- Family time together
- Quality downtime, not day-to-day routine
- Value for money
- Everyone finds their interest/ experience

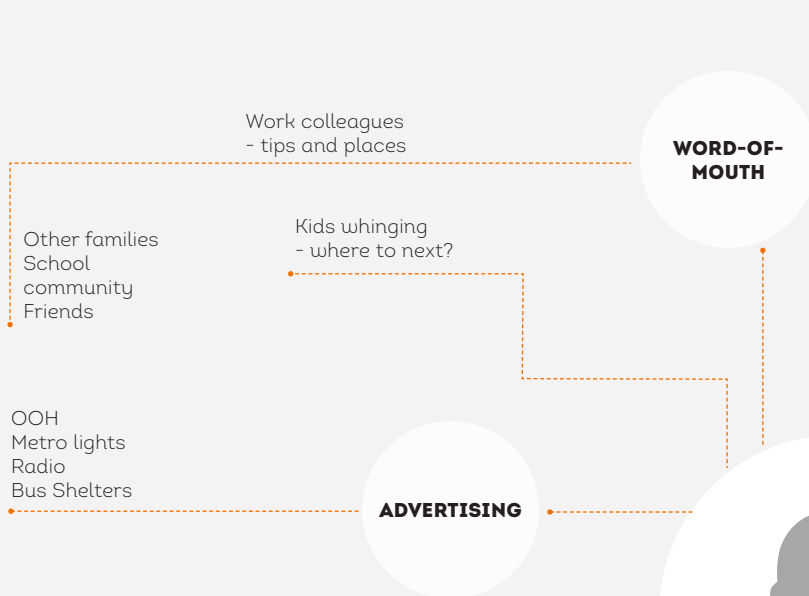
## PAIN

What fears, frustrations, obstacles concerns or challenges are being faced?

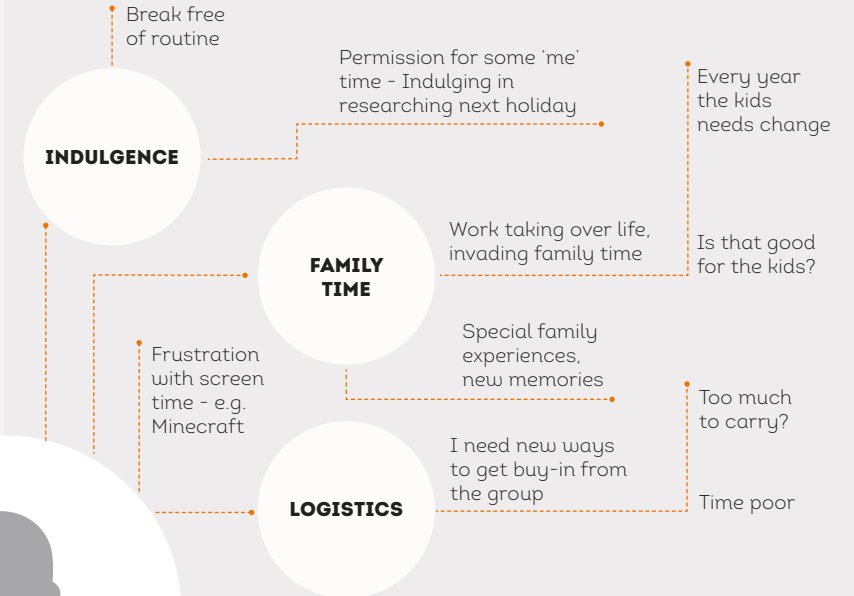
- Restrictive activities
- Groups diverse needs and wants
- Kids don't like it
- Age/nature of kids influences choices of facilities, travel and activities

# PLANNING A HOLIDAY

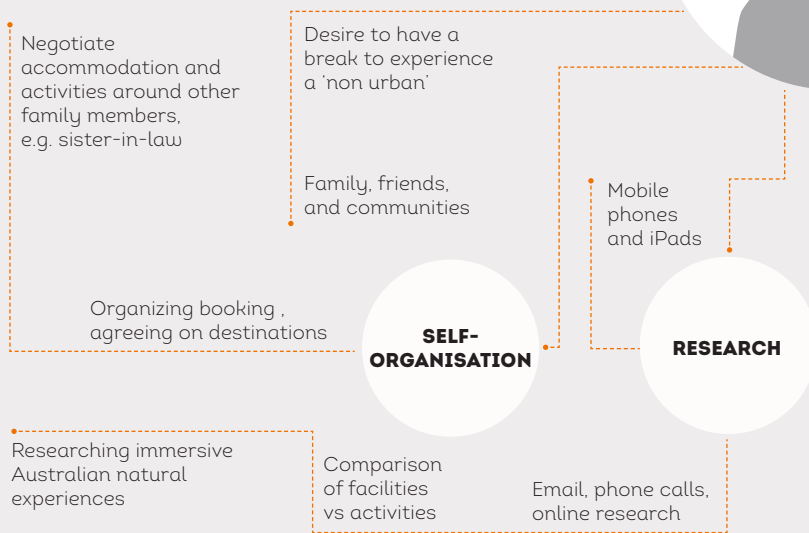
## HEARING



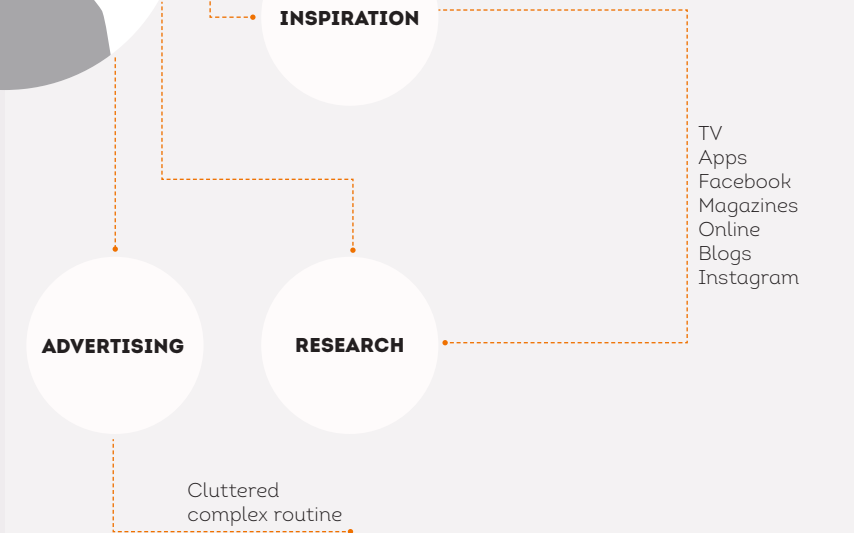
## THINKING & FEELING



## SAYING & DOING



## SEEING



# FAMILY YOUNGER KIDS

domestic

“HOLIDAYS ARE AS MUCH ABOUT LOGISTICS AS THEY ARE ABOUT GREAT FAMILY EXPERIENCES.”

## DOMESTIC TRAVELLER

- 25-49 Years with 2 Kids under 5 living at home
- Household Income 80k+ (Avg 144k)

## HELIX GROUP:

- 107 Humanitarians
- 108 Successful Bureaucrats
- 110 Savvy Self Starters
- 202 Healthy Wealthy & Wise
- 207 Urban Entertainers

## BIO

They live in NSW, have two kids, single income family at the moment.

They're always looking to maximise their holiday time, so will fly in/fly out and stay hotels/ serviced apartments or with family and friends. On average their trips are 6 days duration.

They're looking for immersive Aussie experiences for the kids: going to the beach, bush walking, visiting the zoo, theme/ adventure parks etc. But they also want some adult time, away from the kids, so staying with friends and family gives them that liberty.

They hire a car, because it's the most convenient way to get around.

One of the couple drives the organisation. Holidays are based around quiet times for the income earner.

Xmas Holidays: plan 22 weeks out\*  
School Holidays: plan 13 weeks out^

## GOALS

- Research and book all aspects of travel myself
- Find new experiences and exciting places that suit the whole family

## CHARACTERISTICS

### TECHNOLOGY



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### HOLIDAY PLANNING\*\*



### HOLIDAY BUDGET



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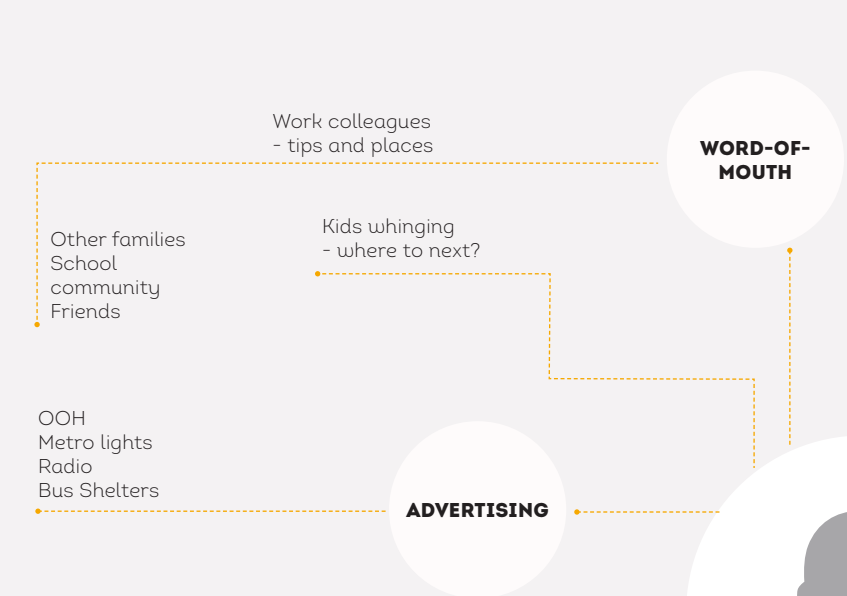
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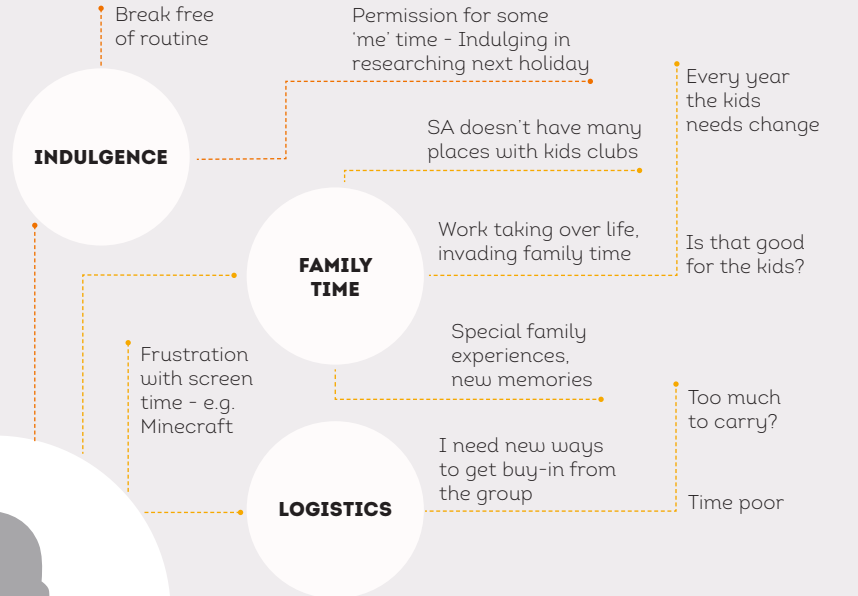
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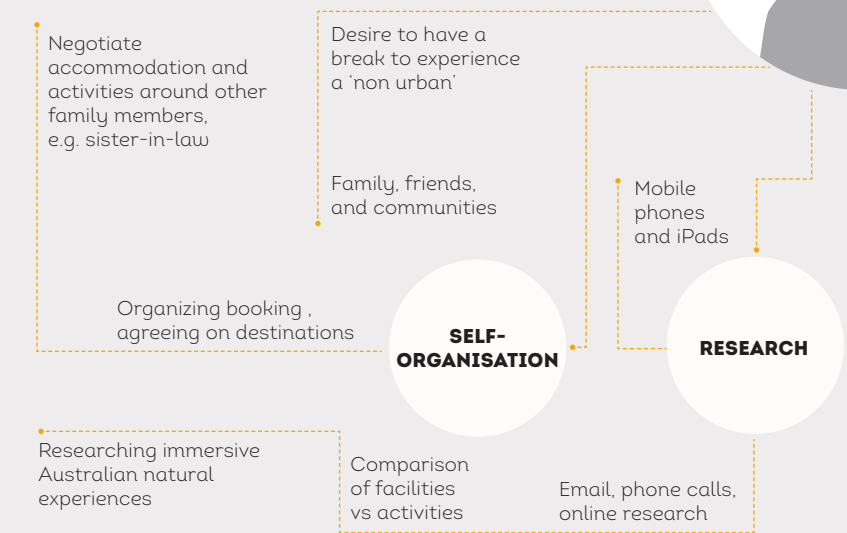
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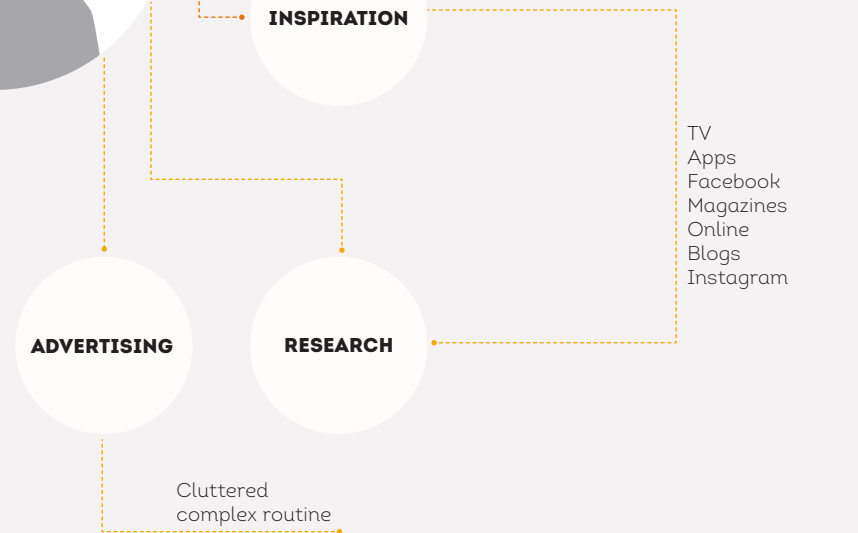
### THINKING & FEELING



### SAYING & DOING



### SEEING



### GAIN

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# GREY NOMADS

domestic

“HOLIDAYS ARE ABOUT GETTING AWAY FROM THE DAY TO DAY AT A RELAXED PACE.”

## DOMESTIC TRAVELLER

- 60+ years
- Household income 40k (Avg 82k)
- Not in full time work

## HELIX GROUP:

- 101 Bluechip
- 106 Worldly & Wise
- 109 Progressive Thinkers

## BIO

They live in Albury/ Woodonga. Now the kids have left home they're enjoying the spoils of retirement and the freedom that a caravan offers.

They tend to travel for two week periods, and are looking for a combination food and wine and natural experiences at a relaxed pace. They've travelled to SA a number of times throughout their lives/ or it's on their bucket list - holidays nowadays are about creating opportunities to unwind and explore new surrounds (this often involves a fishing rod, and a river). They tend to choose destinations around meeting up with friends and family.

There are no constraints to when they holiday, but prefer to travel in the warmer months. Both are keen holiday planners:

- One researches online and likes an itinerary before departing,
- The other prefers to look through magazines and talk with friends.

Both are happy to park the caravan and join a tour at a particular destination.

Not domestic holiday rejecters, multiple holiday experiences.

## GOALS

- Plan research and book many short breaks throughout the year
- Travel within Australia
- Visit out of the way places
- Use travel agency for major travel bookings

## CHARACTERISTICS

### TECHNOLOGY



### SOCIAL MEDIA USAGE



### HOLIDAY PLANNING



### HOLIDAY BUDGET



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# GREY NOMADS

domestic

## PLANNING A HOLIDAY

### GAIN

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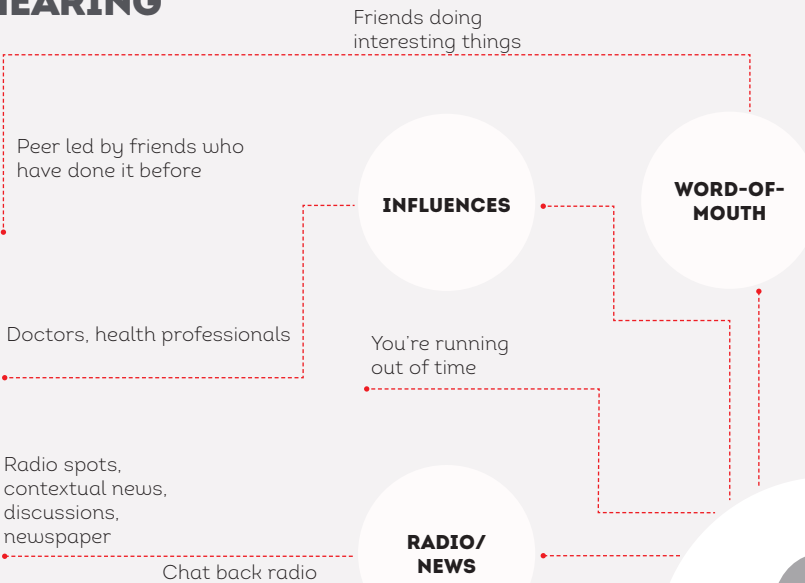
- Planned itinerary
- Emotionally in control, feeling that the risk is reduced
- Emotional building their 'active retirement' pillar
- Planned contact points, friends and family
- Afford to go, known costs
- Contact

### PAIN

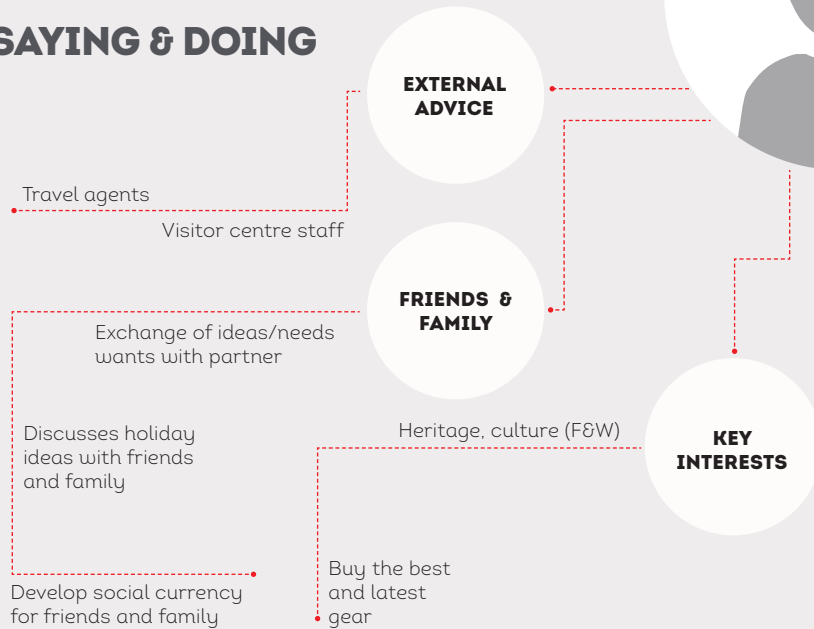
What fears, frustrations, obstacles concerns or challenges are being faced?

- Leaving comforts of home - family, friends, medical
- Anxiousness of new destinations/ unfamiliar environments, especially if busy
- Weather, bushfires, floods

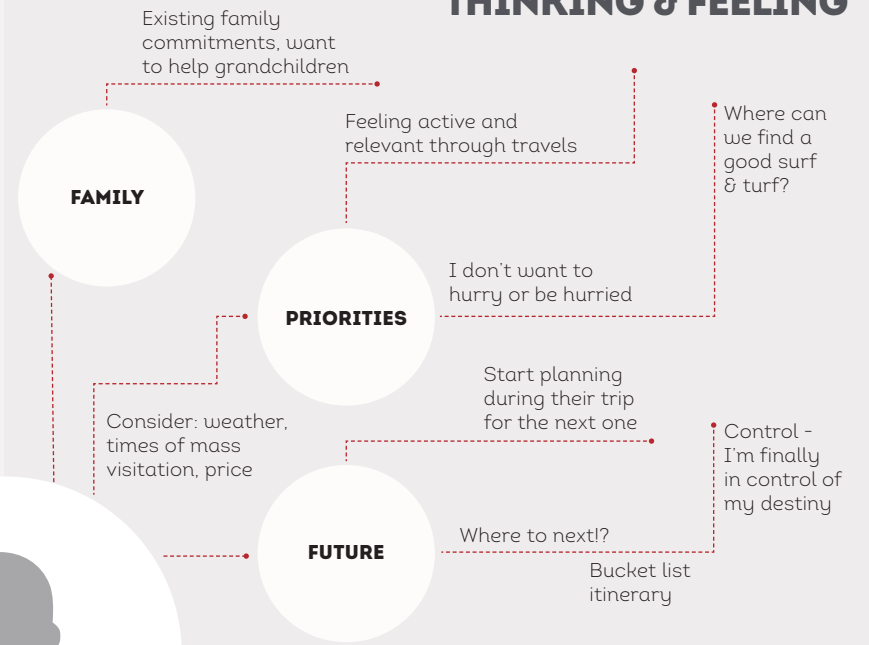
### HEARING



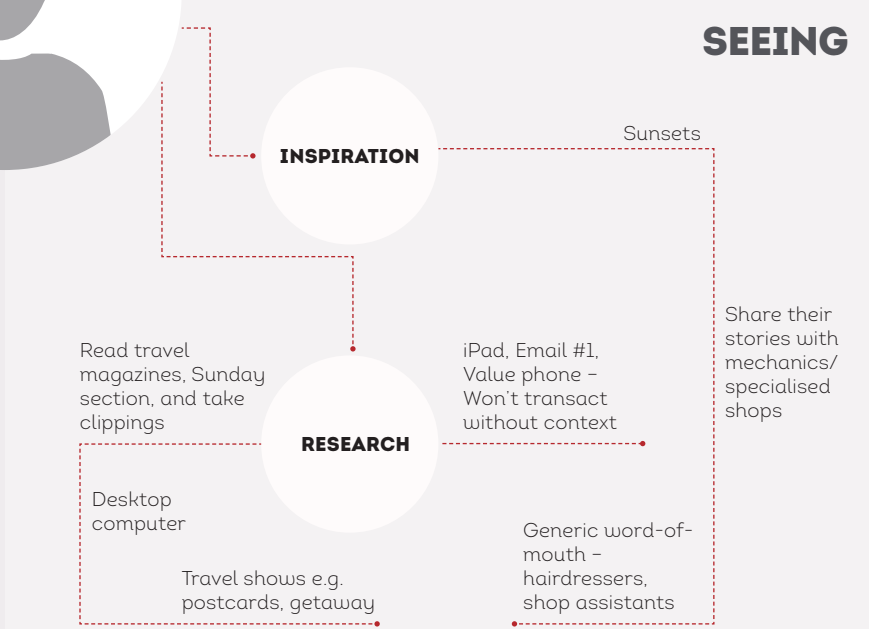
### SAYING & DOING



### THINKING & FEELING



### SEEING



**THANK  
YOU.**

