

# PREMIUM NATURE

“EXHILARATED...AWESTRUCK. VERY CONNECTED TO NATURE. ISOLATED FROM CIVILIZATION IN A GOOD WAY.”

♀ WYLIE BAY, ESPERANCE

## A PREMIUM NATURE TRIP IS...

A high-activity immersion in untouched nature offering unique, premium experiences.

	INTERSTATE IN AUS	INTERSTATE IN WA
AVG. SPEND PP, PER NIGHT	\$341 ▲	\$393 ▲
% TRIPS OF 3+ NIGHTS	94%	54%
% OF TRIPS TO/IN WA	15% ▲	NA




## DESTINATION CHOICE

- Adventure
- Unique wildlife ▲
- Authentic Aboriginal experiences ▲
- Sustainable tourism ▲
- An unusual place, not mainstream ▲
- Chance to immerse in nature ▲
- Unique experiences you can't do anywhere else ▲

## INTERSTATE BARRIERS TO VISITING WESTERN AUSTRALIA

Cost and distance are top barriers, in line with all travellers, though positive perceptions of Western Australia are the highest among Premium Nature trip takers

## REASON FOR TRIP




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

A Premium Nature holiday offers an opportunity for immersion in nature, peppered with the types of rare experiences that are worth both the time and money required to access them. This trip is all about transcendent travel experiences that create powerful memories.




Getting off the beaten track – no matter how challenging or remote in pursuit of something truly unique - is a defining feature of this trip type. Physical challenge is welcome, as long as there's a touch of luxury and comfort to return at the end of the day.

## PLANNING & BOOKING

### PLANNING ENABLERS

-  Internet ▲
-  Travel organization\*
-  Friends and relatives

### BOOKING METHOD

-  Internet via phone (56%) ▲
-  Internet via computer (28%)
-  Phone call (16%)

\*includes travel agent, airline, travel centre

## WHO TAKES A PREMIUM NATURE TRIP?

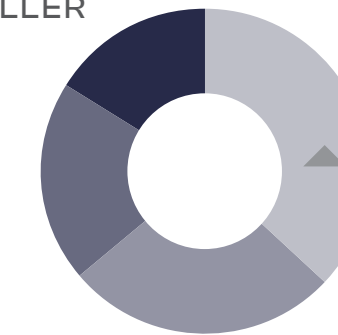
- Couples without children, groups of friends
- Passionate about travel, willing to invest in transcendent experiences
- Interested in eco-tourism and Aboriginal culture
- Helix Communities: 100's Leading Lifestyles and 200s Metrotechs

The Premium Nature tripper is affluent, educated and socially aware. This seasoned traveller views travel as an opportunity to learn and grow from the unique experiences they seek out. They have a deep affinity and awe for nature, and are driven by a desire to discover something new about the environment and culture they've immersed themselves in.






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

## AGE OF TRAVELLER

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

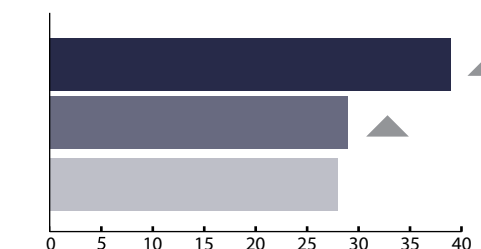


## TOP ACTIVITIES

-  National Parks or forests ▲
-  Aboriginal cultural experiences ▲
-  Wilderness ▲
-  Roadtrip (intrastate only) ▲
-  Bushwalking ▲

## TOP ACCOMMODATION

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



♀ BROOME | RUBIBI

# PREMIUM NATURE INTERSTATE TARGET MARKET

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## 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 Premium Nature trips. It describes the type of Australians who are most likely to take Premium Nature trips when travelling interstate.

**Queries can be directed to:**  
research@westernaustralia.com

## HELIX PERSONAS

The Helix Personas who are most likely to take a Premium Nature trip when travelling interstate in Australia:

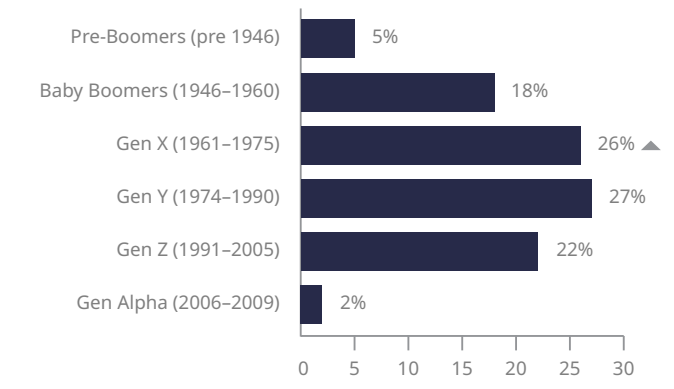
- 101 BLUECHIP
- 107 DOMESTIC BLISS
- 109 HUMANITARIANS
- 202 HEALTHY, WEALTHY & WISE
- 204 HIGH LIFE
- 305 TREND HUNTERS

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.

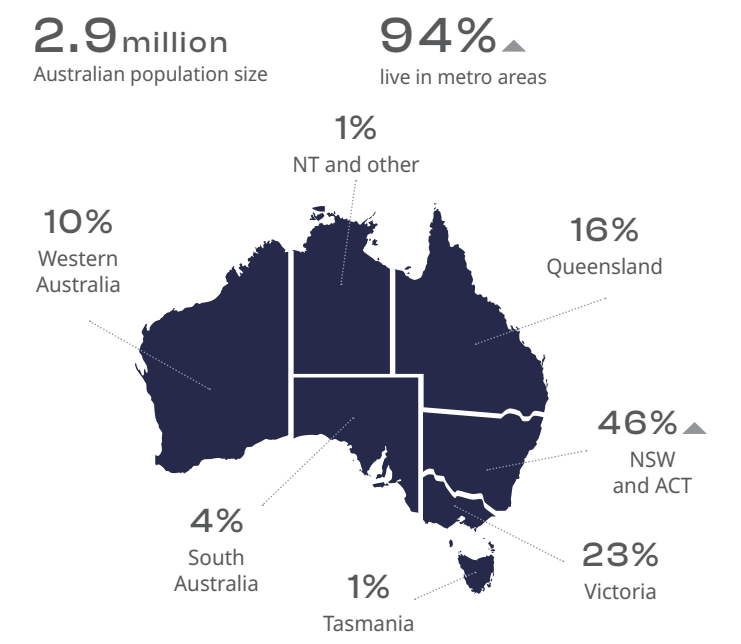
Source: Tourism WA, 2023. Analysis of Roy Morgan Helix Personas Audience Profiles.

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

## DEMOGRAPHICS & GEOGRAPHICS



Those Australians most likely to take Premium Nature over-index for Gen X, skewing towards mid-life families and households. Almost all live in metro areas, and almost half live in NSW (including ACT). They are most likely to be working as managers or professionals and are high income earners, in the top socio-economic groups.



## PSYCHOGRAPHICS

- Those Australians most likely to take Premium Nature interstate trips are big spenders - happy to pay for premium, quality, and luxury experiences and products.
- They are well travelled and enjoy learning about different cultures, including Aboriginal culture.
- They care about the environment.

- They are passionate about health and fitness, play sports, and like to stay active while travelling.
- They consider themselves to be a bit of an intellectual.
- They are early adopters of new technology.
- They enjoy entertaining friends, going out to eat/drink, and attending gigs, theatre or shows.

## MEDIA CONSUMPTION

Those Australians most likely to take a Premium Nature interstate trip consume a range of media, predominantly online. Compared to the general population, they are more likely to:

- See outdoor advertising
- Read a newspaper or magazine online
- Watch / read ABC and SBS
- Use Booking.com and Airbnb
- Use LinkedIn
- Read the business section of the newspaper
- 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.