



CITY SOCIAL

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

PERTH CITY | BOORLOO

A CITY SOCIAL TRIP IS...

Getting together with friends and having a good time, soaking up the nightlife and city energy.

	INTERSTATE IN AUS	INTERSTATE IN WA
AVG. SPEND PP, PER NIGHT	\$204	\$185
% TRIPS OF 3+ NIGHTS	80%	20% ▾
% OF TRIPS TO/IN WA	3%	NA

DESTINATION CHOICE

- Major sporting events ▲
- Local festivals and events ▲
- Vibrant city lifestyle and nightlife
- Good package deal
- Great food, wine and local produce ▲

INTERSTATE BARRIERS TO VISITING WESTERN AUSTRALIA

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

REASON FOR TRIP

- To have fun ▲
- Attend a festival or sporting events ▲
- To spend time with friends ▲

A City Social trip is all about having fun with friends – eating out at buzz-worthy restaurants followed by long nights bar and club hopping.

Days are for recovery, hanging out with mates in shared accommodation, and venturing out occasionally for some not-too-strenuous exploration of the destination to find the most Instagrammable spots. Following an afternoon siesta, it all repeats again.

PLANNING & BOOKING

PLANNING ENABLERS

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

BOOKING METHOD

- Internet via phone (49%) ▲
- No part of trip was booked (18%)
- Internet via computer (15%) ▲
- *includes travel agent, airline, travel centre

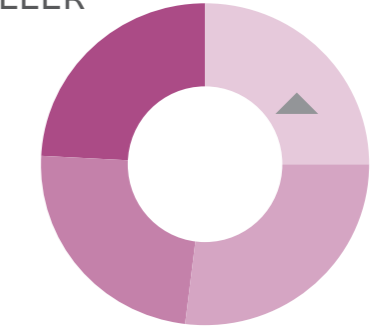
WHO TAKES A CITY SOCIAL TRIP?

- Younger people in groups who like to stay together in shared accommodation
- Seek out nightlife and energy of big cities
- Trip often triggered by attending a major sport or cultural event
- Helix Communities: 200s Metrotechs

While the typical City Social trip taker is young and carefree, you'll also find some mid-age 'young-at-heart' travellers taking this trip, embracing the opportunity to reunite with friends, re-acquaint themselves with the concept of 'nightlife' and have some high-octane fun for a few days away from the responsibilities of family.

AGE OF TRAVELLER

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

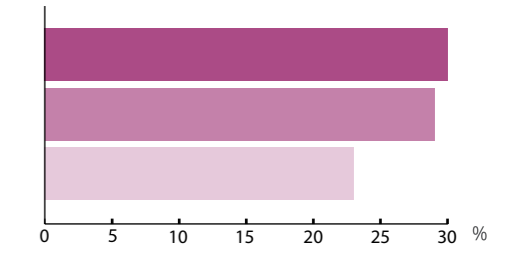


TOP ACTIVITIES

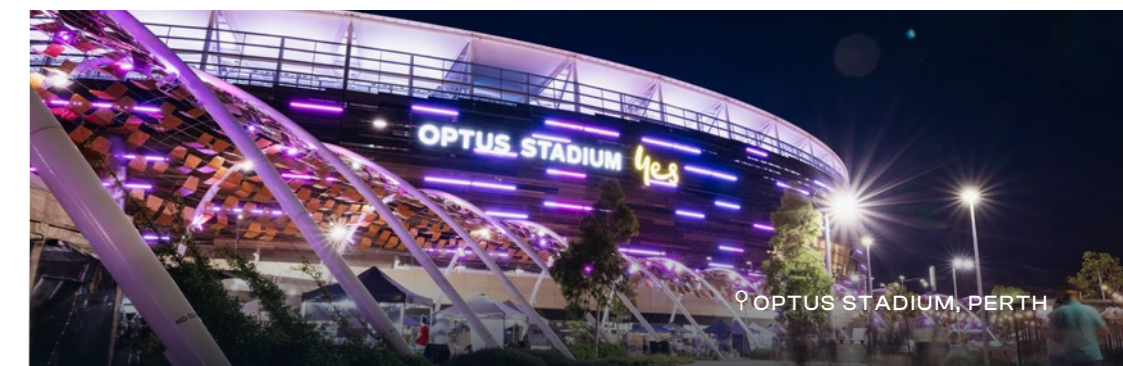
- Nightclubs, bars, nightlife ▲
- Musical performances, concerts
- Football, rugby, cricket ▲
- Visit a casino
- Theatre

TOP ACCOMMODATION

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



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



OPTUS STADIUM, PERTH



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

111 SUCCESS MATTERS

112 SAVVY SELF-STARTERS

113 CULTURED EPICUREANS

201 YOUNG & PLATINUM

202 HEALTHY, WEALTHY & WISE

203 CULTURE LEADERS

204 HIGH LIFE

206 FIT AND FAB

207 SEASONED LIFESTYLERS

208 FUTURE FOCUS

209 SOCIABLE TRENDSETTERS

305 TREND HUNTERS

402 WORKING HARD

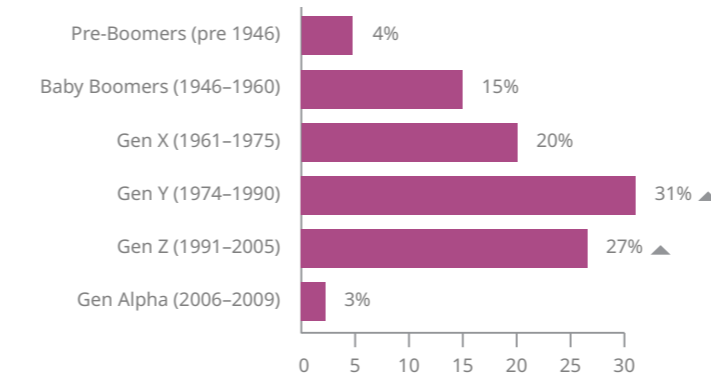
502 TECH LIFE

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.

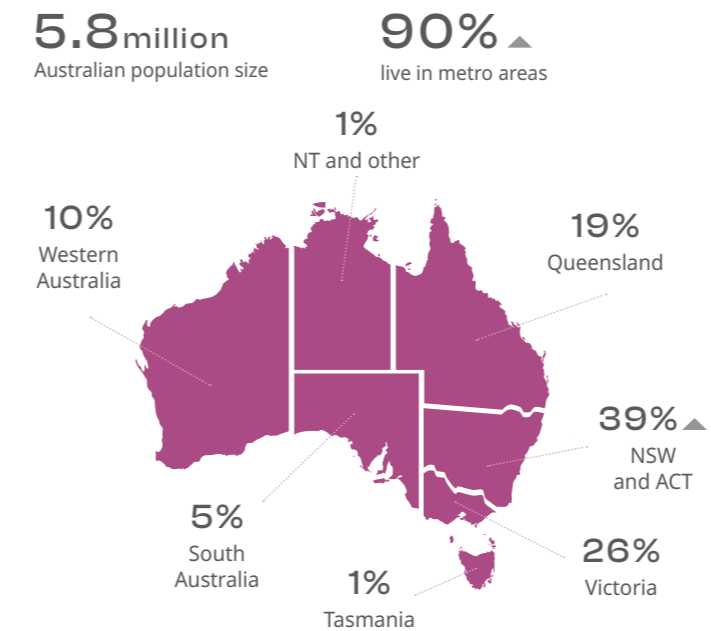
Source: Tourism WA, 2023. Analysis of Roy Morgan Helix Personas Audience Profiles.

▲ 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.