

Destination Melbourne

Brief Persona Profile – International Visitor (UK)

(Data Source: TRA, NVS)



Name: Karen Greenway

Gender: Female

Nationality: British (English)

Age: 29 Years old

Relationship Status: Single, No children

Home City: Bromley South, Kent. Works in City of London

Education Level: Degree Qualified

Professional Role: Middle level management with a London based International Financial Business

Travelling Status: Unaccompanied Traveller as an FIT (Free and Independent Traveller)

Australian Family Connections: Has UK born Relatives living in Australia

Australian Personal Connections: Has UK born and Australian friends living in Australia

Reason for travel to Australia: VFR (Visiting Friends and Relatives) and Holiday

Planned length of stay: 20 nights in Victoria

Planned time of year for visit: Jan/Feb (Australian Summer/ Northern Winter)

Has visited Australia previously: Yes - 9 years ago

Propensity to visit Victoria and Melbourne: High

Profile Activities: Highly likely and motivated to engage in a wide range of local activities such as dining out, sightseeing/looking around, visiting the beach, visiting pubs, clubs and nightclubs, shopping for pleasure, going to markets, visiting gardens, national parks and museums. Planning on visiting the 12 Apostles, the Fairy Penguins, and some wineries in either the Yarra Valley or the Mornington Peninsular. A day trip to Puffing Billy and the Dandenong Ranges is a possibility.

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

Profile styles of Accommodation: Private home of Relatives/Friends, and/or Rented Serviced Apartments

Walk with me!

UK Lifestyle Profile - Metropolitan Professionals

“Young professional people... converted flats... professional and managerial... good incomes... iPads, games consoles and portable media players... enjoy travel, music and film... social lifestyle...”

These tend to be younger professional people in their twenties and thirties, with relatively few people aged over 45. Often they live in London where their flats might cost over half a million pounds. A significant proportion of these are converted flats in pre-1920 buildings. While there is a higher level of private renting than average the majority of people are buying their flat with a mortgage, in some cases using some form of shared ownership. Generally these singles and couples will be graduates and work in professional and managerial occupations. Up to a quarter of these people might be company directors. Many incomes are well above the national average, although less dramatically above the London average. While generally financially aware, with many having multiple bank accounts and credit cards, the proportion making the minimum repayment on their card is much higher than average. They are likely to be active switchers of cards and accounts. Many will have some savings and are twice as likely as average to invest in stocks and shares. A high proportion will own smartphones with two to three times the average propensity to own a Blackberry or iPhone. These people tend to enjoy new technology. Ownership of tablet computers, iPads, games consoles and portable media players is above average. These people form the internet generation, over a third of them might spend over 3 hours a day online. Offline many might enjoy travel, music and film in addition to their regular social lifestyle Most might have recently shopped at upmarket shops such as Marks & Spencer, Waitrose and John Lewis.

Research Findings:

Qualitative:

Quantitative:

Touchpoints and Booking Patterns and Behaviours