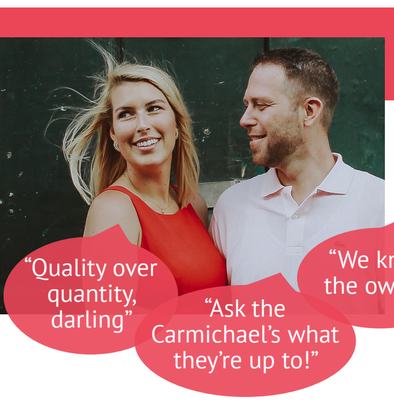
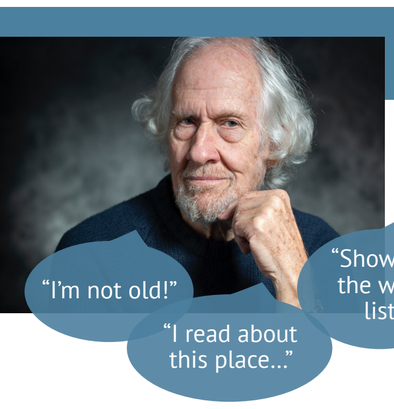
Customer Profiles

DESTINATION CENTRAL VICTORIA

VICTORIA'S HEARTLAND
PLACE OF PLENTY

	KEY POINTS Things you should know about them	NEEDS To have the best experience?	WHAT Can we do to make their time in the region better?	WHERE Do we reach them?	MIGHT ALSO SHOW UP AS...
	Alex the busy introvert that needs a break ESCAPE + REJUVENATE | FOOD + DRINK | ART + ARTISANS	• Visual + emotional inspiration • Curated options • Things to be easy	• Options - dining, experiences nearby • Unique experiences – passive/active • Ideas for solo options + with a friend	• Online, online, online • Relate to needs/goals/ frustrations • Well-presented lists + choices	• Women travelling alone or with a family member (parent, aunt or sibling) or a like-minded friend • Couples 30-40 seeking a quiet, romantic weekend • A busy professional needing a break from the city • Age group 25-55 years • Male or female • Not necessarily a high income but prioritises breaks over other things
	Chelsea the party loving young professional ESCAPE + REJUVENATE | FOOD + DRINK | ART + ARTISANS	• Stories + visual inspiration • Curated options + lists - for groups • Things to be easy to search + book	• Unique experiences – be the first • Provide choices + why they're best • List of events to base trip around	• Socials, influencers, online media • Cool content that is shareable • Inspirational lists + choices	• Hen's weekends + special occasions • Women's business groups travelling together as a corporate retreat or team-building exercise • Women travelling in a family group (mothers, aunts, cousins) with an ethnic background • Baby boomers travelling with old girlfriends • Financially comfortable but not wealthy, prioritises experiences over things • Age group 25-70 years
	Mei the last-minute millennial ESCAPE + REJUVENATE | FOOD + DRINK | ART + ARTISANS	• Assurance - this is the place for her • Interesting places to grab attention • Local secrets + discoveries	• Mix of free + affordable options • Unique experiences – wow factor • Ideas for couple + group travel	• Socials, socials, socials + online • Relate to needs/goals/ frustrations • Inspirational lists + varied choices	• Young couples travelling for a special occasion • Groups of friends travelling for music or live event • Day trippers in couples or groups of friends, out for lunch or a nature experience – or both • Looking for a balanced life on a budget – for now • Age group 20-30 years
	Phoebe the mindful organiser of the blended family HISTORY + CULTURE | ESCAPE + REJUVENATE | FOOD + DRINK	• New/interesting places for family • Affordable options by interest • Things to be easy to search/ book	• Events calendars + new places • Unique experiences – passive/ active • Ideas for group travel (families)	• Online - Google, Facebook, groups • Relate to emotional connection • Well-presented lists + choices	• Traditional families + ethnic families • Day trips for nature walks + lunch • History-focused visits to small villages for the kids • Family-friendly attractions + activities • Groups of families or multi-generational families, sharing a large house that sleep 12+ people
	**Heather** the boastful urban socialite FOOD + DRINK | ART + ARTISANS | ESCAPE + REJUVENATE | HISTORY + CULTURE	• Things to be easy to search + book • Assurance that it's right for them • Unique + interesting, not standard	• Curate ideas based on needs • Options ahead of time for planning • Interesting extras + add-ons	• Online news sources, social media • Interesting, inspirational, punchy • Tap into her intrinsic needs + ego	• Day trips for lunch + a wander through the villages or a nature walk • Groups of 2-3 couples travelling together with the same interests + drivers • 40-60 years • A small group of ladies travelling together
	**Geoff** the discerning retiree enjoying the good life FOOD + DRINK | ART + ARTISANS | HISTORY + CULTURE ESCAPE + REJUVENATE	• Inspiration + reasons to visit • Curated options, themed options • Easily digestible + shareable	• Unique experiences – passive/ active • Ideas + info before he leaves home • Little extras to make it special	• Some traditional, mostly online • Online publications, listicles, images • Special interest groups, stories	• Same sex couples • Day trips for lunch + a wander through the villages • Groups of 2-3 couples travelling together with the same interests + drivers • 55-75 years old • Special interest groups eg. art classes, wine clubs, cookery schools, history groups
	Brian + Kathy the retirees on a budget HISTORY + CULTURE | ART + ARTISANS	• Easy to search + book, not all online • Information + ideas to suit both • Talk to people – VICs, locals etc	• Things to do + see – free + other • Curated lists based on interests • Unique experiences	• Traditional media • Special interest groups/ associations • Community groups + social circles	• Day trips for (a good value) lunch + a wander through the villages • Couples travelling together for the day or a trip • 55-75 years old • Special interest groups such as bird watchers, nature lovers, history buffs
	Gaz the outdoorsy busy professional FOOD + DRINK | ESCAPE + REJUVENATE	• Inspiration – images, stories, content • Information – detail to help him plan • Day trips, weekends - couples + mate	• Best spots + local secrets • Listicles of the top places to go • Girlfriend + group options	• Online – social media + groups • Profiling celebrities + locals – stories • Peers + social groups	• Day trips for activity followed by a hearty lunch • Corporate away day, team building or planning trip • A bunch of mates on a camping trip • Interstate (SYD) on a trip with Melbourne mates • A group of couples – the boys head out to the outdoors + the girls shop or have a pamper session • 25-45 years old