

FAMILY TIME



“ 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

A FAMILY TIME TRIP IS...

A family holiday on the coast returning to favourite destinations, and relaxing by the beach.

	INTERSTATE IN AUS	INTRASTATE IN WA
AVG. SPEND PP, PER NIGHT	\$203	\$170
% TRIPS OF 3+ NIGHTS	57% ▾	59% ▲
% OF TRIPS TO/IN WA	4%	NA

DESTINATION CHOICE

- Beaches where I could relax ▲
- Beaches where I could play and surf ▲
- Pristine coastlines and beaches ▲
- Activities I can do with the kids ▲
- A family friendly place ▲

INTERSTATE BARRIERS TO VISITING WESTERN AUSTRALIA

Familiar barriers of cost and distance, along with too many places to visit and being less kid friendly makes Western Australia less appealing to this trip taker.

REASON FOR TRIP

- To get away and relax ▲
 To spend time with friends
- To spend time with my partner or family ▲

Family Time holiday is all about fun in the sun with the kids. Often returning to favourite destinations, a Family Time trip is usually an annual summer holiday full of long, lazy days at the beach swimming, building sandcastles, wandering around rock pools and taking breathtaking coastal walks.

It also serves as a well-earned break from routine - plenty of sleep-ins with nothing more to worry about other than what to eat for lunch or where to go for dinner.

PLANNING & BOOKING

PLANNING ENABLERS

- Internet
- Friends and relatives ▲
- No information obtained
- Travel organization*

BOOKING METHOD

- Internet via phone (40%) ▲
- Internet via computer (24%)
- No part of trip was booked (22%)
- *includes travel agent, airline, travel centre

WHO TAKES A FAMILY TIME TRIP?

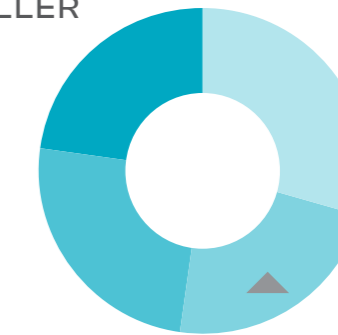
- Families with kids
- Seeking quality family time, relaxation and a break from routine
- Spend time swimming, watching dolphins and other beach-related activities
- Helix Communities: 100's Leading Lifestyles and 400's Hearth & Home

The Family Time trip taker is looking to rest and relax and spend some quality time with the kids — free from the distractions of everyday life and the unrelenting busyness of school and work routines.

You'll find a mix of intrastate travellers who prefer the convenience of jumping in the car and driving to their destination, along with the more intrepid Family Time traveller who has a larger budget and likes to venture further afield interstate to iconic and exotic beach locations, often in Queensland.

AGE OF TRAVELLER

- 18-34
- 35-49
- 50-64
- 65+

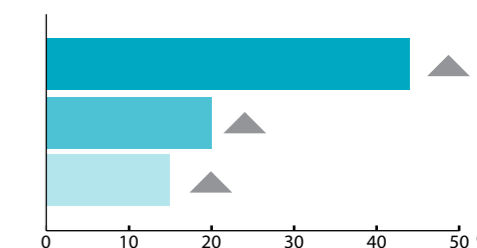


TOP ACTIVITIES

- Spending time on the beach ▲
- Dining out ▲
- Swimming or surfing ▲
- Shopping (intrastate only) ▲
- Rest and relaxation ▲

TOP ACCOMMODATION

- RENTED HOUSE
- LUXURY HOTEL/RESORT
- STANDARD HOTEL/MOTEL



DIFFERENCES BETWEEN SEGMENTS ARE INDICATED BY ARROWS (▲ SIGNIFICANTLY HIGHER, ▾ SIGNIFICANTLY LOWER)



♀ SCARBOROUGH BEACH, PERTH



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.”

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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:

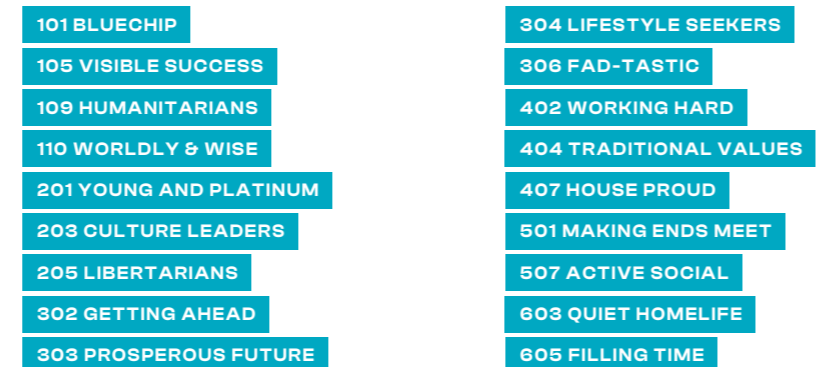
- Relax and Recharge;
- Simple Nature; and
- Family Time.

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:

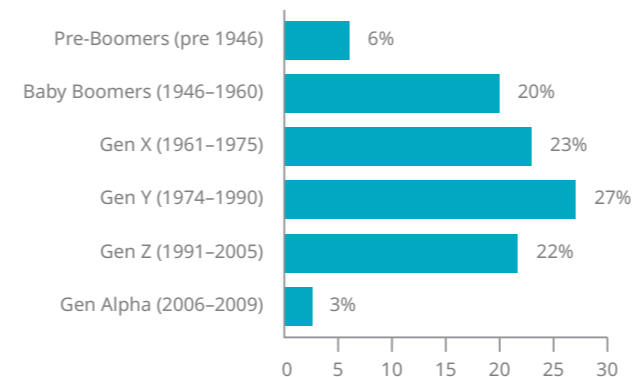


The profile on this page is based on these Helix Personas grouped together. Some larger organisations and media partners have appended Helix Personas to their databases and can target specific Helix Personas directly. If this is not an option, the demographic, geographic, psychographic and media consumption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

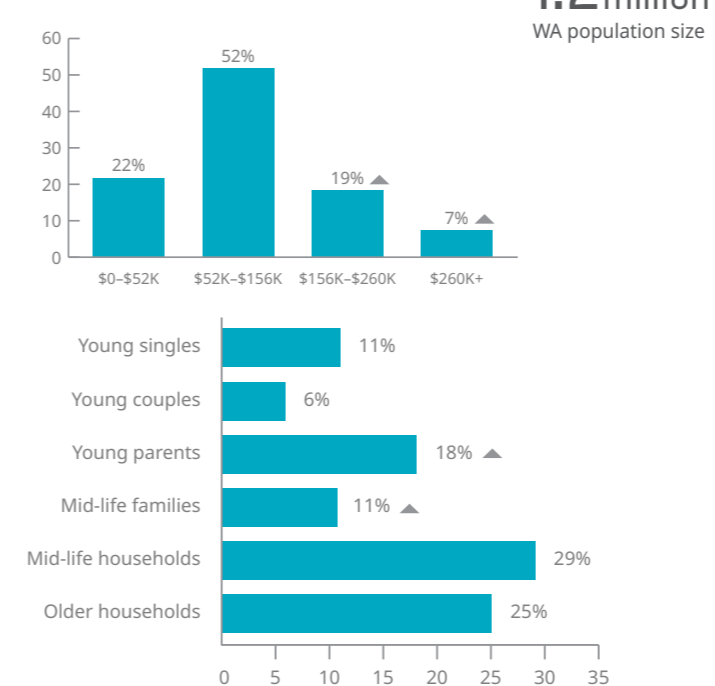
DEMOGRAPHICS & GEOGRAPHICS



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.