



Persona Name: Mary (39) lives in San Francisco, California

Marital Status: Married, no children. She runs her own small business 'Paxton Gate's Curiosities for Kids', a toy store dedicated to letting children explore toys. Her husband Marc (42) has run several start-ups in Silicon Valley and is part of a private equity investment firm.

Income: Family income AUD 250k+ per year, high discretionary spending power

Broad Segment: International Experience Seeker, NEO, Age range 35-50, travelling as couples

INTEREST & ACTIVITIES

In her leisure time she likes reading books, walks in nature and visiting her favourite wineries in the Napa Valley. Yoga, running and the gym keep her fit and sane. She loves cooking for friends and family at home using the freshest produce sourced from local organic markets. She is adventurous with her wine selection, choosing quality drops from both old and new world wine regions to savour any day of the week when she feels like it. Mary loves good quality artisan food, organic coffee and handcrafted gin and wine. For entertainment she chooses cinema and music concerts (pop/rock). She will also see a ballet if the performance is rated world class.

LIFE AND FAMILY VALUES

Friends and family are a big part of her life and she enjoys spending quality time often. Health, fitness and looking and feeling good are part of her life.

MEDIA

Lifestyle, gourmet/cooking and travel magazines. Follows yoga, wellness, cooking and travel blogs. Uses Facebook and Instagram. Watches Movies on Netflix, News on Fox News and MSNBC, and travel programs on National Geographic Traveler and Discovery Channel.

TRAVEL

She enjoys weekend getaways with her husband or girlfriends where she can indulge, relax, as well as challenge herself physically and mentally to enrich her mind. Her favorite activities include beach walks, sailing and skiing. Traditionally she also takes two long-haul trip each year, one for her business attending a trade fair and one for leisure.

BUCKET LIST

Long-haul: France, Italy, Japan, Australia, South Africa, New Zealand, Chile.

Short-haul: Aspen, New York and Caribbean.

DECISION CRITERIA TRAVEL

World class food & wine, worldly cities, world class nature, amazing scenery, wildlife, safety and security, aquatic and coastal experiences, welcoming locals, history and heritage and local events. Environmental sustainability influences the choice in destinations, accommodation, tours and attractions. She is an active traveler who is seeking experiences that enrich her life and make beauty linger longer.

TRAVEL INSPIRATION

WOM friends, family, peers (personal/social media), travel magazines/documentaries/guidebooks, online hotel booking sites, general internet search and traveler review sites. Inspiring images, stories and videos showing real and authentic experience.

INFORMATION SOURCES

Highly online savvy, in fact 'always on'. Google search, Social Media (FB, Insta),

Global Hotel Brands (Hilton, Marriott, Hyatt), Traveller Review sites - Tripadvisor, Airlines, and trusted travel agents.

TRAVEL BOOKING

Airlines direct online, Travel agent (local/OTA) for tours and accommodation preferably face to face or alternatively online.

CHALLENGES

Mary's biggest challenge is time to do all the things she loves to do and spending too much time online. Excited to plan her holidays to Australia and is daunted by the size of the country. She has no idea how she can fit Sydney, Uluru, the Great Barrier Reef, Kangaroo Island and the Barossa into a 2-week itinerary.

COMMUNICATION PREFERENCES

Mary prefers email, apps, phone and social media.