



AUTHENTIC CONNECTORS

16% SHARE OF PEOPLE

Authentic Connectors are passionate about prioritising people and relationships. They want to build deep, meaningful connections and value a sense of belonging and community.

Travel is best shared with others to spend time reconnecting and making memories together.

LIFE MOTIVATION

Build deep, meaningful relationships.

TRAVEL MOTIVATION

Connection and shared memories.

"What drives me in life is making positive relationships with people."

"Is there a loss of connection in society... 100% yes!!! I think social media is to blame. There seems to be less and less real, deep connection... it's all very surface level."

"I value memories and experiences above possessions. I prioritise our time together."

"Holiday travel provides me with lasting memories with my loved ones. Travel brings us closer together as a family, we bond over shared experiences."

72%

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

47%

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

TRAVEL INSPIRATION

Top Sources:

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

Other channels engaging with:

- Destination websites
- Instagram
- TV travel stories

HOW BEST TO ENGAGE

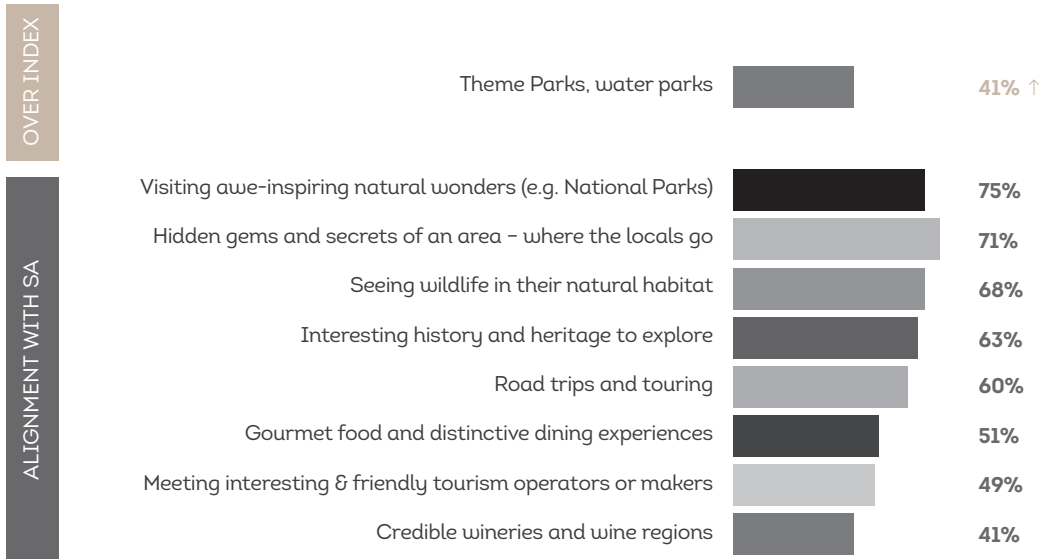


Nature and Place



Food and Wine

MOST IMPORTANT TRAVEL EXPERIENCES



APPROACH TO ORGANISING

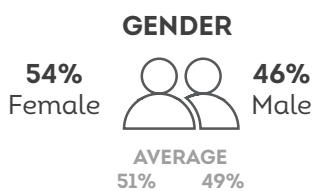
Authentic Connectors are more likely to book a package that includes only transport and accommodation and/or book an organized tour where everything is arranged for them.

LEVEL OF PLANNING EACH ASPECT

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

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

