

Persona Name:

Age:

Marital Status:

Income:

Broad Segment:

**INTEREST & LEISURE
ACTIVITIES**

Family Income:

Family Values:

Life Values:

Favourite Cuisines:

Clubs/Memberships:

JOB ROLE

**Industry & Company
Size:**

Job Responsibilities:

Tools:

Job Evaluation:

Education:

MEDIA

**Favorite Blogs /
Publications:**

**Social Networks /
Associations:**

Persona Name:

Age:

Marital Status:

Income:

Broad Segment:

TV shows:

TRAVEL

Experiences Sought:

Tours:

How often/Where to:

**Trusted Information
Sources:**

**Important Decision
Factors:**

Attractions:

Bucket List:

Holiday Inspiration:

Style of Accommodation:

Persona Name:

Age:

Marital Status:

Income:

Broad Segment:

Travel information sources:

Travel booking:

WORRIES

EMOTIONS

DREAMS

MOTIVATIONS

Key Word Search for Australia / Kangaroo Island:

GOALS

CHALLENGES

BARRIERS

Content Preferences:

COMMUNICATION PREFERENCES

Persona Name:

Age:

Marital Status:

Income:

Broad Segment:



Persona Name:

Age:

Marital Status:

Income:

Broad Segment:

