

Destination Melbourne

Brief Persona Profile – Domestic Visitor (Source – NSW – Sydney Metro)

(Data Source: TRA, NVS)



Name: Paul Smith

Gender: Male

Nationality: Australian

Age: 48 Years old

Relationship Status: Married to Sharon Smith (46), Adult children not at home

Home City: Balmain (Sydney Inner West)

Education Level: Trade Apprenticeship Qualified

Professional Role: Owner of a long standing and successful medium size plumbing business employing 25 mobile plumbers working in Sydney city area

Roy Morgan Values Segment: Visible Achievement

Tourism Victoria Lifestyle Segment: Lifestyle Leaders

Roy Morgan Helix Persona Profile: Self-Made Life stylers

Travelling Status: Travelling as a Couple FIT (Free and Independent Traveller)

Australian Family Connections: All close family live in the Sydney area. Extended family in Victoria and Melbourne area

Australian Personal Connections: Personal friends and business associates Australia wide including some in the Melbourne area

Reason for travel to Victoria: Short leisure break

Planned length of stay: 3 nights in Melbourne (central)

Planned time of year for visit: Extended Weekend in April (Autumn)

Has visited Victoria previously: Yes – For a work conference and for an extended family wedding

Propensity to visit Victoria and Melbourne: High

Profile Activities: Highly likely and motivated to engage in a wide range of local activities such as Eating out at restaurants, visiting friends and relatives, going shopping for pleasure, going to pubs and bars, going to markets, visiting museums or art galleries, attending sporting events, and general sightseeing

Profile modes of transport: Hire car, Private Car (Relatives/Friends Car), Commercial flights between cities

Profile styles of Accommodation: Hotel, Motel, Serviced Apartment, B&B or Resort. In the past stayed with extended family when attending a wedding.

Walk with me!

Leading Lifestyles acknowledge their good lot in life, but make no apologies for it – they studied hard, worked hard, developed in demand skills and professional networks, invested smartly, donated to personally important charities and helped out family members. Their achievements are clearly visible to others, but this isn't what drives them. Status and power are the means to the end: true independence and a life based on options not obligations. When everything is on the table, preferences matter. The greatest affront is being told not asked. They know what they like and don't like, that what they believe is right and what they don't believe is wrong. They would rather give \$1000 (voluntarily and anonymously) to a hospital than pay a \$500 hospital tax. The world is an oyster, shucked at leisure. There's no rush: they already presume there's a perfectly smooth and lustrous pearl inside.

Visible Achievement refers to a pattern of responses most often offered by respondents who are visible success stories. They have 'made it' in whatever field they are involved in and are confident in their own abilities and position. Despite being successful they retain traditional values about home, work and society. The family is very important to this Segment and they place great emphasis on providing their families with a high quality environment. So there is no need to flaunt that success. While they can afford to buy the best of everything, they look for quality and value for money, not necessarily something that is expensive. This Segment tends to be associated with people who feel in full control of their lives and take a direct interest in their economic and political environment when these impinge on their options at work and their family at home. For them it is more often 'who you know'.

Research Findings:

Qualitative:

Quantitative:

Touchpoints and Booking Patterns and Behaviours