

An aerial photograph of a rugged coastline. The top half shows dark, layered rock formations with white foam from waves crashing against them. Below the rocks, the water is a vibrant turquoise color, with some darker patches visible beneath the surface. In the lower portion of the image, several small kayakers in orange and blue gear are scattered across the water. The overall scene is bright and scenic, typical of a tropical or subtropical coastal environment.

Visit
*Sunshine
Coast*

Audience Segmentation Overview

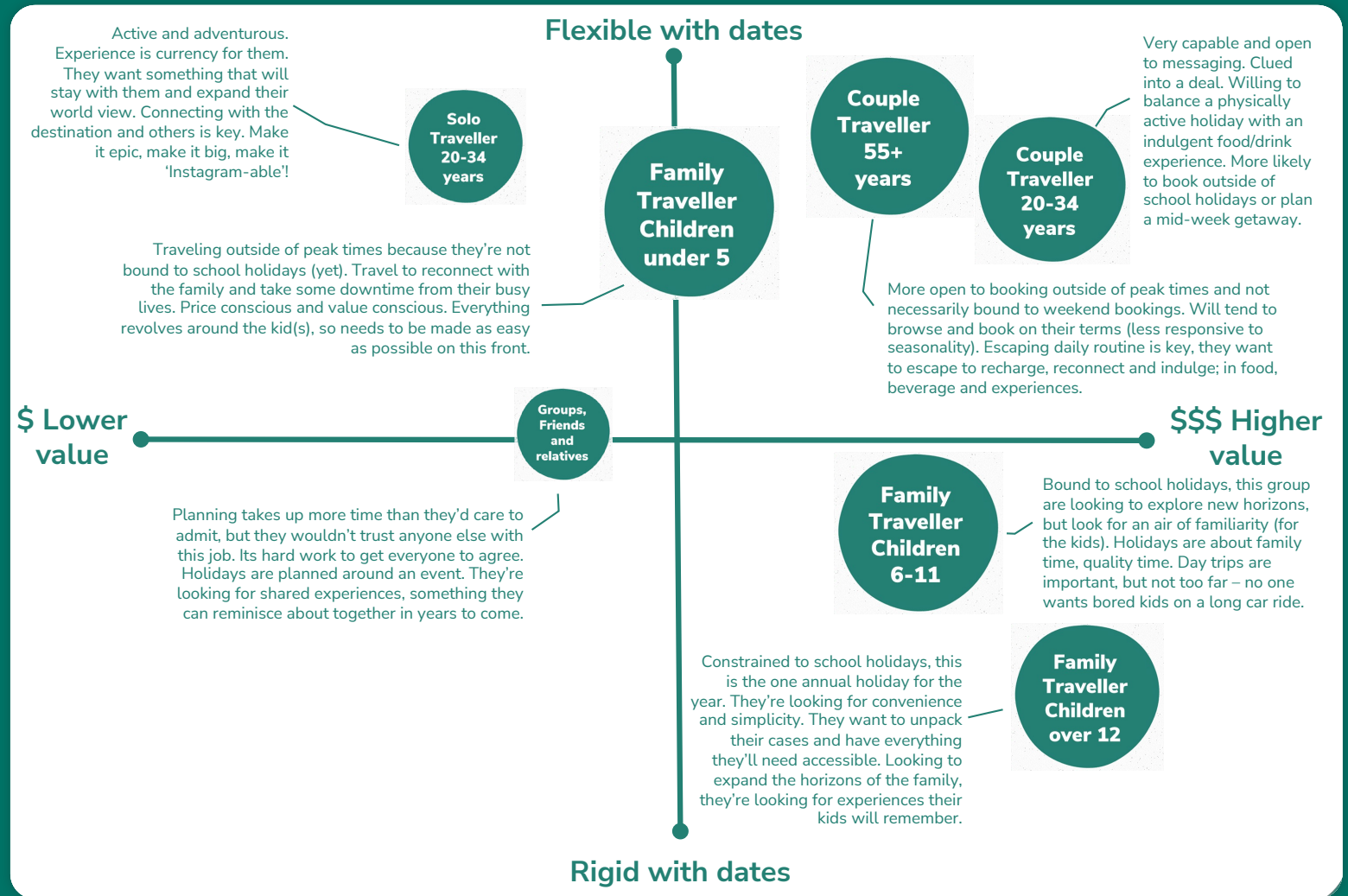
Segment Opportunity

Top left hand quadrant is where significant offpeak growth opportunity lies – flexibility crucial, plus high value potential.

Value of each segment determined by relative average spend per trip
(source: TRA 2023)

Date flexibility determined by lifestyle, work and family situation.

Size of bubble reflective of intention to travel domestically in next 3-6 months
(source: Roy Morgan 2023).



Couple Traveller 55+

Helix Personas of interest: 101 Bluechips, 102 Smart Money, 404 Lifestyle seekers

COLLEEN & JIM

Bio: Colleen and Jim like long walks on the beach (without the crowds and kids!) They are in no rush to get home, and are already dreaming of their next holiday. Will travel for a gourmet pie, but not too far, because they need to be home in time to watch Better Homes & Gardens. Slow travel is important for them, as is getting good bang for their buck. They like to immerse themselves in the local culture, and will always drop in to see the kids along the way.



Overview

- Age: 55+
- Visiting from: Regional QLD, NSW & VIC
- Couple Traveller

Lead Triggers

- Time of year
- Ease of travel
- Value for money
- VFR
- Cultural experiences

Opportunities

- Longer stays
- Prepared to go off the beaten track
- Plan a holiday while on holiday
- Travel outside school holidays or midweek

How to communicate

- No-nonsense
- Socially conscious but conservative
- Hard working
- Traditional values

Barriers to travel

- Pressure to decide
- Complexity of offer
- Loud or noisy presentations

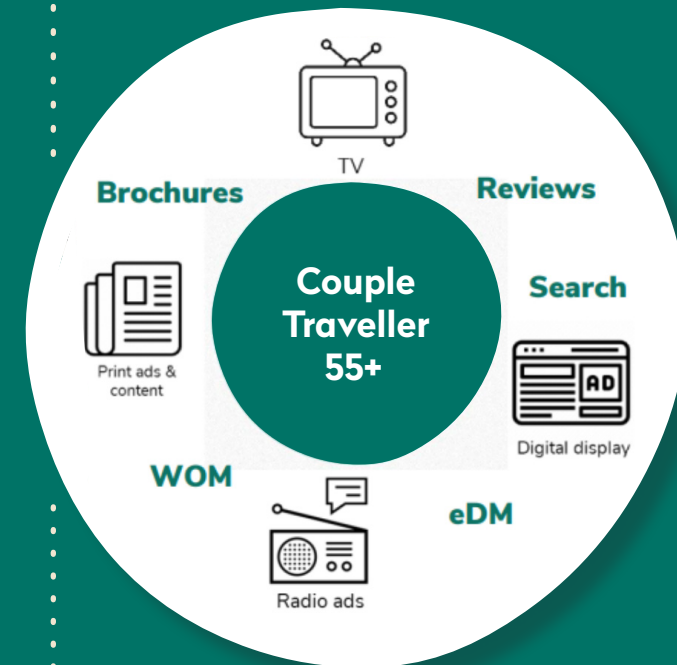
SEGMENT SIZE: 7.5M
PRIORITY #1

#healthandwellness #foodie #recharge
#conservation #softadventure

Media Preference

Online	● ● ● ●
Regional Newspapers	● ● ● ●
ABC (shows & news)	● ● ● ●
Commerical TV (Better Homes & Gardens)	● ● ● ●

Media Mix



Couple Traveller 20-34

Helix Personas of interest: 109 Humanitarians , 407 House proud

SARAH AND JACK

Bio: Work hard play harder! Chasing that dream! Click the follow button to be a part of our journey 🏔️🌅🍷.

Sarah works in Marketing and has a travel inspiration instagram and blog. Jack works in Finance, he's a really good Instagram boyfriend.



Overview

- Age: 20-34
- Visiting from : Syd, Melb & Bris
- Couple Traveller

Lead Triggers

- Outdoor activities
- Once in a lifetime
- Cultural experiences
- Photo opps
- Special offers / value

Opportunities

- Inspiration content mixed with personal recommendations to expand their horizons
- Clued into a deal
- Balance a physically active holiday with indulgent food/drink
- Travel outside school holidays or midweek

How to communicate

- Optimistic
- Values socially responsible brands
- Follows trends
- Big aspirations

Barriers to travel

- Unjustified high prices
- Lack of sustainability
- School holidays and bad service

SEGMENT SIZE: 2.5M
PRIORITY #2

#travel #sports # culture
#sustainability #foodie

Media Preference

Online Magazines (i.e. Gourmet Traveller)	● ● ● ●
National Papers	● ● ● ●
ABC	● ● ● ●

Media Mix



Families with kids under 5

Helix Personas of interest: 402 Working Hard, 105 Visible Success

THE JANSENS

Bio: We're busy juggling family and working life, with need for a no-brainer holiday to relax, embark on an adventure and make memories with our kids. Did someone say early-bird savings? Because we plan ahead. We travel with a car-seat, cot, and pram. We consider mid-day naps for kids.



Overview

- Age: 35-45
- Visiting from: Sydney, Melbourne & Brisbane
- Families with kids under 5

Lead Triggers

- Kids facilities
- Distance to travel
- Reviews
- Seeing destinations

Opportunities

- Easy access holidays
- Travel outside school holidays or midweek
- Open to recommendations
- Attractions and POI's a focus to keep kids engage

How to communicate

- I care about the world
- Young but tend to be conservative
- Hard working
- Traditional values

Barriers to travel

- High levels of risk
- Luxury or unessential expenditure
- Uncertainty
- Busy life (work, home, family, friends)

SEGMENT SIZE: 2.3M
PRIORITY #3

#beach #adventure
#kidscomefirst
#healthandfitness

Media Preference

Online (heavy usage) ● ● ● ●
Woolies & Coles ● ● ● ●
Magazines ● ● ● ●

Commercial TV (7) ● ● ● ●

Youtube ● ● ● ●

Media Mix



Families with kids aged 5-12

Helix Personas of interest: 502 Tech Life, 604 Budget Living, 203 Culture Leaders

THE WILSONS

Bio: Spending time together as a family is important to us but there really isn't a lot of it to spare! We like to mix new experiences with ones we know guarantee a good time and getting outdoors is a must. Got family holiday tips? Let us know!



Overview

- Age: 36-45
- Visiting from: Brisbane, Regional Qld and Sydney
- Families with kids aged 5-12

Lead Triggers

- Family facilities
- Review from similar travellers
- Seeing destination
- Transportation options
- Outdoor activities

Opportunities

- Balance new experiences with familiar ones
- Day-trips for families with kids
- Past experience and trusted sources are the best place to find out new info
- TV, Search, Facebook are all key
- Family experiences that get everyone together
- Time poor audience means a good experience is key

How to communicate

- I think things through carefully
- I demand attention to detail
- I embrace technology

Barriers to travel

- High levels of risk
- Pressure to make quick decisions
- Complicated offers
- Needs assurance places will be 'kid friendly'

SEGMENT SIZE: 2.8M
PRIORITY #4

#beachholidays
#localisbest #foodie
#conservation #artsandculture
#fishing #swimming

Media Preference

Pay TV	● ● ● ●
Radio	● ● ● ●
Cinema	● ● ● ●

Media Mix



Families with kids 13+

Helix Personas of interest: 403 Rustic Heartland, 507 Active Social, 203 Culture Leaders

THE SMITH-TAYLORS

Bio: Life is busy and we love to get away but stop, drop and flop is our style of holiday. Give us some kid-free time, a pool to swim in (even better if its solar heated) and you will have us in the palm of your hand.



Overview

- Age: 45-55
- Visiting from: Regional QLD and Sydney
- Families with kids aged 13+

Lead Triggers

- Family facilities
- Special offers / value
- Ease of travel
- Relaxing experience
- VFR

Opportunities

- Easy access holidays
- Travel outside school holidays or midweek
- Open to recommendations

How to communicate

- Just be straight – no bells and whistles
- Flaunt your social responsibility credentials...
- Experience is my currency...

Barriers to travel

- Risk and uncertainty
- Too much online research
- Confusing choices

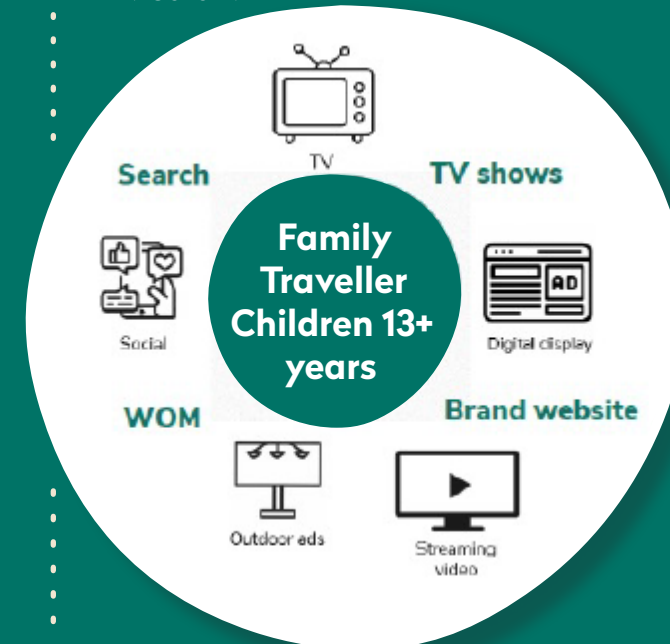
SEGMENT SIZE: 3.2M
PRIORITY #5

#greenthumb #fashion
#running #cycling
#themeparks #foodie

Media Preference

Weekend Newspapers	● ● ● ●
Online	● ● ● ●
Commercial TV and National Newspapers	● ● ● ●
Youtube	● ● ● ●

Media Mix

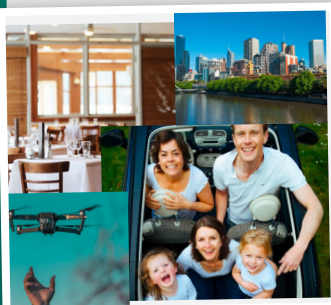


Helix Persona's of Interest

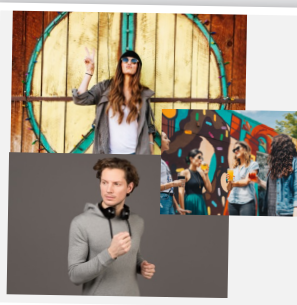
Based on the RM analysis the primary Persona's of interest for VSC are below. These are the Persona's with the strongest indication of finding off-peak growth within, and that have a predisposition to travelling to the Sunshine Coast.



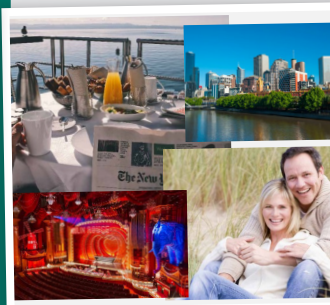
101: Highly educated and cultured, **Bluechips** enjoy the kind of privileged lifestyle envied by the average Australian. Boasting the highest income and high proportion of home ownership in the Leading Lifestyles Community, Bluechips are big spenders and live mostly in Sydney in separate houses.



105: People who belong to the **Visible Success** Persona are focused on achievement and are very family orientated. You'll find many young parents and mid-life families among them. Most live in metro areas of Australia, clustered most significantly in Melbourne, Brisbane and Perth. 1



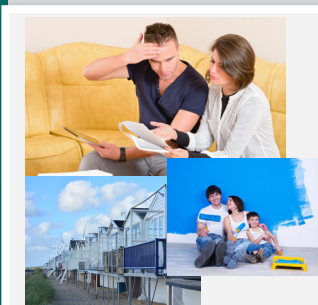
09: **Humanitarians** are high income, young and upcoming professionals with a firm left leaning. Highly educated and cultured, they embrace the best of city living but do so with a solid social conscience.



102: High income, highly educated and cultured and success focused, consumers in the **Smart Money** Persona enjoy sophisticated inner city living to the max. You'll find many midlife and older households among them, living in Melbourne and Sydney, along with a smaller cluster in Perth.



304: Lifestyle Seekers Persona are well educated and more progressive and socially aware than most of their Aspirational community counterparts. They also skew older – 4 in 10 are 50+. You'll find Lifestyle Seekers clustered most significantly in Melbourne and Brisbane, along with a significant proportion in outer urban areas in QLD.



407: As the name suggests, people belonging to the **House Proud** Persona are focused on home and are perennial home improvers. You'll find a mix of ages and household types among them, living in metro and country areas of New South Wales and Queensland.

A scenic view of a forest stream with a couple walking away on a path. The scene is framed by tall trees with lush green foliage. The water in the stream is clear and reflects the surrounding greenery. The couple, a man in an orange shirt and a woman with a backpack, are walking on a dirt path towards the water. The overall atmosphere is peaceful and natural.

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