

# PREMIUM NATURE INTERSTATE TARGET MARKET

“EXHILARATED...AWESTRUCK. VERY CONNECTED TO NATURE. ISOLATED FROM CIVILIZATION IN A GOOD WAY.”

♀ WYLIE BAY, ESPERANCE

## ABOUT THIS PROFILE

Tourism WA's Domestic Segmentation study (2023) identified three types of trips that are priorities for interstate travel to Western Australia:

- Premium Nature;
- Luxe Culture; and
- City Social.

This page profiles Tourism WA's interstate target market for Premium Nature trips. It describes the type of Australians who are most likely to take Premium Nature trips when travelling interstate.

**Queries can be directed to:**  
research@westernaustralia.com

## HELIX PERSONAS

The Helix Personas who are most likely to take a Premium Nature trip when travelling interstate in Australia:

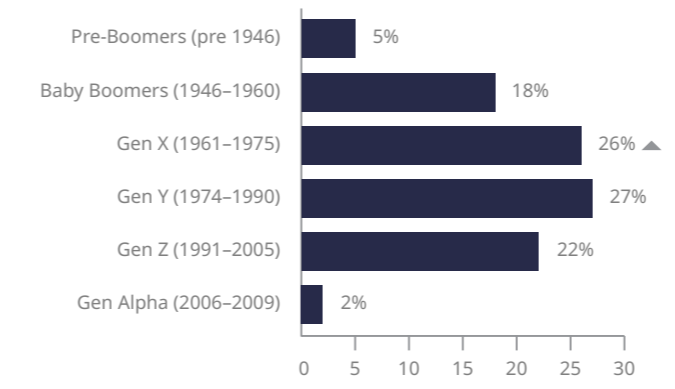
- 101 BLUECHIP
- 107 DOMESTIC BLISS
- 109 HUMANITARIANS
- 202 HEALTHY, WEALTHY & WISE
- 204 HIGH LIFE
- 305 TREND HUNTERS

The profile on this page is based on these Helix Personas grouped together. Some larger organisations and media partners have appended Helix Personas to their databases and can target specific Helix Personas directly. If this is not an option, the demographic, geographic, psychographic and media consumption information on this page can be used as an alternative method of targeting.

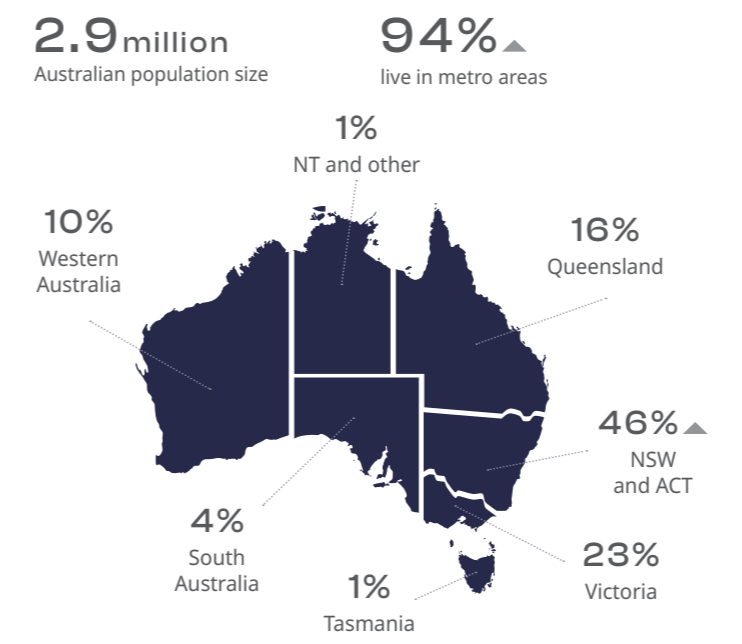
Source: Tourism WA, 2023. Analysis of Roy Morgan Helix Personas Audience Profiles.

▲ OVER-INDEX (>10% MORE LIKELY) COMPARED TO GENERAL POPULATION

## DEMOGRAPHICS & GEOGRAPHICS



Those Australians most likely to take Premium Nature over-index for Gen X, skewing towards mid-life families and households. Almost all live in metro areas, and almost half live in NSW (including ACT). They are most likely to be working as managers or professionals and are high income earners, in the top socio-economic groups.



## PSYCHOGRAPHICS

- Those Australians most likely to take Premium Nature interstate trips are big spenders - happy to pay for premium, quality, and luxury experiences and products.
- They are well travelled and enjoy learning about different cultures, including Aboriginal culture.
- They care about the environment.

- They are passionate about health and fitness, play sports, and like to stay active while travelling.
- They consider themselves to be a bit of an intellectual.
- They are early adopters of new technology.
- They enjoy entertaining friends, going out to eat/drink, and attending gigs, theatre or shows.

## MEDIA CONSUMPTION

Those Australians most likely to take a Premium Nature interstate trip consume a range of media, predominantly online. Compared to the general population, they are more likely to:

- See outdoor advertising
- Read a newspaper or magazine online
- Watch / read ABC and SBS
- Use Booking.com and Airbnb
- Use LinkedIn
- Read the business section of the newspaper
- Go to the cinema

MEDIA	USAGE*		
	LIGHT	MEDIUM	HEAVY
FREE-TO-AIR TV	●		
SUBSCRIPTION TV		●	
RADIO			●
NEWSPAPERS			●
MAGAZINES		●	
CINEMA			●
DIRECT MAIL		●	
SOCIAL MEDIA		●	
INTERNET			●

\*In comparison to general population.



# LUXE CULTURE

## INTERSTATE TARGET MARKET

“YOU'RE DOING WINE AND FOOD TOURS, HAVING EVERYTHING BROUGHT TO YOU. IT'S A VERY RELAXING EXPERIENCE, IT FEELS LIKE YOU'RE IN LUXURY TO HAVE ALL THESE THINGS AROUND YOU”

### ABOUT THIS PROFILE

Tourism WA's Domestic Segmentation study (2023) identified three types of trips that are priorities for interstate travel to Western Australia:

- Premium Nature;
- Luxe Culture; and
- City Social.

This page profiles Tourism WA's interstate target market for Luxe Culture trips. It describes the type of Australians who are most likely to take Luxe Culture trips when travelling interstate.

Queries can be directed to:  
research@westernaustralia.com

### HELIX PERSONAS

The Helix Personas who are most likely to take a Luxe Culture trip when travelling interstate in Australia:

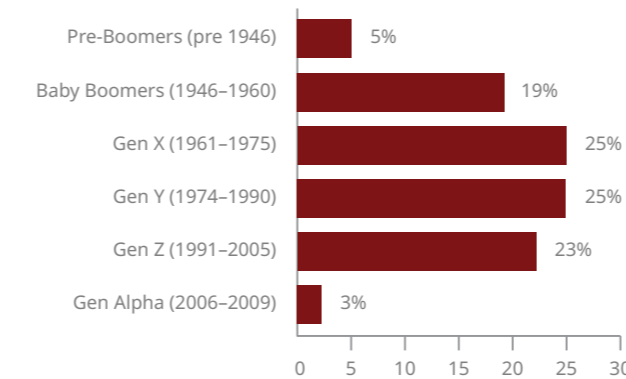
- |                           |                           |
|---------------------------|---------------------------|
| 101 BLUECHIP              | 209 SOCIABLE TRENDSETTERS |
| 102 SMART MONEY           | 307 EXPERIENCE SEEKERS    |
| 104 HAVING IT ALL         | 403 RUSTIC HEARTLAND      |
| 106 SELF-MADE LIFESTYLERS | 501 MAKING ENDS MEET      |
| 107 DOMESTIC BLISS        | 503 FUN FIRST             |
| 109 HUMANITARIANS         | 506 MAKING THE RENT       |
| 205 LIBERTARIANS          | 507 ACTIVE SOCIAL         |

The profile on this page is based on these Helix Personas grouped together. Some larger organisations and media partners have appended Helix Personas to their databases and can target specific Helix Personas directly. If this is not an option, the demographic, geographic, psychographic and media consumption information on this page can be used as an alternative method of targeting.

Source: Tourism WA, 2023. Analysis of Roy Morgan Helix Personas Audience Profiles.

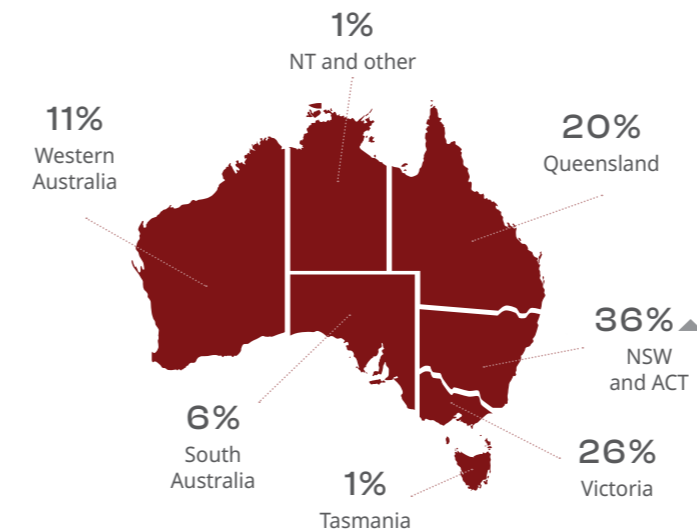
▲ OVER-INDEX (>10% MORE LIKELY) COMPARED TO GENERAL POPULATION

### DEMOGRAPHICS & GEOGRAPHICS



Those Australians most likely to take Luxe Culture interstate trips cover a spread of ages, but over-index for Gen X. They are more likely to live in metro areas. They are most likely to be employed, high individual income earners and over-index in the top socio-economic status groups. They are more likely to not have any children in the household.

5.2 million Australian population size  
85% live in metro areas



### PSYCHOGRAPHICS

- Those Australians most likely to take Luxe Culture interstate trips are educated and enjoy learning new things.
- They are big spenders, though value being financially stable.
- They like to entertain and have a glass of wine with dinner.
- They are early adopters of new technology and active participants in the sharing economy, using apps like Airbnb and Uber.
- They are often out and about, at a café/ restaurant, shopping, or enjoying the theatre / galleries / museums.
- They are health conscious, like to be active, and enjoy a range of sports – both as a participant and a spectator.

### MEDIA CONSUMPTION

Those Australians most likely to take a Luxe Culture interstate trip consume a range of media. Compared to the general population, they are more likely to:

- Watch / read ABC
- Use LinkedIn
- Read the business section of the newspaper
- Read The Guardian and The Australian
- Use travel apps (Stayz, Airbnb)
- See outdoor advertising
- Go to the cinema

MEDIA	USAGE*		
	LIGHT	MEDIUM	HEAVY
FREE-TO-AIR TV	●		
SUBSCRIPTION TV		●	
RADIO		●	
NEWSPAPERS			●
MAGAZINES		●	
CINEMA			●
DIRECT MAIL		●	
SOCIAL MEDIA		●	
INTERNET			●

\*In comparison to general population.



# CITY SOCIAL

## INTERSTATE TARGET MARKET

“HAVE FUN WITH FRIENDS, LOOK FOR ALL THE INSTAGRAMMABLE SPOTS, CHECK OUT THE BARS AND CLUBS”

### ABOUT THIS PROFILE

Tourism WA's Domestic Segmentation study (2023) identified three types of trips that are priorities for interstate travel to Western Australia:

- Premium Nature;
- Luxe Culture; and
- City Social.

This page profiles Tourism WA's interstate target market for City Social trips. It describes the type of Australians who are most likely to take City Social trips when travelling interstate.

Queries can be directed to:  
research@westernaustralia.com

### HELIX PERSONAS

The Helix Personas who are most likely to take a City Social trip when travelling interstate in Australia:

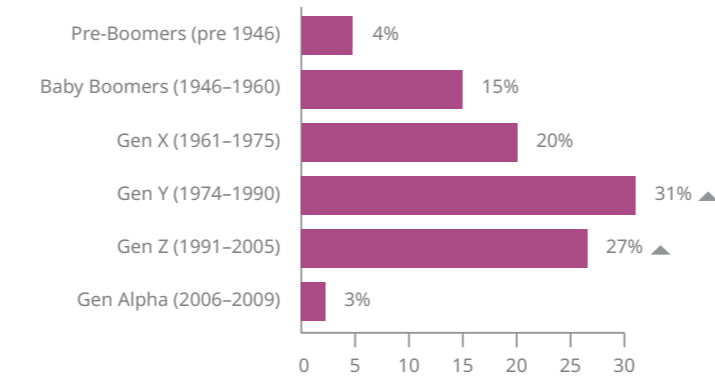
- |                             |                           |
|-----------------------------|---------------------------|
| 105 VISIBLE SUCCESS         | 206 FIT AND FAB           |
| 111 SUCCESS MATTERS         | 207 SEASONED LIFESTYLERS  |
| 112 SAVVY SELF-STARTERS     | 208 FUTURE FOCUS          |
| 113 CULTURED EPICUREANS     | 209 SOCIABLE TRENDSETTERS |
| 201 YOUNG & PLATINUM        | 305 TREND HUNTERS         |
| 202 HEALTHY, WEALTHY & WISE | 402 WORKING HARD          |
| 203 CULTURE LEADERS         | 502 TECH LIFE             |
| 204 HIGH LIFE               |                           |

The profile on this page is based on these Helix Personas grouped together. Some larger organisations and media partners have appended Helix Personas to their databases and can target specific Helix Personas directly. If this is not an option, the demographic, geographic, psychographic and media consumption information on this page can be used as an alternative method of targeting.

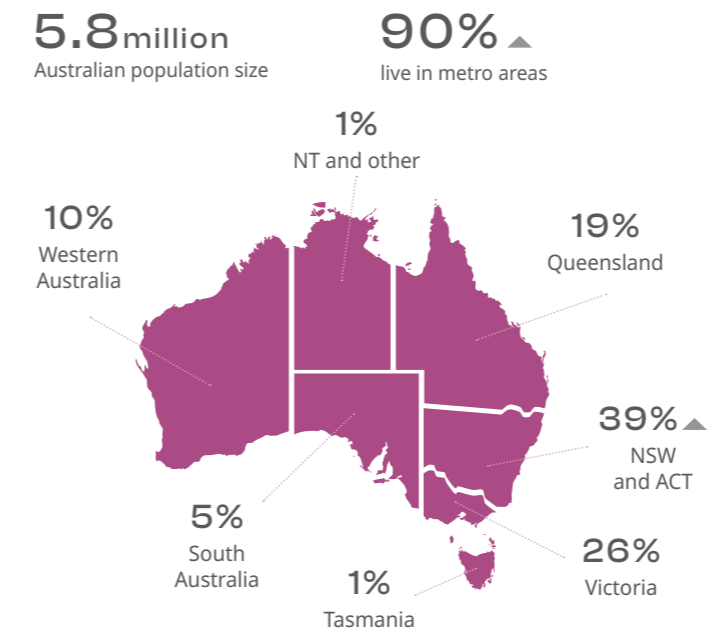
Source: Tourism WA, 2023. Analysis of Roy Morgan Helix Personas Audience Profiles.

▲ OVER-INDEX (>10% MORE LIKELY) COMPARED TO GENERAL POPULATION

### DEMOGRAPHICS & GEOGRAPHICS



Those Australians most likely to take City Social interstate trips skew towards younger age groups, and over-index for Gen Y and Gen Z. They are more likely to live in metro areas and over-index in NSW. They are more likely to have been born in a country other than Australia (41%). They are most likely to be working and are mid-high income earners.



### PSYCHOGRAPHICS

- Those Australians most likely to take City Social interstate trips are very social and enjoy being with a crowd of people.
- They enjoy drinking alcohol, particularly premium beers and wines, and like to try new drinks.
- They are active and more likely to go to the gym, do yoga/Pilates, or play team sports.
- They enjoy going to cafes/restaurants and pubs/bars/clubs.
- They are event goers and more likely than the general population to attend sports events or music festivals.
- They are early adopters of technology, like to keep up with trends, and enjoying trying new things.
- They are career driven and value success.

### MEDIA CONSUMPTION

Those Australians most likely to take a City Social interstate trip are heavy users of the internet. Compared to the general population, they are more likely to:

- Use apps
- Consume news online
- See outdoor advertising
- Use LinkedIn
- Use travel apps (Stayz, Airbnb)
- Go to the cinema

MEDIA	USAGE*		
	LIGHT	MEDIUM	HEAVY
FREE-TO-AIR TV	●		
SUBSCRIPTION TV		●	
RADIO	●		
NEWSPAPERS		●	
MAGAZINES	●		
CINEMA			●
DIRECT MAIL	●		
SOCIAL MEDIA			●
INTERNET			●

\*In comparison to general population.

# RELAX & RECHARGE

## INTRASTATE TARGET MARKET

“ YOU WANT TO RELAX AND UNWIND, SPEND SOME QUALITY TIME TOGETHER, YOU DON'T WANT TO BE RUSHING AROUND WITH TOO MUCH TO DO.”

♀ MONKEY MIA, SHARK BAY WORLD HERITAGE AREA | GUTHARRAGUDA

### ABOUT THIS PROFILE

Tourism WA's Domestic Segmentation study (2023) identified that when travelling within their own state, West Australians are most commonly taking one of three types of trips:

- Relax and Recharge;
- Simple Nature; and
- Family Time.

This page profiles the types of Australians who are most likely to take Relax and Recharge trips when travelling intrastate.

**Queries can be directed to:**  
research@westernaustralia.com

### HELIX PERSONAS

The Helix Personas who are most likely to take a Relax and Recharge trip when travelling intrastate:

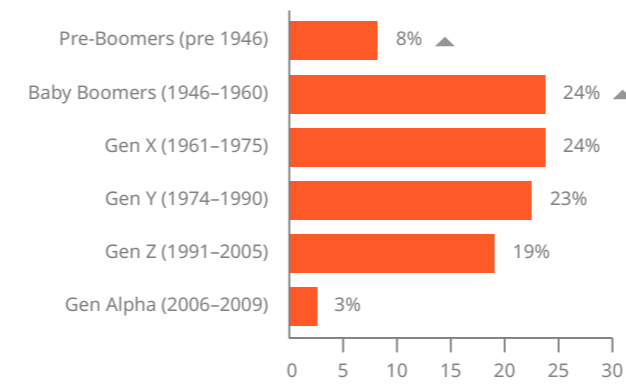


The profile on this page is based on these Helix Personas grouped together. Some larger organisations and media partners have appended Helix Personas to their databases and can target specific Helix Personas directly. If this is not an option, the demographic, geographic, psychographic and media consumption information on this page can be used as an alternative method of targeting.

Source: Tourism WA, 2023. Analysis of Roy Morgan Helix Personas Audience Profiles.

▲ OVER-INDEX (>10% MORE LIKELY) COMPARED TO GENERAL POPULATION

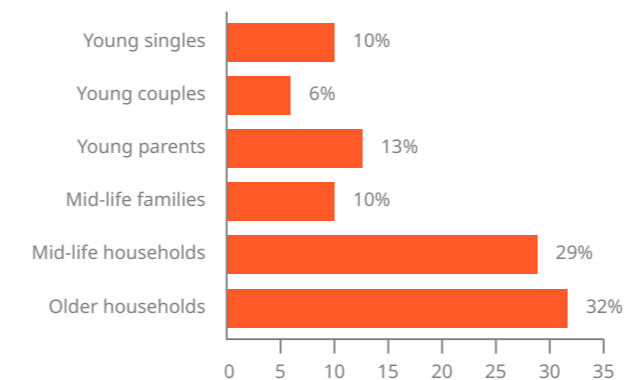
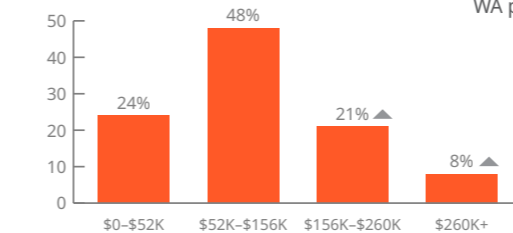
### DEMOGRAPHICS & GEOGRAPHICS



Generational ages as at 2023

Those most likely to take Relax and Recharge intrastate trips over-index for Baby Boomers, skewing towards mid-life and older households. The majority feel financial stable and categorise themselves as medium to big spenders.

**HOUSEHOLD INCOME** **624,000**  
WA population size



### PSYCHOGRAPHICS

- Those Australians most likely to take Relax and Recharge intrastate trips have traditional values.
- They enjoy the simple joys in life; a home cooked meal, fresh flowers, reading a book and working in the garden.
- They like to support local and buy Australian.

- They are less likely to buy take away, but enjoy going out to cafes and restaurants.
- While they like watching sports on TV or attending a sports event, they are less likely to participate in sports themselves.
- They are most likely to own their home outright or have a mortgage.

### MEDIA CONSUMPTION

Those Australians most likely to take a Relax and Recharge are heavy consumers of media compared to the general population They are more likely to:

- Consume traditional media
- Watch commercial TV (most commonly Channel 7, 9 and ABC)
- Read direct mail
- Have Pay TV
- Read the West Australian

MEDIA	USAGE*		
	LIGHT	MEDIUM	HEAVY
FREE-TO-AIR TV		●	
SUBSCRIPTION TV	●		
RADIO		●	
NEWSPAPERS			●
MAGAZINES			●
CINEMA		●	
DIRECT MAIL			●
SOCIAL MEDIA	●		
INTERNET		●	

\*In comparison to general population.



# SIMPLE NATURE

## INTRASTATE TARGET MARKET

“CAMPING IN SWAGS & TENTS... CAMPFIRES, GOING ON BUSH WALKS, HANGING OUT WITH FRIENDS. BEING IMMERSSED IN NATURE.”

♀ BORANUP FOREST, MARGARET RIVER REGION

### ABOUT THIS PROFILE

Tourism WA's Domestic Segmentation study (2023) identified that when travelling within their own state, West Australians are most commonly taking one of three types of trips:

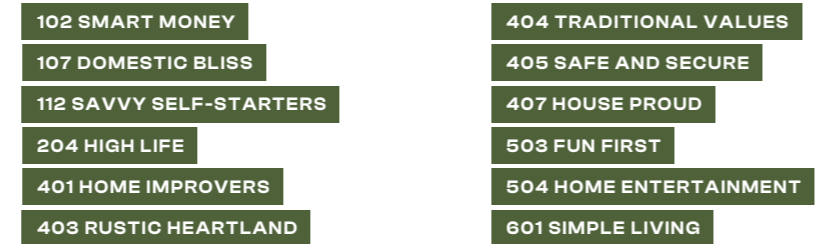
- Relax and Recharge;
- Simple Nature; and
- Family Time.

This page profiles the types of Australians who are most likely to take Simple Nature trips when travelling intrastate.

**Queries can be directed to:**  
research@westernaustralia.com

### HELIX PERSONAS

The Helix Personas who are most likely to take a Simple Nature trip when travelling intrastate:

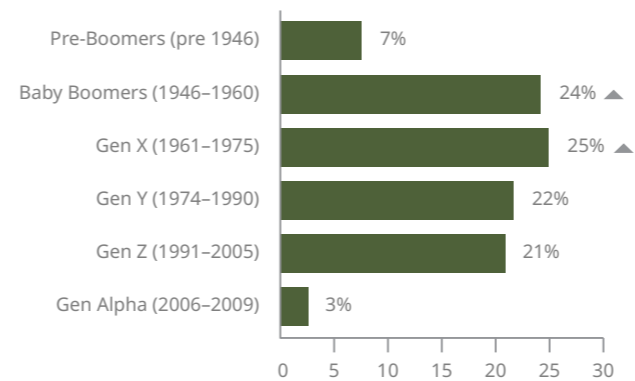


The profile on this page is based on these Helix Personas grouped together. Some larger organisations and media partners have appended Helix Personas to their databases and can target specific Helix Personas directly. If this is not an option, the demographic, geographic, psychographic and media consumption information on this page can be used as an alternative method of targeting.

Source: Tourism WA, 2023. Analysis of Roy Morgan Helix Personas Audience Profiles.

▲ OVER-INDEX (>10% MORE LIKELY) COMPARED TO GENERAL POPULATION

### DEMOGRAPHICS & GEOGRAPHICS

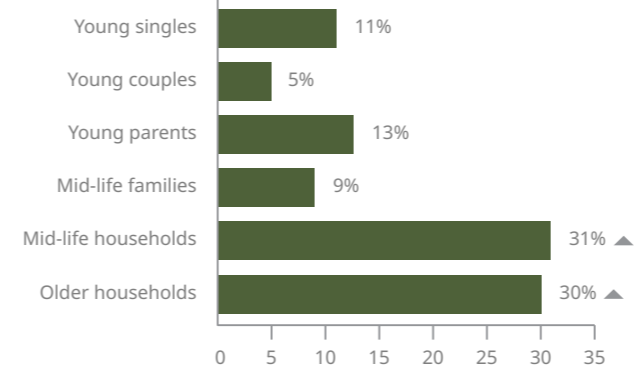
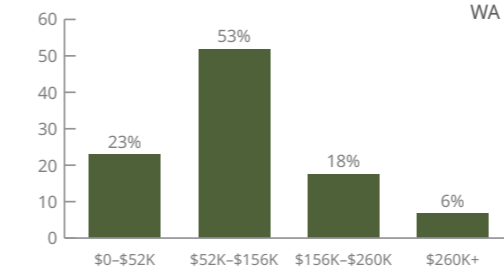


Generational ages as at 2023

Those most likely to take Simple Nature intrastate trips cover a spread of ages, but over-index for Gen X and Baby Boomers. They are more likely to live in Regional WA (~30%, compared to just 20% of the general WA population).

### HOUSEHOLD INCOME

873,000  
WA population size



### PSYCHOGRAPHICS

Those Australians most likely to take Simple Nature intrastate trips are mostly mid-range socio-economic status.

They aren't bothered with latest fashion, trends or technology—it's just not important to them.

They try to avoid crowds and big cities.

They are handy and practical, making choices based on functionality rather than status or looks.

They often cook at home but also like to go to the pub.

They prefer nature-based leisure activities like going to the beach or for a bushwalk or cultural or man-made attractions / experiences like museums, art galleries etc.

### MEDIA CONSUMPTION

Those Australians most likely to take a Simple Nature intrastate trip consume a range of media. Compared to the general population, they are more likely to:

- Watch TV for both news and entertainment
- Read motoring club magazines
- Have Pay TV
- Listen to ABC radio and watch ABC news
- Watch home / lifestyle / travel TV shows

MEDIA	USAGE*		
	LIGHT	MEDIUM	HEAVY
FREE-TO-AIR TV		●	
SUBSCRIPTION TV		●	
RADIO		●	
NEWSPAPERS			●
MAGAZINES			●
CINEMA		●	
DIRECT MAIL			●
SOCIAL MEDIA	●		
INTERNET		●	

\*In comparison to general population.



# FAMILY TIME

## INTRASTATE TARGET MARKET

“ WE GO AWAY WITH MY PARENTS EVERY YEAR. SPEND TIME RELAXING WITH EVERYBODY ON THE BEACH, WALKING WITH THE KIDS AROUND THE ROCK POOLS, PLAYING IN THE WAVES. MAKES YOU FEEL WARM AND HAPPY.”

♀ TWILIGHT BAY, ESPERANCE

### ABOUT THIS PROFILE

Tourism WA's Domestic Segmentation study (2023) identified that when travelling within their own state, West Australians are most commonly taking one of three types of trips:

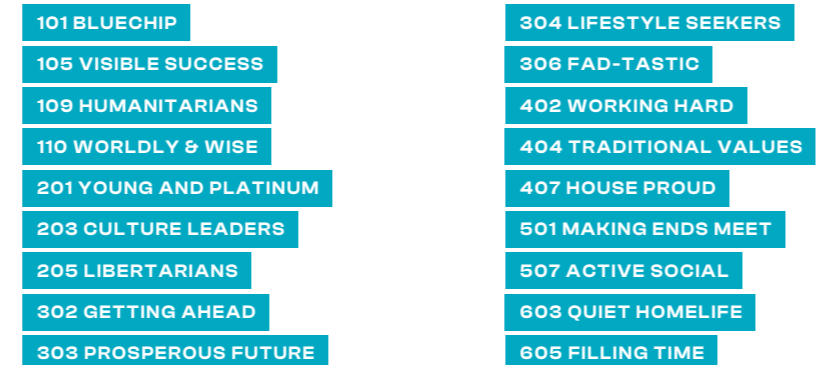
- Relax and Recharge;
- Simple Nature; and
- Family Time.

This page profiles the types of Australians who are most likely to take Family Time trips when travelling intrastate.

**Queries can be directed to:**  
research@westernaustralia.com

### HELIX PERSONAS

The Helix Personas who are most likely to take a Family Time trip when travelling intrastate:

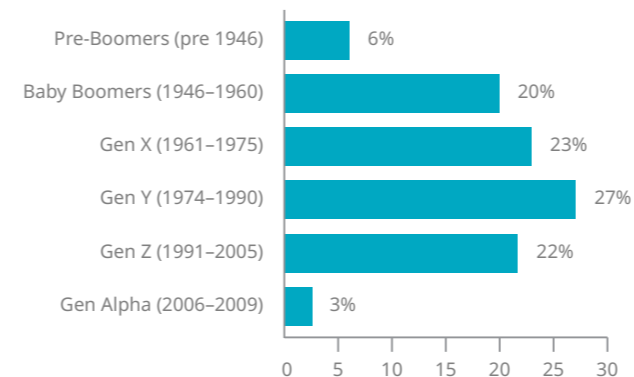


The profile on this page is based on these Helix Personas grouped together. Some larger organisations and media partners have appended Helix Personas to their databases and can target specific Helix Personas directly. If this is not an option, the demographic, geographic, psychographic and media consumption information on this page can be used as an alternative method of targeting.

Source: Tourism WA, 2023. Analysis of Roy Morgan Helix Personas Audience Profiles.

▲ OVER-INDEX (>10% MORE LIKELY) COMPARED TO GENERAL POPULATION

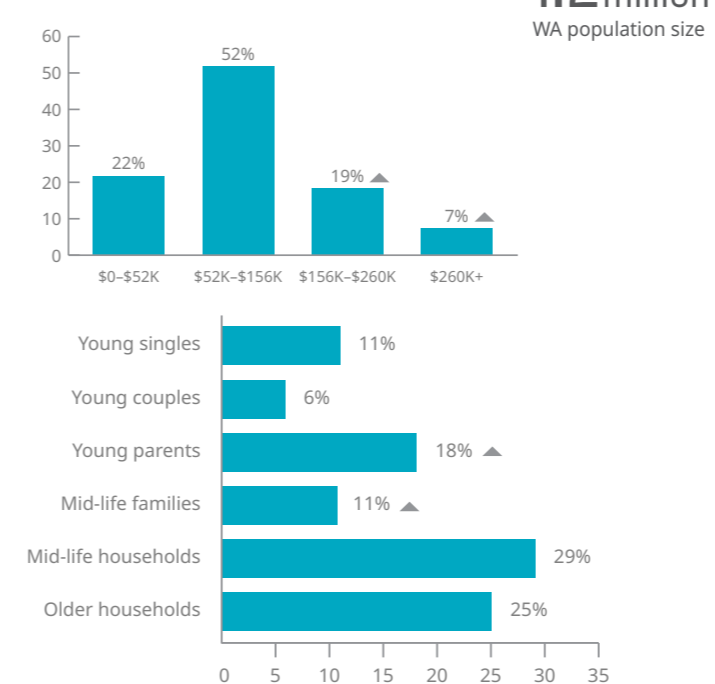
### DEMOGRAPHICS & GEOGRAPHICS



Generational ages as at 2023

Those most likely to take Family Time intrastate trips cover a spread of ages, but over-index for Gen X and Gen Y. They more likely to be married with children, to live in a house, and to have a mortgage. They over-index for being born in NZ, UK or India, representing a flow-on opportunity for international VFR.

### HOUSEHOLD INCOME



### PSYCHOGRAPHICS

- Those Australians most likely to take Family Time intrastate trips are most likely to be working and earn a mid to high income.
- They are shoppers and consider themselves medium to big spenders.
- Value for money is important to this group; they are more likely to be impacted by interest rates.
- They enjoy going out to cafes, restaurants and the pub.

- They are more likely to go to the zoo and/or theme parks.
- With a busy life, they value the convenience of services like food delivery and click and collect.
- They skew towards high usage of technology.

### MEDIA CONSUMPTION

Those Australians most likely to take a Family Time intrastate trip have a fairly generic media profile, as they cover a wide demographic.

- They watch less than 2 hours of commercial TV per day.
- Around 70% watch SVOD at least weekly, most around 3-14 hours.
- They listen to the radio in the car, over-indexing for Hit Network, Nova, and Triple M.
- They use Facebook (90%) and Instagram (70%) most commonly.

MEDIA	USAGE*		
	LIGHT	MEDIUM	HEAVY
FREE-TO-AIR TV		●	
SUBSCRIPTION TV			●
RADIO			●
NEWSPAPERS	●		
MAGAZINES		●	
CINEMA		●	
DIRECT MAIL		●	
SOCIAL MEDIA		●	
INTERNET		●	

\*In comparison to general population.