

# Segments

- 18 – 30 Solo travelers

- 30 – 60 Relaxation

- 65+ Retiree

- Young Family

## 18 -30 Solo travelers

### **Sofia Nakahara**

*“I am travelling to make new friends and do as many fun activities as possible all why on a budget.”*

**Age:** 22

**Gender:** Female

**Relationship status:** Single

**Income:** Less than \$50k annually

**Time in NZ:** 1-2 months

### **Goals**

**Social:** As a solo traveler Sofia wants to find friends easily to share memories with.

**Budget:** Low/medium as income is quite low.

**Coverage:** Sofia wants to see as much of NZ as possible in her short amount of time there.

**Free time:** Have only some structures as wants to go with the flow more and do spontaneous activities.

**Activities:** Want to live life to the fullest and experience as much as possible. Sofia wants to go places and have lots of exciting things to do like bungee jumping, partying or hiking.

### **Concerns/struggles:**

Travelling solo can be dangerous and scary especially as a woman.

Not a massive budget.

Hard to find people with the same interests who are also travelling.

Planning takes a lot of time and not having recommendations for the right places to go makes it difficult to choose.

## 30 – 60 Relaxation

### Masahiko Yuki

*“I want to go on a break from work to relax, I do not have much of a budget”*

**Age:** 42

**Gender:** Male

**Relationship status:** Married

**Income:** 130k annually

**Time in NZ:** 1 month

### Goals

**Social:** Not wanting much social things as him and his wife are happy making memories as a couple.

**Budget:** Not much of a concern, well paid in their 40's so they are willing to spend a bit more for comfort etc.

**Activities:** Masahiko wants to come to NZ to relax so will be looking to do more thermal pools than bungee jumping and won't want to change location too much, maybe just stay in the main best locations.

Coverage: As they only have a month and want to relax, they would like to go to the main beautiful places for relaxing and exploring in NZ not squeezing in lots to a small amount of time.

Free time: Lots of free time day to day but would like to pre plan flights etc. to avoid stress on holiday.

## Concerns/struggles

Don't want to be anywhere too crowded so big tourist spots aren't what they're looking for.

Lengthy travel, places that are quiet are usually far and car trips will need to be made to get there.

## 65+ Retiree

### Tereza Hadaway

*“My partner and I have just retired, and we want to go on a long holiday exploring New Zealand.”*

**Age:** 65

**Gender:** Female

**Relationship status:** Married

**Income:** 50k annually (also has savings)

**Time in NZ:** 3 months

## Goals

**Social:** Tereza and her partner are happy sticking to themselves but are also happy to chat to other people. However, they wouldn't necessarily like to spend time with any other travelers or locals.

**Budget:** Have retirement fund coming in each and have a joint savings account. Their budget is very lenient, but they will save money where they can. They are retired so would like a fair amount of comfort.

**Activities:** As they are in retirement, they do not have a lot of energy nor the desire to do anything adrenalin driven. They will be doing activities more along the lines of boat rides, galleries, guided tours and wine/food tastings.

**Coverage:** They are looking to explore the entire country but not to be super rushed, they have 3 months to do so.

**Free time:** To avoid stress they would prefer to pre plan/book most activities and have all accommodation and travel pre booked. They will have free time to roam each place they stop but they like a lot of structure.

## Concerns/Struggles

Limited on energy so must look for suitable activities.

Finding a comfortable way to travel and good accommodation.

Needs to have tours to explore especially in big places.

Needs help preplanning.

## Young family

### The Pettersons

*“We are taking our first family holiday. We all just want to have some fun and get away from home and our routine”.*

**Age:** 2 adults and 2 kids aged 3-32.

**Gender:** Both

**Relationship status:** -

**Income:** Combined income of 160k.

**Time in NZ:** 10 days (about 1 and a half weeks).

## Goals

**Social:** They are travelling for a family experience so are not interested in being social on the trip.

**Budget:** Medium, they are looking after 2 kids and want them to have as much fun as possible, but they must be somewhat responsible when spending money.

**Activities:** These need to be family friendly, age-appropriate activities could include theme parks, Zoos, creative workshops, getting outdoors to the beach, pools or small walks.

**Coverage:** This family is mostly trying to have fun and don't necessarily need to see much of NZ, they also are only on holiday for 10 days.

**Free time:** They won't pre-book too much apart from accommodation and travel as kids' interests and energy levels can shift, however, they will need to collect ideas before they go.

## Concerns/struggles

Not much alone time for parents.

Kids need to keep busy.

Not a lot of time away.

Finding family accommodation/ joint rooms.

Must be somewhat responsible with spending.

Hard to find things to keep both parties interested in.