

SIMPLE NATURE

A SIMPLE NATURE TRIP IS...

A holiday in nature to relax, escape distraction and reconnect to the simple things.

	INTERSTATE IN AUS	INTERSTATE IN WA
AVG. SPEND PP, PER NIGHT	\$169 ▼	\$111 ▼
% TRIPS OF 3+ NIGHTS	83%	55% ▲
% OF TRIPS TO/IN WA	5%	NA

DESTINATION CHOICE

- Adventure and getting off the beaten track ▲
- Unique wildlife ▲
- Immersion in nature ▲
- Unspoilt natural beauty ▲
- Good for a road trip ▲
- Unique experiences

INTERSTATE BARRIERS TO VISITING WESTERN AUSTRALIA

Cost and distance are key barriers, in line with all travellers, but Simple Nature trip takers have very high positive perception of Western Australia.

REASON FOR TRIP

-  To get away and relax ▲
-  For adventure and excitement ▲
-  To spend time with my partner or family ▲
-  To have fun





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

♀ BORANUP FOREST, MARGARET RIVER REGION




A Simple Nature holiday is about hitting the road and returning to the simple things close to nature. Waking up in the morning, zipping open the tent to endless fresh air and the feeling of dewy grass beneath your feet — surrounded by an awe-inspiring silence, broken only by the sound of birds chirping and water gushing gently down the river. Days are spent exploring walking tracks and nights are focused on reconnecting with friends and loved ones around the campfire, blissfully free from distractions.

PLANNING & BOOKING

PLANNING ENABLERS

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

BOOKING METHOD

-  Internet via phone (36%) ▲
-  No part of trip was booked (28%) ▲
-  Internet via computer (28%) ▲
- *includes travel agent, airline, travel centre

WHO TAKES A SIMPLE NATURE TRIP?

- Families and groups of friends
- Those seeking immersion in nature
- Experience and adventure seekers
- Helix Communities: 400's Hearth & Homes and 200s Metrotechs

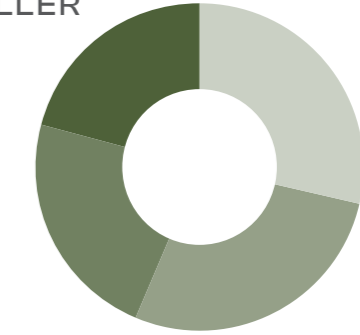
The Simple Nature trip taker is the typical Australian who loves nothing more than to escape the everyday for some time off the grid, getting back to the simple things in nature; a hike in the bush, some fishing and plenty of time to unwind, take things slow and spend some quality time with travel mates.

They're also up for adventure – exploring new places and wildlife, discovering new terrain.

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

AGE OF TRAVELLER

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

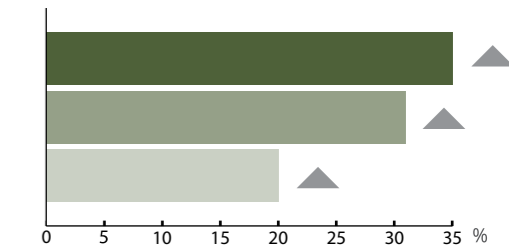


TOP ACTIVITIES

-  National Parks ▲
-  Wildlife and scenery ▲
-  Bushwalking ▲
-  Wilderness ▲
-  Gardens and parks ▲

TOP ACCOMMODATION

- CARAVAN/CAMPERVAN
- TENT/CABIN/BACKPACKERS
- RENTED HOUSE



♀ YANCHEP NATIONAL PARK



SIMPLE NATURE

INTRASTATE TARGET MARKET

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

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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:

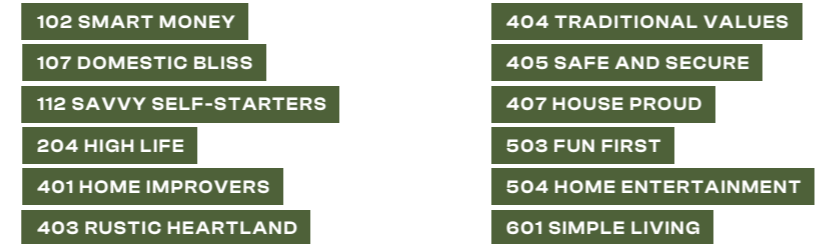
- Relax and Recharge;
- Simple Nature; and
- Family Time.

This page profiles the types of Australians who are most likely to take 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:

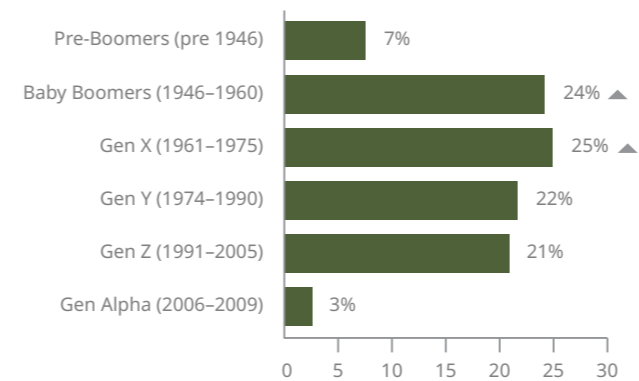


The profile on this page is based on these Helix Personas grouped together. Some larger organisations and media partners have appended Helix Personas to their databases and can target specific Helix Personas directly. If this is not an option, the demographic, geographic, psychographic and media consumption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

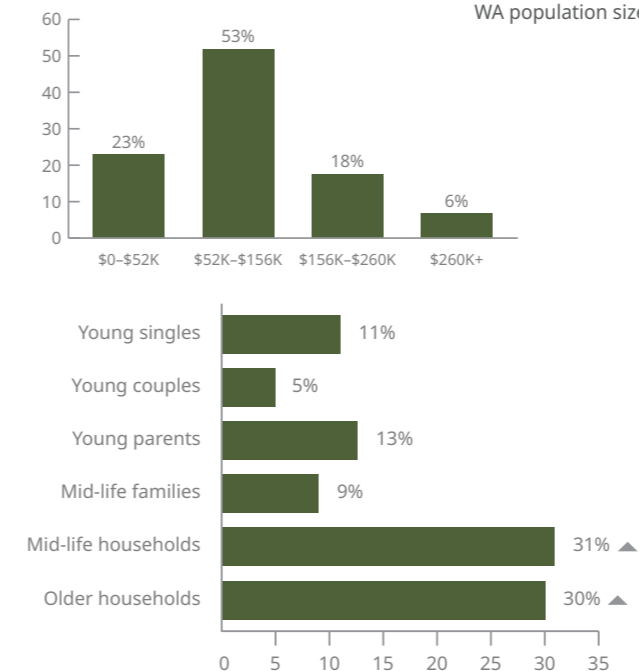


Generational ages as at 2023

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.