

# ACHIEVEMENT SEEKERS

Audience Segmentation

15% SHARE OF PEOPLE



Achievement Seekers are driven by the desire to be successful and make the most out of life. They are focused on the financial security that allows them to enjoy life's luxuries and achieve a sense of freedom. Travel is about the joy of stringing together new and adventurous experiences and indulgences they can't experience at home.

## LIFE MOTIVATION

Personal progress and accomplishment.

## TRAVEL MOTIVATION

Discovery and adventure.

## TRAVEL INSPIRATION

### Top sources:

- Google search
- Recommendations from friends/family
- Instagram

### Other sources

- YouTube
- Facebook
- Destination websites
- TikTok

## HOW BEST TO ENGAGE



Food and Wine



Festivals and Events

## HOW THEY ORGANISE A HOLIDAY

**Achievement Seekers** are more likely to choose and book a package that includes only transport and accommodation.

## HOW DETAILED THEIR PLANS ARE

**Achievement Seekers** have a more carefree approach to planning where they will stay, destinations they will visit or their mode of transportation.

48%

Say **luxury accommodation** is important when choosing a holiday.

47%

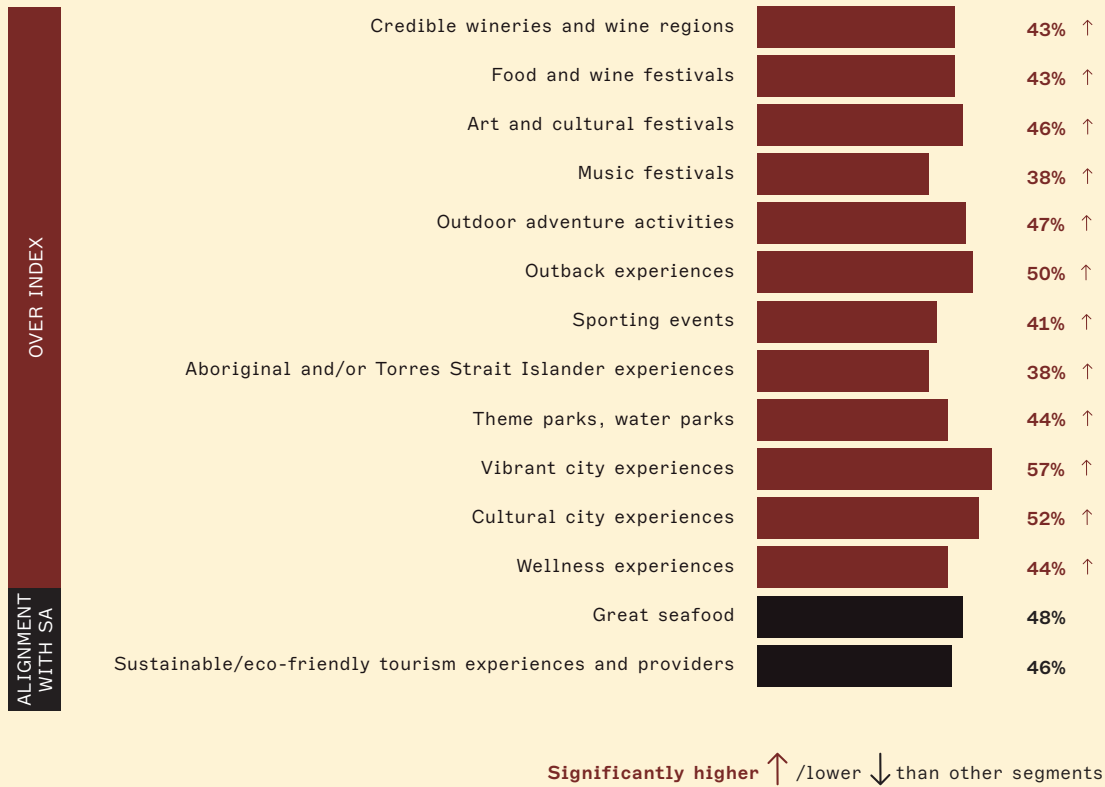
Say **sense of belonging and community** are important when choosing a holiday.

*"Work hard so you can live the best possible tomorrow."*

*"I LOVE going on holidays! I feel like it's a reward for my hard work. I love being able to experience new places, eat and drink well, shop and be away from my desk!"*

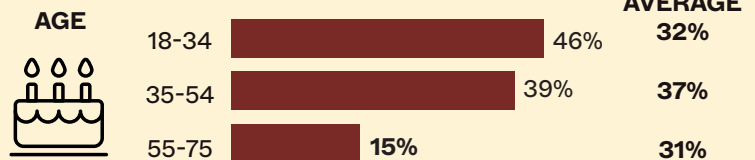
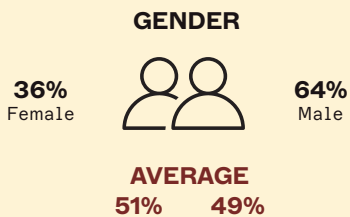
**SOUTH AUSTRALIA**

# MOST IMPORTANT TRAVEL EXPERIENCES

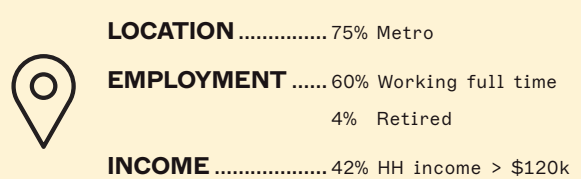
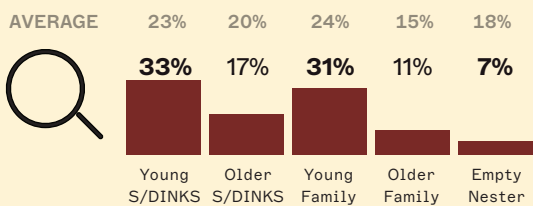


Our audience segments have been developed based on psychographics, rather than demographics, taking into account values, attitudes, interests, lifestyles and beliefs. Achievement Seekers have a strong skew towards males, 18 to 34 year olds, young SINKS, DINKS and families, full-time employment and higher income earners.

## DEMOGRAPHICS



## LIFESTAGE



# AUTHENTIC CONNECTORS

Audience Segmentation

16% SHARE OF PEOPLE



Our audience segments have been developed based on psychographics, rather than demographics, taking into account values, attitudes, interests, lifestyles and beliefs. Authentic Connectors skew towards 18 to 34 year olds, and slightly towards females and young families.

## LIFE MOTIVATION

Build deep, meaningful relationships.

## TRAVEL MOTIVATION

Connection and shared memories.

## TRAVEL INSPIRATION

### Top sources:

- Google search
- Recommendations from friends/family
- Been there before

### Other sources

- Destination websites
- Instagram
- TV travel stories

## COMPETITIVE DRIVER ALIGNMENT



Nature and Place



Food and Wine

## HOW THEY ORGANISE A HOLIDAY

**Authentic Connectors** are more likely to book a package that includes only transport and accommodation and/or book an organised tour where everything is arranged for them.

## HOW DETAILED THEIR PLANS ARE

**Authentic Connectors** prefer to plan key aspects of their holidays, especially when it comes to where they stay or their mode of transportation.

72%

Say **friendly residents** are important when choosing a holiday.

47%

Say **sense of belonging and community** are important when choosing a holiday.

*“What drives me in life is making positive relationships with people.”*

*“For me, the biggest benefit of holiday travel is the personal growth and learning that comes with it.”*

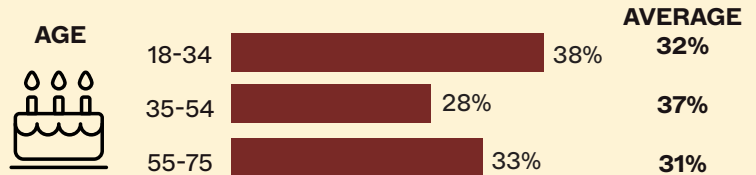
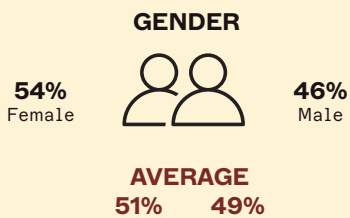
**SOUTH AUSTRALIA** 

## MOST IMPORTANT TRAVEL EXPERIENCES

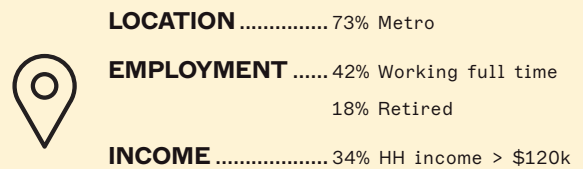
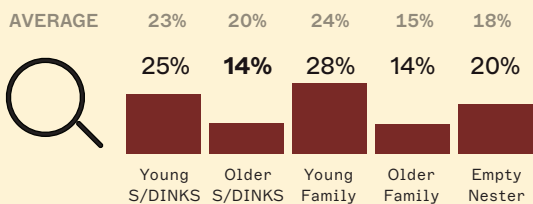


The audience segments have been developed based on psychographics/attitudes, going beyond just demographics. This segment has a skew to 18-34 years, a slight female skew, and a slight skew to young families.

### DEMOGRAPHICS



### LIFESTAGE





# CULTURAL CONTRIBUTORS

Audience Segmentation

10% SHARE OF PEOPLE



Cultural Contributors are passionate about the environment and inclusion, and want to make a positive difference to the world, big or small. Travel empowers them to learn and grow as people by immersing themselves in different places and cultures.

## LIFE MOTIVATION

Contribute positively to the world.

## TRAVEL MOTIVATION

Personal growth and self-enrichment.

## TRAVEL INSPIRATION

### Top sources:

- Google search
- Recommendations from friends/family
- Been there before

### Other sources

- Destination websites
- TV travel stories

## COMPETITIVE DRIVER ALIGNMENT



Nature and Place



Festivals and Events

## HOW THEY ORGANISE A HOLIDAY

**Cultural Contributors** are more likely to choose and book each aspect of their holiday separately and/or book a package that includes only transport and accommodation.

## HOW DETAILED THEIR PLANS ARE

**Cultural Contributors** have a more carefree approach to planning where they will stay or their mode of transportation.

63%

Say **sustainable travel options** are important when choosing a holiday.

53%

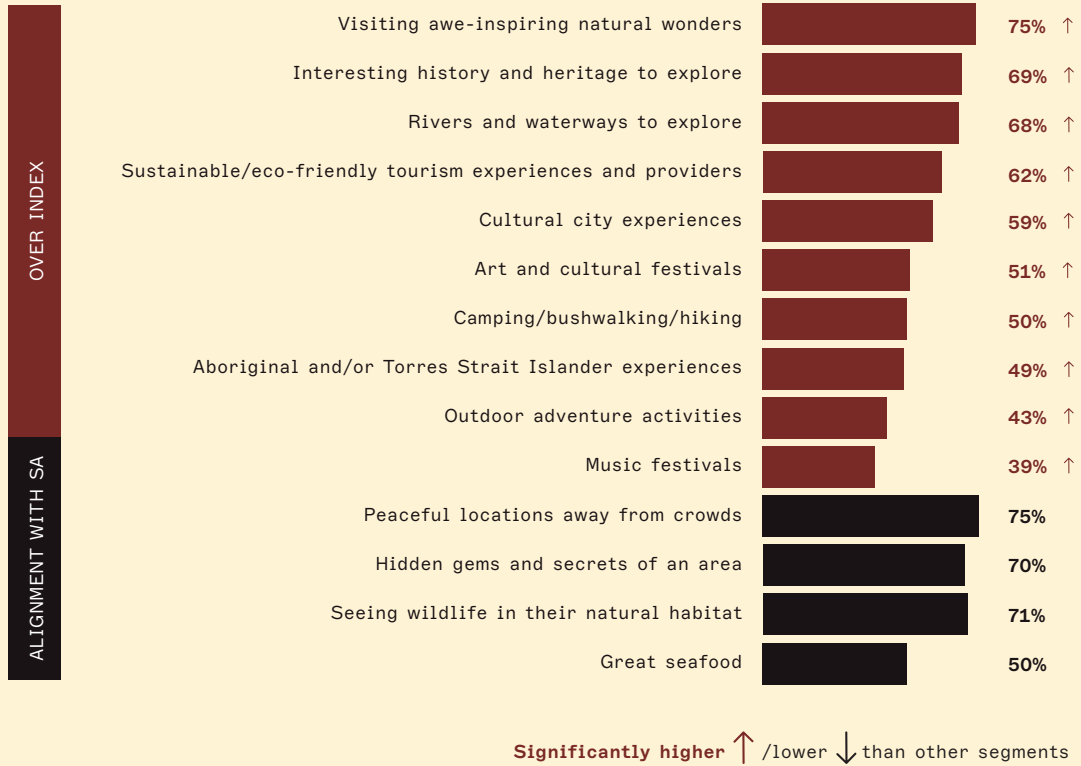
Say **sense of belonging and community** is important when choosing a holiday.

*"I'm passionate about sustainability and looking after the earth as best we can."*

*"For me, the biggest benefit of holiday travel is the personal growth and learning that comes with it."*

SOUTH AUSTRALIA 

## MOST IMPORTANT TRAVEL EXPERIENCES



Our audience segments have been developed based on psychographics, rather than demographics, taking into account values, attitudes, interests, lifestyles and beliefs. Cultural Contributors do not have any strong demographic skews, as the underlying attitudes are seen across a wide range of people.

## DEMOGRAPHICS

