

RELAX & RECHARGE

A RELAX & RECHARGE TRIP IS...

A quick getaway in between longer holidays, focused on relaxing and spending quality time with partner.

	INTERSTATE IN AUS	INTERSTATE IN WA
AVG. SPEND PP, PER NIGHT	\$244	\$213
% TRIPS OF 3+ NIGHTS	76%	25% ▾
% OF TRIPS TO/IN WA	3%	NA

DESTINATION CHOICE

- Suited my budget ▲
- Easy to get to ▲
- Great value for money ▲
- Never been there before ▲
- I got a good package deal ▲

INTERSTATE BARRIERS TO VISITING WESTERN AUSTRALIA

As well as cost and distance, Relax & Recharge trip takers just don't know enough about what to see and do in Western Australia.

REASON FOR TRIP

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

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

A Relax & Recharge trip is usually a brief, low-activity getaway taken without much planning ahead, mainly as an opportunity to recharge in between longer, more considered holidays.

As a result, the actual destination is not so important - it's really about what's convenient to get to and the availability of good but not too pricey accommodation which might be chosen purely because of a great package deal spotted just days in advance.

PLANNING & BOOKING

PLANNING ENABLERS

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

BOOKING METHOD

- Internet via phone (42%) ▲
- No part of trip was booked (20%)
- Internet via computer (20%)

*includes travel agent, airline, travel centre

WHO TAKES A RELAX & RECHARGE TRIP?

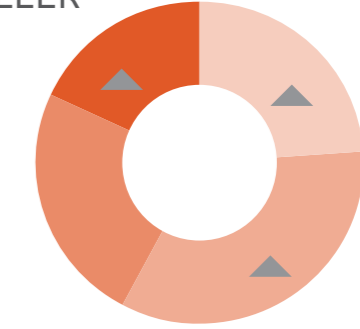
- Couples without children
- Choice of destination is not very important to them - purpose of the trip is to relax
- Sometimes triggered by attending an event, such as a wedding
- Helix Communities: 100's Leading Lifestyles and 200s Metrotechs

As the biggest trip segment, a mix of all travellers - including all ages and incomes - takes a Rest & Recharge trip in between longer holidays, as can be seen in the very high overlap among other trip segments.

Sometimes this trip is also motivated by the need to attend a special family or friend celebration such as a wedding - which also serves as a good excuse to take a few extra days off for a quick recharge getaway.

AGE OF TRAVELLER

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

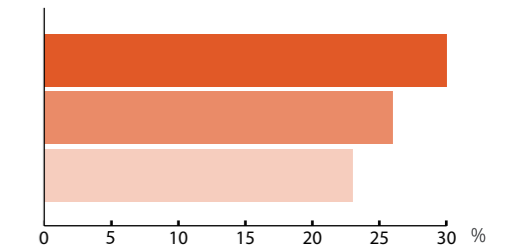


TOP ACTIVITIES

- Dining out ▲
- Rest and relaxation ▲
- Shopping ▲
- Visiting friends and relatives ▲

TOP ACCOMMODATION

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



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:

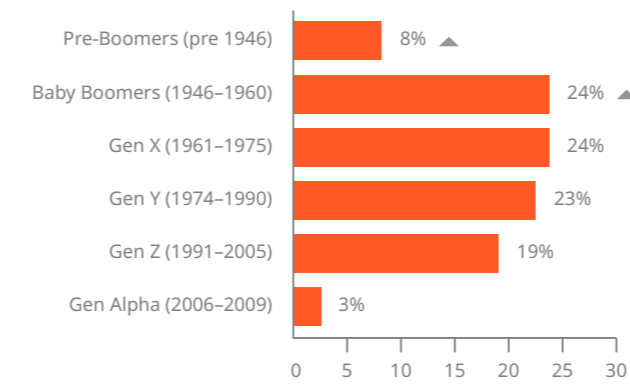


The profile on this page is based on these Helix Personas grouped together. Some larger organisations and media partners have appended Helix Personas to their databases and can target specific Helix Personas directly. If this is not an option, the demographic, geographic, psychographic and media consumption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

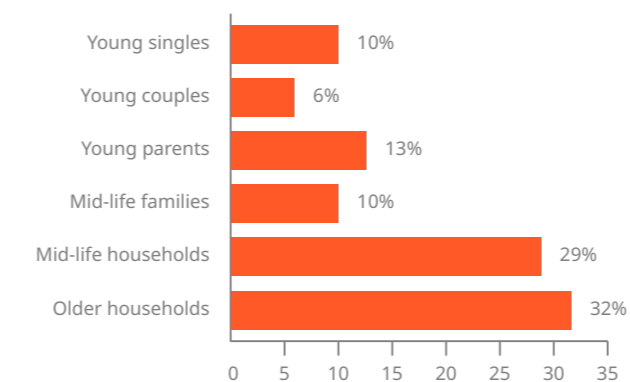
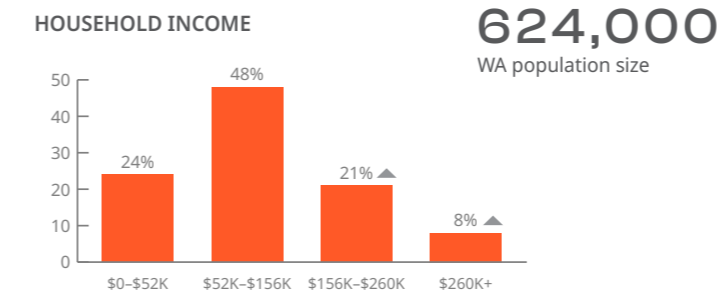
▲ OVER-INDEX (>10% MORE LIKELY) COMPARED TO GENERAL POPULATION

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.



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.