

# LUXE CULTURE



“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”

MARGARET RIVER REGION

## A LUXE CULTURE TRIP IS...

A luxury escape staying at 4 or 5 star hotels and resorts, focusing on restaurants, shopping and arts/culture.

	INTERSTATE IN AUS	INTRASTATE IN WA
AVG. SPEND PP, PER NIGHT	\$239	\$278 ▲
% TRIPS OF 3+ NIGHTS	87%	42%
% OF TRIPS TO/IN WA	3%	NA

## DESTINATION CHOICE

- Luxury accommodation and facilities ▲
- Vibrant city lifestyle and nightlife ▲
- Great historical / heritage attractions ▲
- Unique experiences I couldn't do anywhere else ▲
- Great food, wine and local produce ▲
- Easy to get to ▲

## INTERSTATE BARRIERS TO VISITING WESTERN AUSTRALIA

Inconveniences such as difficulty getting between destinations and too many places to visit on one trip deter Luxe Culture trip takers from visiting Western Australia.

## REASON FOR TRIP

- To get away and relax ▲
- To spend time with my partner or family ▲
- For a special trip e.g. anniversary
- For adventure and excitement ▲

Usually city based, a Luxe Culture holiday is high activity and all about splurging – on high end accommodation, eating out and the best cultural activities the destination has to offer, along with a sprinkling of nearby premium nature experiences high on the wow factor but not too strenuous.

Mostly taken interstate, this trip is often triggered by the celebration of a special event such as a honeymoon or birthday, so it's full of the type of unique experiences memories are made of.

## PLANNING & BOOKING

### PLANNING ENABLERS

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

### BOOKING METHOD

- Internet via computer (55%) ▲
- Internet via phone (20%) ▲
- Phone call (19%)
- \* includes travel agent, airline, travel centre

## WHO TAKES A LUXE CULTURE TRIP?

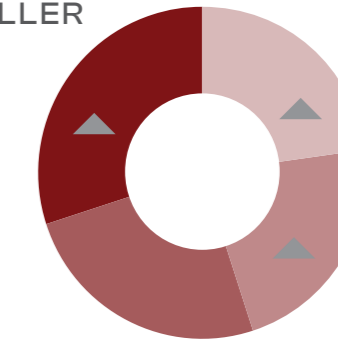
- Couples wanting to indulge
- Celebrating special events
- Food and wine lovers
- Interested in accessible premium nature experiences such as exploring pearl farm and wineries
- Helix Communities: 100's Leading Lifestyles and 200s Metrotechs

While a Luxe Culture escape is a mainstay for the affluent traveller, who likely takes this trip regularly, this kind of holiday is also taken by a more diverse mix of travellers, including those of average income for whom this trip is a special and rare event they have saved diligently for to celebrate a milestone in their lives.

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

## AGE OF TRAVELLER

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

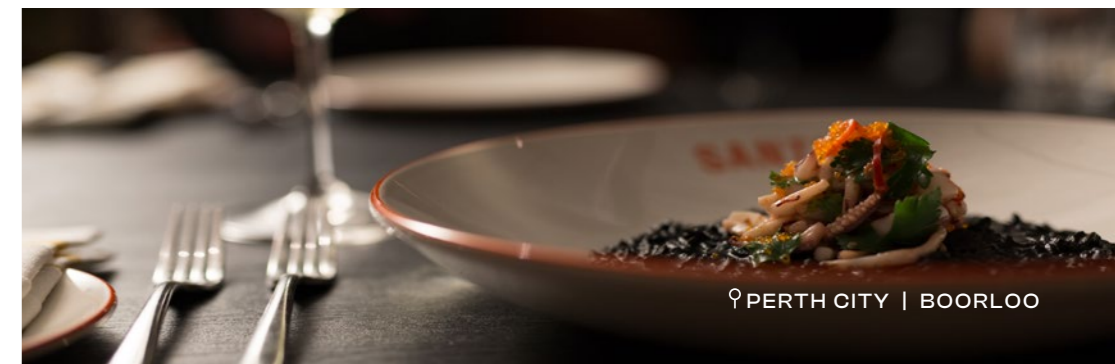
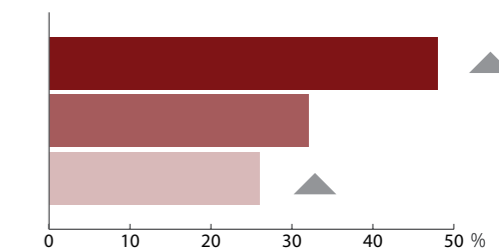


## TOP ACTIVITIES

- Dining out ▲
- Shopping ▲
- Rest and relaxation ▲
- Gardens and parks
- Cities ▲

## TOP ACCOMMODATION

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



PERTH CITY | BOORLOO





# 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:

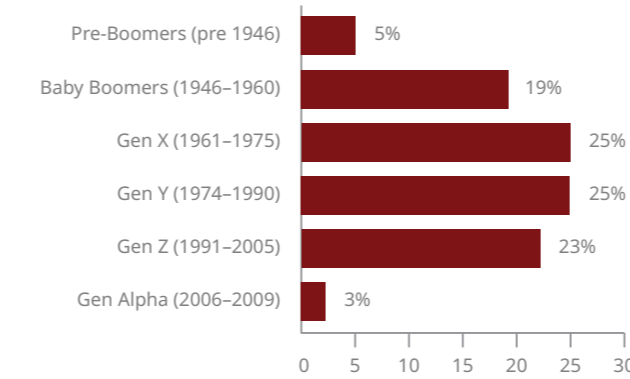
- |                           |                           |
|---------------------------|---------------------------|
| 101 BLUECHIP              | 209 SOCIABLE TRENDSETTERS |
| 102 SMART MONEY           | 307 EXPERIENCE SEEKERS    |
| 104 HAVING IT ALL         | 403 RUSTIC HEARTLAND      |
| 106 SELF-MADE 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.

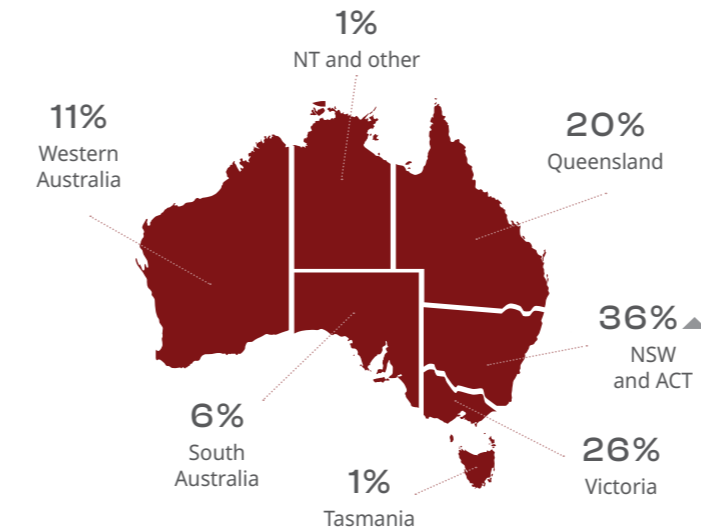
▲ OVER-INDEX (>10% MORE LIKELY) COMPARED TO GENERAL POPULATION

### 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 are often out and about, at a café/ restaurant, shopping, or enjoying the theatre / galleries / museums.



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 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.