ACHIEVEMENT SEEKERS

15% SHARE OF PEOPLE

Achievement Seekers are driven by a desire to be successful and always moving forward in life. They are focused on financial security to be able to enjoy life's luxuries and achieve a sense of freedom. Travel is about the fun of new (sometimes adventurous) experiences they can't get at home, and indulgence as well.

LIFE MOTIVATION

Personal progress and accomplishment.

TRAVEL MOTIVATION

Discovery and adventure.

"Whether that's clothes or shoes or holidays, all of those 'nice to have' things in life… I want to be able to afford the little luxuries."

"It's hard sometimes when the things that you have on your wish list feel like they're getting further and further from your reach."

"Work hard today so you can enjoy life, and so you can secure 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 as well as eat, drink, shop…all of the above, and not be at work!"

48%

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

47%

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

TRAVEL INSPIRATION

Top Sources:
- Google search
- Recommendations from friends/family
- Instagram

Other channels engaging with:
- YouTube
- Facebook
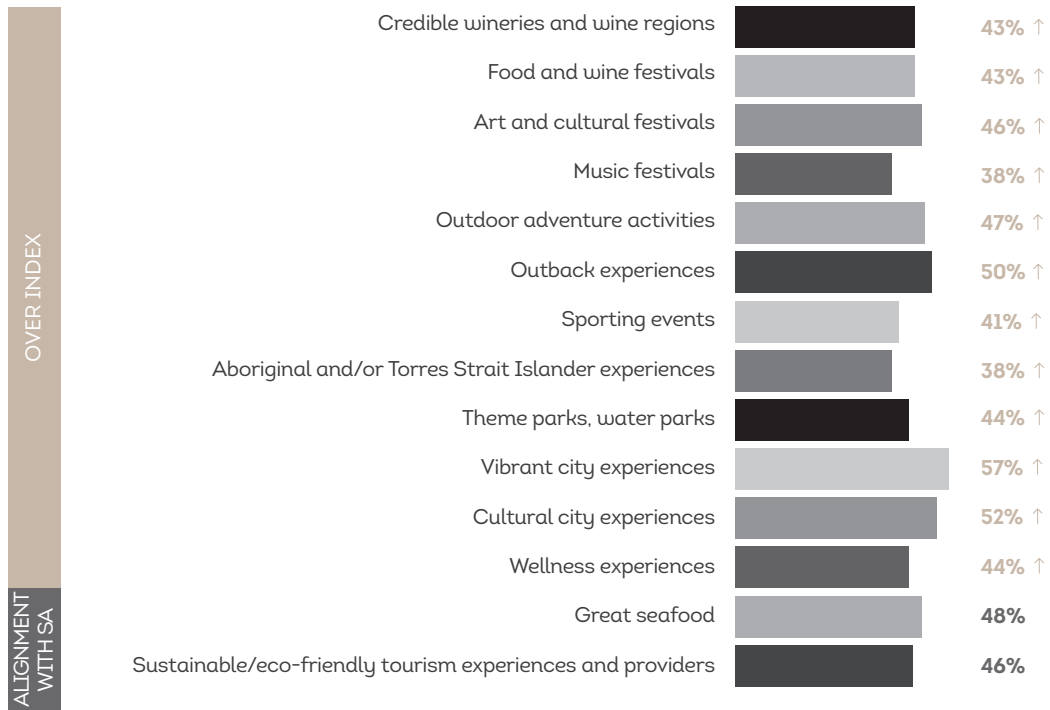- Destination websites
- TikTok

HOW BEST TO ENGAGE

Food and Wine

Festivals and Events

MOST IMPORTANT TRAVEL EXPERIENCES

OVER INDEX / ALIGNMENT WITH SA

Experience	
Credible wineries and wine regions	43% ↑
Food and wine festivals	43% ↑
Art and cultural festivals	46% ↑
Music festivals	38% ↑
Outdoor adventure activities	47% ↑
Outback experiences	50% ↑
Sporting events	41% ↑
Aboriginal and/or Torres Strait Islander experiences	38% ↑
Theme parks, water parks	44% ↑
Vibrant city experiences	57% ↑
Cultural city experiences	52% ↑
Wellness experiences	44% ↑
Great seafood	48%
Sustainable/eco-friendly tourism experiences and providers	46%

APPROACH TO ORGANISING

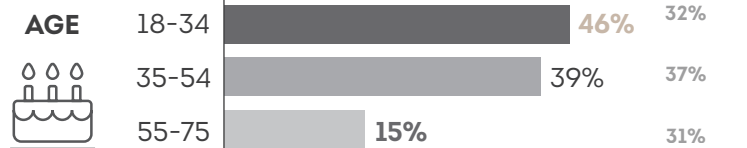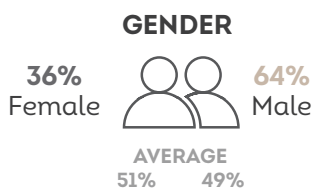**Achievement Seekers** are more likely to choose and book a package that includes only transport and accommodation.

LEVEL OF PLANNING EACH ASPECT

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

The audience segments have been developed based on psychographics/attitudes, going beyond just demographics. This segment has a strong skew to males, 18-34 years, young SINKS/DINKS and young families, full-time employment and higher income levels.

DEMOGRAPHICS

GENDER
36% Female
64% Male
AVERAGE 51% 49%

AGE

Age		AVERAGE
18-34	46%	32%
35-54	39%	37%
55-75	15%	31%

LIFESTAGE

	Young S/DINKS	Older S/DINKS	Young Family	Older Family	Empty Nester
AVERAGE	23%	20%	24%	15%	18%
	33%	17%	31%	11%	7%

LOCATION .... 76% Metro
EMPLOYMENT ...... 60% Working full time
4% Retired
INCOME .... 42% HH income > $120k

SOUTH AUSTRALIA

SOUTH AUSTRALIAN TOURISM COMMISSION

AUDIENCE SEGMENTATION

SOUTHAUSTRALIA.COM

Significantly higher ↑ /**lower** ↓ than other segments