



Persona Names: Pamela (59) and Gary (60) living in Adelaide

Marital Status: Married with two adult children living away from home

Income: Family income \$140k per year. Gary runs a small successful family business and Pamela works part-time in an admin role in health care.

Broad Segment: Traditional as opposed to NEO. SA intrastate travelers who enjoy day trips and weekend getaways with friends.

Interest & Leisure Activities

Both love good food and wine and travel whenever possible with a focus on day trips and weekend getaways in SA. They like spending time with family and friends. Pam loves farmers markets, beach walks with coffees, reading novels and dressmaking. Gary likes to ride his bike and reads biographies, autobiographies, history books. They are both still fully engaged in their professional lives.

Memberships

Gym, English Heritage, National Trust (UK & Aus), Tennis, and Gary spends time at his car club.

Life, Family, Work Values

Good meaningful life, making a contribution, comfortable financially. Family – settled, happy, safe. Children's happiness. Health and Wellbeing. Focus on Friendships with lifelong friends. Preserving the earth's assets

Always looking at the bright side of life. Fairness, giving back to community, education for all. Surprisingly frugal (worked hard for their money and want to see value for money). Surround themselves with things they love e.g. quality wine, art, furnishings.

Media (Magazines and TV)

Country Style (Aus), Country Living (UK, The Australian, The Guardian (UK). Dramas, documentaries. English landscape/lifestyle program.

Travel, food programs and magazines. Sport – Soccer (UK); cycling (global)

Social Media

Facebook, WhatsApp, Skype, Instagram, Linked In

Travel and Holiday

Inspirations

Travel and food documentaries or magazines. WOM from

family/friends including social media sites. Google searches. Visitor Guides – SA regions.

Overfamiliarity with regards regions in South Australia. They tend to go back to their favourites but would rather try out new attractions, wineries, distilleries, restaurants and cafes.

Need new reasons to visit Barossa, a new event, a new market, a new experience at a cellar door or something extra special to do as otherwise get bored.

Interested in quality hand-crafted wines and gin experiences. Both love scenic drives, fine dining, walking and historical tours, arts and cultural experiences.

Good value for money is key and the experience needs to meet expectations.

Booking Travel in AU

Direct with operators normally either online or by phone. Ring or

call into the Visitor Information Centre if they are stuck and can't get hold of tourism operator.

Overseas trips are mostly booked through Phil Hoffman travel but usually check out deals on online sites prior to making a decision.

Travel

Day trips to the Barossa, Adelaide Hills, and McLaren Vale. Weekend getaways to Claire, Connawarra, Mornington Peninsula and Hunter Valley.

Longer holidays mostly international, mostly long haul (China, UK, USA, Europe, South Pacific).

They travel with other couples, especially for day trips. They like to have fun, by happy, meet likeminded travelers and enjoy great food and wine.

Style of Accommodation

Unique luxury or upmarket accommodation.