

C U S T O M E R   F R A M E

*putting the heart back into business*

DESTINATION  
**PHILLIP**  

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**ISLAND**

# Destination Phillip Island Customer Profiles

AUGUST 2022



# Objective

To create a common set of  
Customer Profiles for the  
Destination Phillip Island region:

- develop a collective + harmonised view of the customer
- enable a clear, consistent + common understanding of the region's tourism customers, beyond demographics alone
- help drive deeper customer empathy, find new opportunities + help the region become more resilient from disruption

# Method + process

- ✓ **BOTTOM-UP VS TOP-DOWN** - Leveraged existing knowledge + experience from region stakeholders, extracted through an expert facilitated workshop process + industry survey. With the Customer Frame proprietary profiling method, rich insight is gathered + filtered beyond opinion alone, without the excessive costs or time of primary consumer research, to provide an efficient + effective outcome.
- ✓ **SECONDARY RESEARCH + STAKEHOLDER GROUP** - Examined existing data from NVS, + ABS regional statistics to draw inferences + support differentiation. Existing strategy documents were reviewed for context. For validation, the draft profiles were shared with key stakeholders, providing feedback + final refinement to the profile outcomes.
- ✓ **REGION INSIGHT + OPINION** - Leveraged existing work from other regions across Victoria, interstate + nationally to inform choices based on the observed changing needs of customers, social trends + profile specifics. These elements cross-referenced, supported + validated by primary observations across the region.
- ✓ **POST PROCESSING + RE-WORK** - From primary + secondary inputs, the Customer Frame team reprocess all points of data, leveraging internal research + primary observation in market to complete the profiles.

# Key observations

- ✓ **A COMMON INDUSTRY VIEW** - Industry stakeholders demonstrate a strong knowledge + common view of the region's customers today, with great pride in the DPI offering. There is a belief that the region's visitation potential has not yet been reached + an energy for greater understanding of + connection to customer.
- ✓ **MORE CUSTOMERS WHERE WE WANT THEM** - The region's offerings see customers frequenting certain offerings whilst missing others, for reasons such as time availability, lack of awareness etc. An opportunity exists to encourage visitors to 'extend' their time in the region, discovering new offerings + attractions that address + fulfil their needs.
- ✓ **BEYOND THE DAY TRIP** - There is a wealth of complementary products + experiences across the region that, with a deeper understanding of customer profiles, can be cross-promoted. A great opportunity exists to 'match-up' the region's offerings with specific customer needs to expand perception + awareness, thereby increasing spend, length of stay, repeat visitation + region dispersal.
- ✓ **NOT A ONE-SIZE-FITS-ALL** - Stakeholders expressed that not all profiles would apply to all areas or businesses across the region. Some profiles are more applicable than others, however new growth potential could come from traditionally unserved profiles.



INTRODUCING THE

# Destination Phillip Island Customer Profiles



DESTINATION  
**PHILLIP**  
**ISLAND**

DESTINATION  
**PHILLIP**  
**ISLAND**

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L F  
CUSTOMER FRAME

the mindful vibrant retiree



Sandra

the nature-minded Gen Z



Hailey

the heart of the close-knit family



Michelle

# DESTINATION PHILLIP ISLAND

the international environmentalist



Ingrid

the multicultural family man



Randeep

the motorsport enthusiast



Ray

the wealthy couple escaping life



James + Celeste



# How they map out

PERCEPTUAL MAP OF CUSTOMER PROFILES + HOW THEY INTERACT



*Michelle*

the heart of the close-knit family





# Meet Michelle: the heart of the close-knit family



Michelle

## BACKGROUND

Michelle is a serious-but-fun, social, popular woman with a busy blended family life. Previously married, she is now happily married to Richard. They each have a child from their previous marriages + also have a child together.

They want to make the most of the time they share as a blended family, encouraging strong relationships between siblings + exploring the world together.

They are budget conscious but seek balanced life experiences, somewhere between happy parents + contented children.

## THE FACTS

- Live in Doncaster East, minimal mortgage
- 43 years old, Richard is 45
- Divorced, remarried 10 years ago. Blended family - 3 kids aged 14 (F), 13 (M), 9 (M) - share custody of the two older kids
- Dog - Cocker spaniel, "Joe"
- Michelle is a primary school teacher; Richard is a commercial electrician (HHI \$230k)
- She drives a Subaru Outback, he has a Mitsubishi Triton (work)
- Loves to get the kids out of the city for outdoor adventures + unique learning experiences
- Wants to give the kids a full + interesting life, full of memories
- Try to take a relaxed approach to family time, for harmony's sake

## GOALS

Michelle + Richard are very family focused + like to take the kids away when they can. They want to make the most of their time together while the kids are young, especially with the current shared custody set-up + the kids entering their teenage years!

They're budget conscious, balancing life now with financial security in the future. When they spend, they do it mindfully, teaching the kids the value of money + saving. Staying in holiday parks + cabins help keep costs down, so they can travel more often for less.

Family + friends are important + they'd like to spend more time together, on weekends away + day trips.

Balancing the kids' needs with theirs as a couple, they like to find places that can keep everyone happy - from wineries with grassed areas, to restaurants with kid's meals - it helps them enjoy their down-time too.

## FRUSTRATIONS

Michelle would love to get away more often but between the kids sporting commitments + the cost of travel, they find it difficult. Even short breaks can be super expensive these days.

The dynamics of split family life is a constant strain. Juggling emotions, constant change + sibling rivalry takes its toll. They need more fun time together.

Technology is everywhere these days - the kids are obsessed with their iPads. They need to move + explore, not live their lives on screens - it's a struggle.

They'd like to travel with family, even friends, but without the expense. A house would be great to help split costs + make it more manageable but finding affordable accommodation can be a challenge.

Planning a trip can be frustrating + time-consuming. If it gets too hard, she just moves on to the next option.

## QUOTES

"Where's somewhere we can all enjoy?"

"It must be value for money"

"The kids learned so much about nature - so much to do"

## BEHAVIOURS

Michelle is well organised + arranges the family trips. She researches her options online + likes it to be as easy as possible. She considers everyone's needs + is loving, warm + interested in people - she makes a good teacher.

When on holidays, Michelle balances the budget by cooking meals at their accommodation, + then heading out for a meal or two during their stay. + always coffee!

She's relaxed when it comes to weekends away - her main priority is to give the kids experiences + make the most of their family time together. That said, planning around kid weeks is key. She loves girls' weekends too.

On trips, she tends to favour self-contained apartments over full-service hotels, stretching the budget to spend on experiences over accommodation.

They prefer to visit attractions that have free or low-cost entry with affordable add-ons to suit the kids.

## INTERESTS

- Reading, fiction novels mainly
- Daily exercise, whether a walk or a run with friends, or yoga
- Walking, bike riding as a family
- Short hikes with a picnic
- Visiting markets, exploring towns + natural attractions
- Connecting with history of people + places, for learning
- Escaping the city for days out + the occasional weekend
- Keeping in touch with family
- Eating out + wine tasting, especially on 'no-kid' weeks or when the neighbour babysits
- Discovering new places
- Professional development to expand her teaching capability

## COMMON OBJECTIONS

- There's nowhere that's affordable to stay that's big enough for us all
- It's going to be too expensive
- Is it good value for money?
- Is it too far?
- Are these reviews real?

## INFO SOURCES & WATERING HOLES

Michelle relies heavily on her work colleagues, friends + family for tips, advice + knowledge - be it around the staffroom or across social media. She's social + enjoys hanging out with old friends + new school friends. She's a proud + active member of the school community + is on the P+C Committee.

Michelle is confident + connected when it comes to technology. She loves Instagram + stalks Facebook, using it to stay connected with friends + family + to keep up to date with community events. She likes to post their latest outing with the kids, both to save the memory + to share ideas with friends.

She's always looking out for new things to do with the kids + uses Google search, review sites + well-known titles for info on free family events, travel deals + the latest places to go within a couple of hours of home.

She loves catching up with old friends but finds it a struggle, especially when the kids are home, when they tend to socialise with mostly school family friends.

Being a teacher, she likes to sit the kids down to watch ABC news documentaries when they get the chance. She doesn't watch much else, unless she gets into the latest Netflix series recommended by a friend.

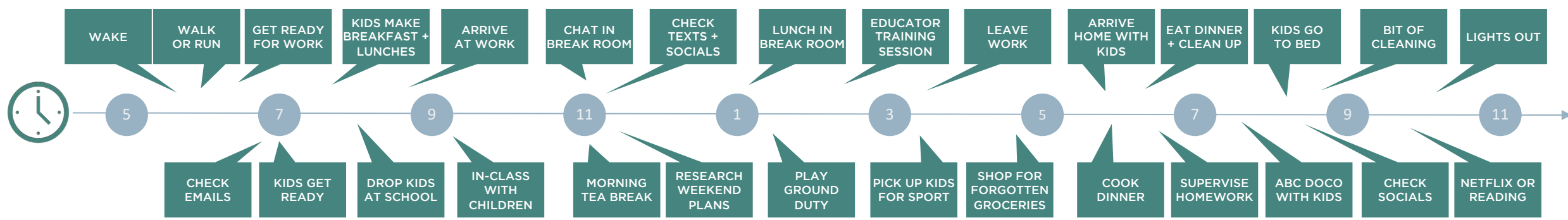
## KEY THEMES

- Reconnect with nature + with family in PI
- Become part of our Island community, as we welcome your family to ours
- Be hands on with nature, discover new things + rediscover yourself, less than 2h from Melbourne
- Affordable accom that won't break the bank
- Develop their sense of wonder with countless learning + educational opportunities for all ages
- Learn about nature + wildlife in PI
- All your PI favourites, with something new to do always on offer on PI - come discover for yourself
- Affordable family friendly dining for all ages
- Stretch your legs on our stunning beach walks
- Relax on our safe surf beaches with lifeguards
- Give the children memories that will last a lifetime
- Top 10 FREE things to do with kids in PI
- Insta-worthy activities for all moods + energy levels

## MIGHT ALSO SHOW UP AS...

- Traditional families + ethnic families
- Groups of families or multi-generational families, sharing a large house that sleep 12+ people
- Groups of family friends taking a trip together
- Resident family taking VFR to see penguins
- Day trippers for nature, walks + lunch
- Fun-Makers, Special-Occasioners

## TYPICAL DAY IN THE LIFE



*Sandra*

**the mindful vibrant retiree**





# Meet Sandra: the mindful vibrant retiree



Sandra

## BACKGROUND

Sandra is a vibrant retired pharmacist + an active, doting grandmother.

Discerning, well informed + well liked, she is community-oriented + generous of her time, be it for the school or a local fundraiser.

She shops locally, ever conscious of low food miles + the impact on the environment of over farming.

Recently retired, she is active socially + physically, determined to live a long + prosperous life with her husband Garry + their wide circle of family + friends.

She likes experiences over things.

## THE FACTS

- 68 years old
- Retired 3 years ago
- University educated Pharmacist
- Worked in retail pharmacy (part-time while kids were in school)
- Happily married to Garry for 47y
- Own their own home in Caulfield
- 3 adult kids, 3 grandkids under 10 who all live close-by
- Financially comfortable + determined to enjoy retirement
- Wants to stay active + healthy
- Two car household - she drives a Lexus SUV, he drives a Tesla
- Travels inter + intra state regularly - always 4-star + between 1-3 weeks at a time max
- She's on iPhone, he's on Samsung
- Houseproud, weekly cleaner
- Very close to the kids + families

## GOALS

Sandra has worked hard in her life + she's ready to enjoy retirement, creating new memories with Garry in their twilight years. She wants to test out her comfort zone with different experiences + travel adventures.

The kids are grown + are financially successful, so the pressure of a 'nest egg' doesn't really exist. In fact, the kids have told them to enjoy their retirement + spend their money on life experiences while they can.

Being actively involved in the kids' + grandkids' lives is vitally important - family is everything to them both. They see the family regularly + they like it that way.

They used to travel overseas, but now she's keen to travel locally more often, to strike the life balance she craves + get quality time with the family + grandkids.

She believes in supporting local + happily spends on unique gifts + food, especially if it has a story!

## FRUSTRATIONS

Sandra is a vibrant retiree who's ready to take on the world, but health limitations restrict her a little. A case of Covid has messed with her respiratory system too.

She loves taking care of the grandkids, but it can be quite restrictive, impacting plans she'd like to make. The kids are usually pretty flexible, but the most they can manage is a week or two away at a time which is frustrating. Between kids + her tennis, it's a juggle.

She loves to travel, but booking travel is another thing. She gets frustrated with poor communication when she's trying to book - places not getting back to her or not answering her questions is her pet hate!

Poor customer service is another annoyance. She's happy to spend money on great experiences but when the service isn't there, she feels ripped off + annoyed!

## QUOTES

"Our kids would love it here"

"Next time we'll bring our besties"

"This really felt like home away from home."

## BEHAVIOURS

Sandra is a stylish, sociable + confident individual. Well liked + esteemed in her friendship group, she is warm, kind-hearted + engaging.

She tends to make travel decisions at short notice, taking opportunities in her rather full schedule to get away for short breaks, be it with family or a group of friends. She's always looking!

Vibrant + curious, she seeks new experiences + destinations to keep her mind + body fresh, stepping out of her comfort zone as much as possible.

Organised + decisive, she looks after travel bookings + is confident online. It's important to her to get all the info, from reviews to location, to local secrets + must-dos before deciding, so she likes to ask questions + engage.

Buying local, supporting small business + travelling with purpose is important to her. She's mindful of her impact on the world + of giving back.

## INTERESTS

- Tennis
- Gardening
- Cooking + entertaining
- Food + wine aficionado
- Social catch-ups, coffee dates
- Shopping for the grandkids
- On grandkid's school board, helps with fetes + committees
- Reading, especially inspiring autobiographies
- Live theatre
- Travelling to new places
- Seeking new experiences she's never done before
- Weekends + short breaks away with friends + family
- Keeping fit + healthy
- Challenging walks in nature
- Weekend getaways <2 hours drive with food, walks, beaches + markets
- Creating memories

## COMMON OBJECTIONS

- Being away from the grandchildren
- Negative reviews
- Everyone is doing it

## INFO SOURCES & WATERING HOLES

Sandra is confident online + uses Facebook + email regularly. She uses socials to follow her favourite titles + special interest groups on gardening, cooking + food + wine + is always googling places to go for weekends.

She's an avid reader of The Age + subscribes online. She goes old school with Gourmet Traveller + Country Style Magazine though, loving a flick through over tea when her monthly subscriptions arrive.

She has a broad friendship group is very sociable. She eats out with friends every Thursday night at the local Thai + takes every opportunity to see foreign films at the cinema or a live theatre, always with dinner + wine.

She is still in touch with a number of her old Pharmacy colleagues - people she's worked with + studied with + they catch up a couple of times a year.

She's thought about joining a book club now that she has more time, one with intelligent individuals + wine.

They tend to watch streaming channels over free to air, though they love the 7:30 Report + QA. Garry loves history shows + she loves cooking shows.

She plays a weekly game of tennis with friends.

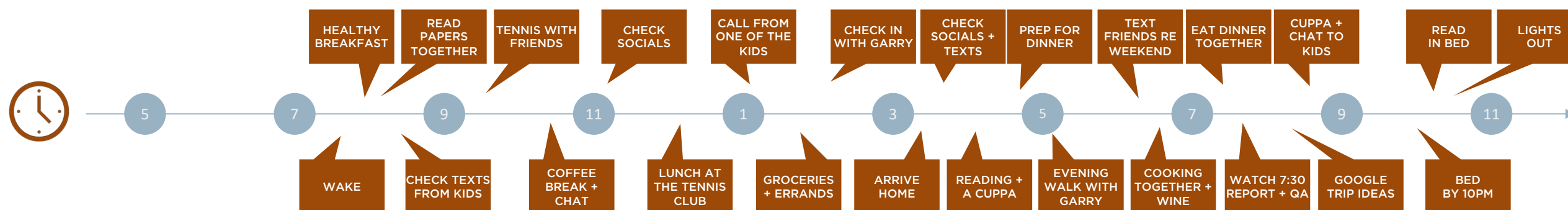
## KEY THEMES

- Come visit your home away from home
- Explore, where nature meets your front door
- Farm door dining + wining
- Flexibility guaranteed
- Top 5 food + wine spots in PI
- Top 10 nature walks in our region
- Local products, fresh farm ingredients + some of the best food + wine you've ever tasted
- Service is important to us - you are important to us
- From gardens to galleries, workshops to wineries, we have something for everyone in PI
- Bring the family + explore nature at its finest
- Quality accommodation, food + wine
- Intriguing, unique experiences on your doorstep

## MIGHT ALSO SHOW UP AS...

- Same sex couples
- Interstate retirees
- Retirees bringing grandkids for nature/adventure
- Day trips for lunch + a wildlife nature walk or hike
- Groups of 2-3 couples travelling together with the same interests + drivers
- Special interest groups eg. art classes, wine clubs, cookery schools, walking groups
- Aged 55-75 years old
- Take-a-Breakers, Special-Occasioners

## TYPICAL DAY IN THE LIFE





# James + Celeste

the wealthy couple escaping life





# Meet James + Celeste: the wealthy couple escaping life



*James + Celeste*

## BACKGROUND

James + Celeste are successful businesspeople with a love of the good things in life.

James owns a small architectural firm + Celeste is a chartered accountant.

They both excel at what they do + have high expectations of themselves, their kids + their workmates. It's how they got where they are today, after all.

They're family orientated + after years of hard work, would like to spend a little more time with their teenage kids, + perhaps even more importantly, each other.

## THE FACTS

- He's 44 years old, she's 46
- Own a 3-bed terrace house in Hawthorn
- 2 kids: a boy in year 11 + a girl in year 10, both in private schools
- He owns a small architectural firm, she's a chartered accountant
- He drives a Tesla; she drives an Audi Q5
- Environmentally conscious, love nature + natural pursuits
- Members of Melbourne FC
- Pre-Covid, regularly travelled to Queenstown, NZ
- Shop local + fresh, mainly at the local farmer's market
- Hate mass produced anything!
- Brought the kids up to be independent + self-sufficient

## GOALS

James + Celeste believe in hard work. James has built a thriving successful business + Celeste has quickly climbed the corporate ladder. They're now keen to take a step back + help the kids strive for their careers.

They want to set the example to the kids that hard work + commitment can take you a long way in life. They encourage them to strive for what they want.

They're financially secure, determined to keep a nest egg for the kids whilst enjoying a fruitful retirement.

Having seen numerous colleagues fall ill + burn out, they want more balance in their lives to enjoy the fruits of their hard work - getting away together more often is top of their list. In the meantime, nice dinners, good wine + unique experiences work well.

They're moving towards more organic, grass-fed, responsible food sources as they get older.

## FRUSTRATIONS

James + Celeste love their jobs but they're relentless, the hours are long + the demands are high. Sure, it's essential when you're building a successful career + business but it can be exhausting. It's affected the time they've had available with the kids too.

Looking after their wellbeing - mental + physical - is a constant struggle. They want balance, but it's hard.

They both have high expectations which can be hard when travelling, especially regionally - no late-night dining or city comforts like Uber delivery + cuisines.

They'd love to get away more but whilst they're in the transition period of 'handing over', work is still tough.

They feel like everyone wants to be the same today - what happened to individuality?! Fast fashion, mass production + over-farming are big no-no's in their eyes.

## QUOTES

"Quality over quantity!"

"We need to get away..."

"The kids will be fine by themselves"

## BEHAVIOURS

James + Celeste are confident + sociable, well respected within their social + professional circles.

James' directness can be seen as rude, but he really has a heart of gold. He has big opinions + high expectations.

Image is important to them. They both dress in high quality items, though they wouldn't say they're brand snobs.

They tend to leave the kids at home for weekend trips these days - they're just not interested + they need the break! They love to travel with their close couple friends when they can.

They love to get to know the story behind the people they meet + the food they eat - they find it fascinating.

They love a bit of soft adventure on their trips to balance out the eating + drinking, like a hike or even canoeing.

They love finding unique + interesting places they can tell their friends about, take photos of + post on socials.

## INTERESTS

- Weekends away sans kids
- Good local food, farm to plate
- Unique eateries, breweries, wineries - anything new!
- Music, especially jazz
- Health focused - mind + body
- Hosting family + friends
- Unique items with a story
- Active relaxation - a mix of pampering + activity
- Both love soft adventure
- He loves road cycling, sports, photography + design
- She loves hiking in nature, landscapes + wildlife
- Shopping local + unique
- Quality clothing + skincare
- Food, wine + music events like A Day on the Green

## COMMON OBJECTIONS

- Is there transportation to/from restaurants? Can we get around?
- Accommodation - will it be up to my architectural expectations?
- Are the reviews good enough?
- I don't want to waste a weekend
- Is there enough to do there?

## INFO SOURCES & WATERING HOLES

James + Celeste are intelligent, relatively worldly people with a keen interest in what's happening in the world + in their chosen fields of work.

They have a tight group of close friends who they spend their time with, when they have some spare. They're not 'big group' people unless it's for an event.

They check their digital news sources (like The Age) in the morning, then pick + choose other media sources depending on their mood + how busy they are.

Confident online shoppers, they'll research + book short breaks without too much thought. They read reviews + follow the latest lists of must-go's from the likes of Conde Naste + Gourmet Traveller.

Celeste is on socials more than James, with an active Facebook + Instagram account, the former to keep in touch with friends + Insta for events, food + travel.

They don't watch a lot of TV, but when they do it's a mix of Pedestrian TV (SBS Food + ABC) + Netflix.

They're both quite image conscious + like to post their latest outings on social media for the world to see.

They both have a wide professional circle + attend events, industry conferences + workshops regularly.

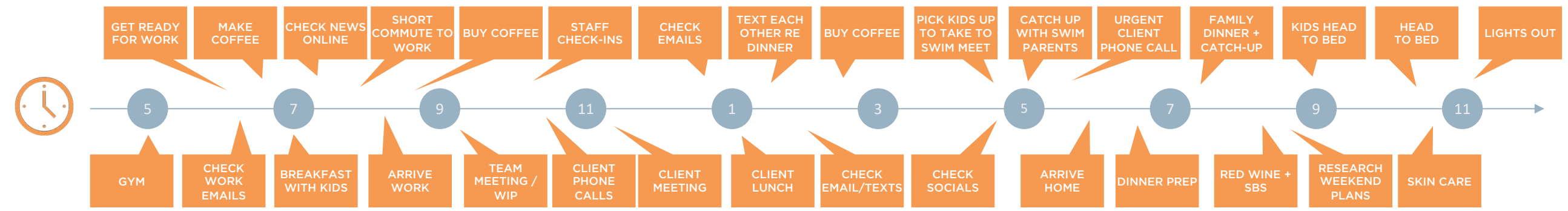
## KEY THEMES

- Leave the kids at home + escape for a short break!
- Clean + Green - PI has it all
- From paddock to plate - support local in PI
- Find unique at our Makers + Farmers Markets
- Phone down, feet up + watch the stars in PI
- Visit some of the most Insta-worthy spots in Oz!
- The perfect day - a nature hike + wildlife spotting, followed by a delicious spread of local food + wine
- Enjoy our local produce - from cheese + wine to chocolate - all from our own backyard in PI
- Fine food + wine against a stunning backdrop
- Put away the schedule + lose track of time in PI
- Go gourmet - food, wine, luxury - we have it all
- The perfect weekend or short break close to home

## MIGHT ALSO SHOW UP AS...

- Semi-retired wealthy couples seeking something new
- Special interest groups - gardening, arts, nature
- Special occasioners - wedding, birthday, anniversary
- Groups of 2-3 couples travelling together
- Age group 40-65 years
- Non-gender specific
- Travelling without children (even if they have them)
- Take-a-Breakers, Special-Occasioners

## TYPICAL DAY IN THE LIFE



*Randeep*

the multicultural family man





# Meet Randeep: the multicultural family man



Randeep

## BACKGROUND

Randeep is a New Melbournian. Successful + happy in his career, he is exceptionally proud of his life + wants his family + friends to know he's 'made it'. His family is everything to him + his children's future is top of his priorities. He wants to educate them well + give them the life he never had growing up in India. He has a heart of gold, is deeply spiritual + believes you get back what you give out in life. He loves to travel + explore the place they all call home.

## THE FACTS

- 40 years old, born in India
- Attended university in Melbourne + is now a permanent resident
- Married his wife Pritti in India, where they return regularly
- 2 kids, aged 9 (M) + 4 (F), the eldest attends a private school
- Lives in western suburbs in their own home, with Pritti's parents
- Siblings on both sides of the family live in nearby suburbs
- HHI \$180k a year
- Works in IT full-time
- Pritti is a part-time physio
- Grandparents look after kids
- First generation migrant with large extended family network
- Drives a Toyota Kluger to fit the family

## GOALS

Randeep is very family-focused + wants to provide for his immediate + extended family, both in Australia + back home in India. Financial security is important. He works hard to ensure the family can return to India at least every two years, to maintain connection to family + the kids' connection to their Indian heritage. That said, he embraces western culture + his local community, immersing the family in everything from AFL + swimming to local community groups. He strives for the great Australian dream - the house, the weekend adventures, the barbeques + the sports. He wants his kids to thrive + have a bright future in this country they feel lucky to call home. He loves to travel with the whole family, exploring for day trips or short breaks + when he can, showcasing their home to their international visitors.

## FRUSTRATIONS

Whilst living in Australia is a true gift, merging their Indian culture + traditions with the Aussie culture can be challenging. Randeep struggles to provide the right balance for his family, especially his kids. They haven't been home to India over the past few years which has caused them all much angst + has impacted that crucial connection to home. Travelling with the whole family, let alone with visitors, can be a real challenge. Dietary requirements at restaurants, finding suitable accommodation + activities that cater for them all whilst staying within budget, even negotiating terms + conditions can be a real strain on Randeep, who is always the organiser. He feels great responsibility for the whole family's health + happiness, + it can prove quite a strain. Sometimes he'd just like things to be easier!

## QUOTES

"Discount for our group of 12?"

"Is my family going to be safe?"

"I want to show the kids the..."

## BEHAVIOURS

Randeep is the proud head of his family + feels charged with their wellbeing + happiness. He is generous, decisive + organised. He's not overly social outside of their local community, though he enjoys a meal with his workmates on occasion. He likes to travel with the family, giving the kids experiences he never had + making the most of this wonderful place they live. He constantly looks for new things to do. When they travel, they stretch the budget by making meals in their accommodation, instead spending on on experiences + attractions. He is exceptionally proud that he lives in Australia + likes to showcase his home to visiting friends + family. He is a spiritual individual + likes to live his life to the values he holds dear.

## INTERESTS

- Involved in local community events, church, school
- Socialising with friends/family
- Weekend + school holiday trips with family + friends
- Taking the kids to places they've never been
- Beaches + coastal nature
- Dining out with the family
- Taking + sharing photos of Australian nature + wildlife
- Loves cricket + AFL, watching + playing
- Indian heritage + history
- Anything IT + tech related
- BBQs + hosting family + friends in the backyard
- Taking VFR on tours + trips

## COMMON OBJECTIONS

- Is it good enough for the family?
- Is it safe? Is it clean? Is the food ok?
- Will we be welcomed?
- Is there something for everyone?
- Is it too far to travel with everyone?
- Will it be too expensive?

## INFO SOURCES & WATERING HOLES

Working in IT, Randeep is confident online + with all thing's technology. He's always ahead of the game. He's active on social media, mainly Facebook, using it to stay connected with family + friends overseas + his community. He loves to showcase the adventures + affluences of his family + is all about photos + videos. He likes to get involved in community efforts on the weekends, helping with sports events, festivals + fetes alongside Pritti, her mother + the kids. He + the family tend to mix in their small tightknit community, socialising with local families, community groups + their church + when it comes to decisions, their viewpoints + recommendations matter to him. They have a WhatsApp group for updates on social occasions + community commitments + regularly have their friends over for feasts or the odd barbeque. He follows his favourite sporting celebs on socials, mostly Insta + loves to watch live sport when he can. He's friendly with his workmates + has the occasional drink or meal with them, but not very often. He'd prefer to be at home with his family + responsibilities.

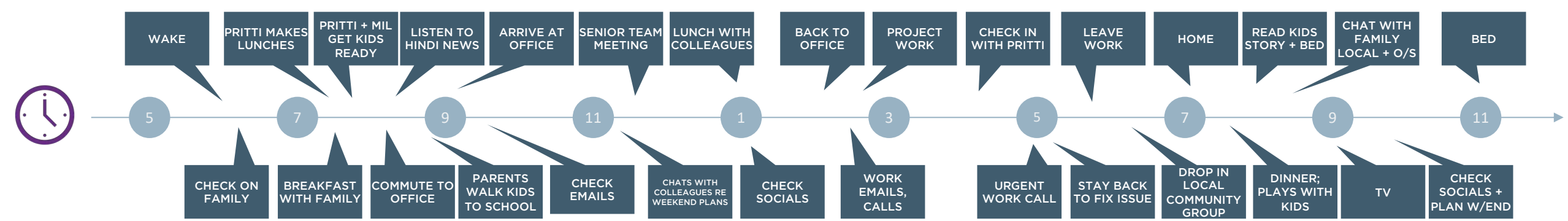
## KEY THEMES

- Give the children memories that will last a lifetime
- From picnics to beach walks, wineries to Australian wildlife, be as active or relaxed as you like in PI
- Connect with family + with nature in PI
- There's so much to do for all ages + interests, from grandparents to the kids, we've got you covered
- Come do things you've never done in places you've never been + discover the unknown wonders of PI
- Meet the locals in our island community - we're friendly + welcoming + we can't wait to meet you
- Visit PI + be the envy of all your friends + family
- PI - the perfect place to bring overseas visitors
- Great experiences at great value for all the family
- Top 10 free things to do in PI
- Explore at your own pace, on your own budget

## MIGHT ALSO SHOW UP AS...

- Resident students + young professionals, travelling with VFR from overseas + interstate
- Interstate visitors travelling as a core or extended family or friendship group
- Not necessarily a high income but prioritise breaks over other things
- Age group 20-50 years
- Non-gender specific
- Fun-Makers, Special-Occasioners

## TYPICAL DAY IN THE LIFE





*Hailey*

the nature-minded Gen Z





# Meet Hailey: the nature-minded Gen Z



Hailey

## BACKGROUND

Hailey has recently graduated from university + is in her first full-time job as a nurse.

A typical Gen Z, she is mindful of the world around her + tries to tread through life as carefully as she can, encouraging others to do the same.

She is close to her family who all live in + around Melbourne. Her parents used to take her + her siblings all around regional Victoria, including Phillip Island.

Though driven to succeed, she already feels tired + overworked from the transition from study to full-time work.

## THE FACTS

- 26 years old
- University educated
- Recently started career as a Registered Nurse, earns \$75k pa
- Rents an apartment in Hawthorn with her boyfriend, Spencer (28)
- Close to her parents + siblings who also live in Melbourne
- Doesn't have a lot of disposable income but prioritises travel
- Visited Phillip Island with her family when she was young
- Loves to travel, escape the city, + takes a few short getaways a year, wants to travel overseas
- Large group of friends from university + school
- Focused on saving for the future whilst living a little now too

## GOALS

Hailey has worked hard to complete her nursing degree + recently started a full-time job as a Registered Nurse. She plans to continue studying + move into a specialisation in the future.

Her parents taught her the value of hard work + whilst she's careful with her money, she prioritises travel over buying stuff. She needs to save for the future after all. Spencer works hard too so it's great to escape work.

She tries to balance a focus on the future with living life in the now - the world has been crazy these past few years + now more than ever, life is for living.

Her + Spencer are solid + she'd love to settle down, get married + have kids with him - just not quite yet!

Her friends + family are important to her + having studied for so long, she's craving the time to reconnect with them + maybe take a trip together too.

## FRUSTRATIONS

Hailey is in the early stages of her career, so she's still adjusting to the work hours + shifts + the budgeting that goes along with an entry-level salary. It's tough, especially with the cost of living these days.

She feels like she has limited time for herself + for catching up with her friends - everyone is so busy!

She knows working hard is important (her parents keep telling her so) but things are a bit different now, society is more conscious of mental health + balance.

Much like her friends, she's concerned for the future - the environment, politics, disease - the world is fragile + human beings need to make real change to save it.

It frustrates her when businesses she deals with lack quality service + personalisation - she's time poor + particular, + she expects to get what she pays for, stat.

## QUOTES

- "Did you see the news?"
- "I just need to get away"
- "I can't, I have a shift at work"

## BEHAVIOURS

Hailey is warm + sociable, well-liked by friends, workmates + patients. Her + Spencer have a large group of friends.

She loves to try new things, be it the latest live music venue, picnic spot or a day trip out of the city to a winery, usually with Spencer + their friends. She'll post it on Insta/Facebook too.

She's a digital native + loves to be online. She loves her new iPhone + finds it hard to put down! Her chill time is usually scrolling on the couch.

She believes that the world is full of opportunities + she hates it when limits are put on people, be it for social status, race or life preference. She also really dislikes tacky things.

She's fairly image conscious, dressing in quality brands when she's not in uniform, always with accessories. She can't bear the waste of cheap clothes.

## INTERESTS

- Going out for food, drinks, music - nightlife
- Dates with her boyfriend
- Outings with friends
- Shopping (quality, unique)
- Quality food, wine + beer
- Live music + entertainment
- Hanging out at the beach
- Weekends away
- Nature - hiking, walking, a little trail running
- Keeping fit + healthy, yoga
- Environmental sustainability + climate change issues
- Politics + world issues
- Sunsets

## INFO SOURCES & WATERING HOLES

Hailey is a digital native + spends a lot of her down-time online. She finds it relaxing + a great way to catchup with what's happening after being on shift.

She's on all the socials - YouTube, TikTok, Facebook for staying connected, Insta for posting + Snapchat for her inner circle. She follows a bunch of influencers too.

She has a wide social circle of work, uni + school friends + she's made good friends with Spencer's mates' girlfriends. They hang out a lot.

She receives news online in snippets but rarely reads the full article unless it's something of specific interest like nursing, the environment or world happenings.

She spends time online searching random stuff like fitness + health articles, viral videos, new places to eat/drink, fashion trends + the latest places to travel.

She hangs out with friends at bars + restaurants, or at their places when she needs to watch her pennies. They'll go to live music events, Sunday afternoon sessions at the pub in the sun or whatever else is on.

Her friendship network is a primary influence + is a regular go-to when she needs advice or inspiration.

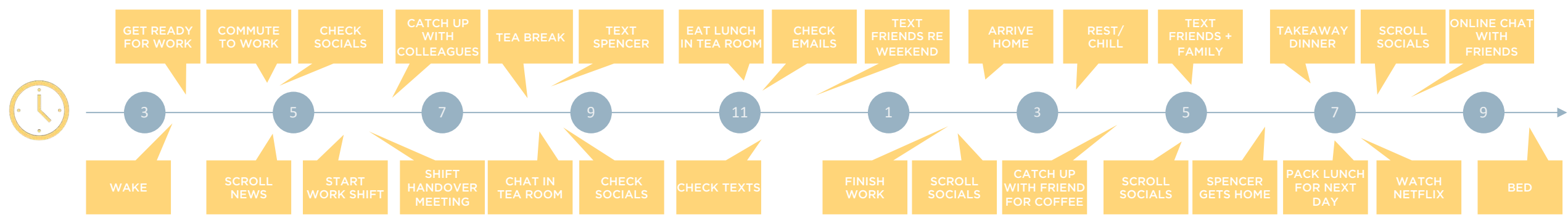
## KEY THEMES

- Escape the rat race + the concrete jungle to PI
- Experience quality food, beverages + service in PI
- So much to see + do, why not take the weekend?
- Bring the family + revisit your childhood memories
- Close to the city but a world away
- Explore all the wonders nature has to offer - from beaches to hikes, penguins to wildlife - it's all here
- A weekend for two or a big group of friends, there's something for everyone here in PI
- Great value stays for every budget
- Thinking PI is 'just' penguins? Then think again!
- From day to night, we've got you covered, with nature walks by day + great food + wine by night
- Be as active or as relaxed as you like in PI

## MIGHT ALSO SHOW UP AS...

- Single friends travelling in twos or as a group
- Young couples for a quiet weekend or an active one
- Special interest e.g., photography, surfing, camping
- Group of blokes travelling for active + adventure or motorsport (boys' weekend)
- A busy professional needing a break from the city
- Age group 20-35 years
- Non-gender specific
- Not a high income but prioritises breaks
- Take-a-Breakers, Special-Occasioners

## TYPICAL DAY IN THE LIFE





*Ingrid*

**the international environmentalist**





# Meet Ingrid: The international environmentalist



Ingrid

## BACKGROUND

Ingrid is a professional woman who lives in Munich.

She is confident, well travelled + educated. She knows what she wants + has no hesitation in asking for it. Or demanding it.

Driven to succeed, career is important to her, but so is today. She's focused on the now + wants to see more of the world before she settles down to have a family.

Her + her husband look for challenges + purpose in their travel as they try to tread lightly on the world around them.

## THE FACTS

- 32 years old
- Rents an apartment in Munich with her husband, Lars of 6 years
- University educated
- Works as an Economist, earns 80,000 Euros pa
- Doesn't have kids yet but wants them in next 5 years
- Travels internationally each year to a different destination
- Drives a VW Golf but wants an E-Golf as their next car
- Conscious environmental + sustainable traveller
- Eco-warrior + mild activist
- Avoids over-tourism, likes to explore a variety of options
- Close to her parents who live in Sonthofen, south of Munich
- Fluent in English + French

## GOALS

Ingrid has worked hard to complete her degree + climb the corporate ladder as an Economist in her workplace. Professional recognition is important to her + she has her eyes on a senior role in her company.

Financial stability is important to her, so she balances her spending in the now, whilst saving for the future. Her + Lars want to buy their own apartment before starting a family in the next five years.

Living in the now is important to them both, budgeting lifestyle, experiences + travel to live life to the fullest.

She is determined to have a more sustainable lifestyle than what's typical today. Wherever possible, she makes decisions based on her environmental footprint + is determined to make a positive contribution.

Taking time out of her busy work life is important to her, as is getting back to nature + just stopping awhile.

## FRUSTRATIONS

Ingrid feels pressure to achieve her goals in what is a very competitive profession. It can overwhelm her at times + she feels that at times, it can be relentless.

She feels conflicted between her desire to travel outside Europe + the impact long haul flights have on the environment. It's a hard balance + one she really grapples with. She tries to make the most of her time away + travel as lightly as she can wherever she goes.

It bewilders her how people can still be so reticent about the environment, even with all the information, statistics + tools available to them nowadays.

She can't bear it when tourism businesses claim to care for the environment but it's only on the surface. She hates unconscious waste + the exploitation of destinations + cultures that's rife today. It annoys her when things aren't good value for money + when the money doesn't go back to the community.

## QUOTES

"Is it sourced responsibly?"

"Is this bread real? Where is the dark bread?"

"I need to get overseas ASAP!"

## BEHAVIOURS

Ingrid can be perceived as opinionated + direct. She's confident in her beliefs, but she also welcomes a difference of opinion + lively discussion.

She's loyal to the people + causes she loves + is a firm advocate for inclusion.

She loves nature + takes every opportunity to get out there, be it for a hike in the mountains, a coastal walk or to see local flora + fauna. She is a self-confessed eco warrior + activist.

She believes that it's our responsibility to take care of the earth, enlisting friends + family in her latest venture, be it a coastal cleanup or wildlife rescue mission.

She loves to learn + is forever online, searching the latest topic of interest, be it the environment, travel or work-related. She like to keeps up-to-date.

She's a conscious consumer, choosing green + socially responsible suppliers for her clothing, food + consumables.

## INTERESTS

- Unique cultural + historical experiences + events
- Socialising with family + friends, old + new
- Unique live music, candlelit concerts or opera in the park
- Fine food, wine, the odd beer
- Keeping fit + healthy, yoga
- Nature pursuits - canoeing, hiking, rock-climbing, skiing
- Animals, animals, animals!
- Volunteering for local wildlife rescue group when she can
- Nature photography for Insta
- Environmental sustainability + climate change issues, politics
- Local + farmer's markets
- Professional development + learning in her chosen field

## COMMON OBJECTIONS

- How far away is it from the city?
- Is there enough to do there?
- What will we have to give up to go there? Will it be worth it?
- Are they eco friendly?
- Is it in our top 10 of must-see's?
- Is it good value for money?

## INFO SOURCES & WATERING HOLES

Ingrid is confident online + spends her time scanning markets for work, researching topics she's interested in or scrolling the socials of her favourite influencers.

Her + Lars love to hang out with their friends who are all professionals + well-travelled. It makes for intriguing conversations + they're always making plans.

She reads her news online, listens to Podcasts at every opportunity + watches Netflix at the end of a hard day. She practically lives on her devices, except in nature!

She uses WhatsApp to stay connected with friends + scrolls Insta for travel inspo + the latest world issues. She'll post her latest efforts for her causes + shares interesting articles she feels her network should see. She loves to post nature images from her travels too.

She loves a Google search, forever looking for off-the-beaten track self-drive spots + overseas destinations she can go for her fix of nature, wildlife + culture.

She makes time to attend events + group meets for her favourite causes, be it the environment, inclusion or wildlife rescue, online or in-person.

Her friendship group consists mainly of school, uni friends + workmates, though Lars' mates have some lovely partners that she's grown close to as well.

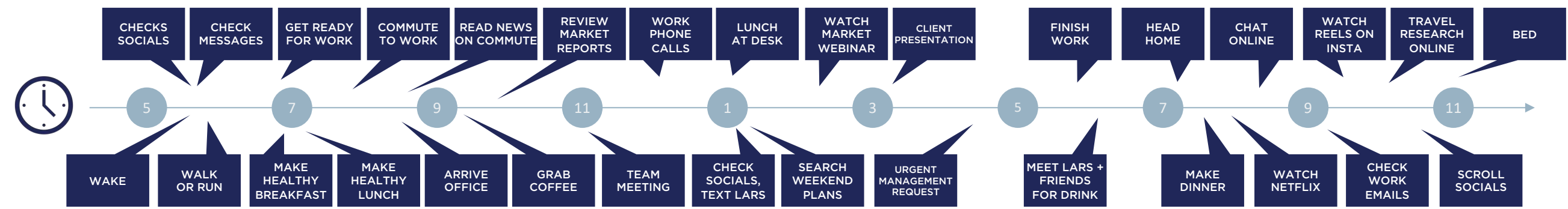
## KEY THEMES

- A diverse range of experiences available in one compact island - come discover our wonders
- Get up close + personal with wildlife in its natural environment + capture the moments of a lifetime
- Tread lightly on the environment in PI - we do!
- Meet our locals - from penguins to sea lions + even the human kind - we'll all greet you with a smile
- All funds from our Penguin Parade are used to research + protect the penguins + their home
- Explore one of Australia's most pristine, diverse + breathtaking natural wonders 90 mins from Melb
- Wildlife, natural landscapes, breathtaking scenery, seaside villages + island communities, history, fresh local food + wines - we have it all on one island!
- Looking for brag factor? We've got you covered!

## MIGHT ALSO SHOW UP AS...

- Couples or singles living in UK / Europe / Asia
- Friends or family travelling together from overseas
- Older couples travelling for special interest purpose
- Residents visiting with VFR from UK/Europe/Asia
- Overseas special interest travel groups (eg. photography, nature, ecotourism, walking groups)
- Age group 25-55 years
- Non-gender specific

## TYPICAL DAY IN THE LIFE



*Ray*

**the motorsport enthusiast**





# Meet Ray: the motorsport enthusiast



Ray

## BACKGROUND

Ray is a middle-aged family man who has a passion for the fast life.

He's a mechanical engineer who loves anything + everything on wheels. He loves his toys + time with the boys. Work hard + play hard is his motto - always.

Loved by his peers for his easy-going, yet go-getter nature, he is usually at the centre of conversation + making things happen.

Well travelled, with a worldly view, he's up to date with global affairs, while keeping his finger on the pulse of the local scene.

## THE FACTS

- 52 years old, born in Adelaide
- Lives in Dingley Village
- Works as a mechanical engineer, now mid-level manager
- Same employer for > 10 years
- Married to Jess for 19 years
- Dog - Dexter
- 2 kids, 15 + 12 year old boys
- Active in Dingley Cricket Club + the kids basketball team
- Two sisters: Singapore + Sydney
- Parents recently moved to the Mornington Peninsula
- Bought his first car at 16, always upgrading to serve his passion
- Owens a RAM 1500 pickup truck + Ducati 998 sports bike
- Owens a Supreme Executive caravan
- Income \$130k per year, plus bonus
- Household income \$210k

## GOALS

Ray is all about being where the action is. The annual motorsport calendar dictates his travel plans - be it with or without the kids. Though, as the kids are getting older, they're taking more interest.

For him, life needs to 'pay off' for the hard work he puts in. He's a strong believer in the saying 'you're a long time dead', so always does things 'full throttle'.

He is careful with his money as they have just started an expensive reno adding a deck to the house. Only halfway through paying off the house, he prefers to use credit to enjoy now, pay later.

A moderate achiever, he has a strong work ethic + is a great team player + wants to instill those same values in his boys. He looks ahead + plans for the future but it's not his only focus. He lives for now. He seeks adventure + doesn't mind getting off the beaten track to get some fresh air to recharge from life.

## FRUSTRATIONS

Even though he comes across as easy-going, Ray has a low tolerance for failure, across all aspects of life. Bad food + over-priced drinks are top of his most hated list. He doesn't believe his expectations are high, just that things should be honest + not a 'rip off'.

Ray also isn't one to be told what to do. He'd rather be given the details + options, then left to make the choice. He hates finding out about things after the fact - he's not good at dealing with FOMO.

For Ray, time is critical + he wants to extract the most out of every moment. Traffic, queues + long-winded processes drive him nuts, so he makes his plans to avoid them when possible. He also likes to get more quality time with his boys - getting them off online gaming!

Luckily Jess is highly organised + has a calendar for all weekends + school holidays planned in advance. Though, he needs to book in to get his trips on the calendar.

## QUOTES

"Let's be right where the action is!"

"Don't let Jess sell that for what she thinks I paid for it!"

"If it's got an engine + wheels - I'm in!"

## BEHAVIOURS

Ray is up for a chat + whilst he can come across as quite opinionated, he tries hard to be respectful of others.

He goes for comfort over style outside of work. His wardrobe features branded motor sports gear, with a large collection carefully curated over many years of fandom.

He's sociable + enjoys hanging out with friends, but equally enjoys the solo time tinkering in the garage or going for rides on his Ducati.

His pride + joy are his pieces of signed motorsport memorabilia, each with their story, forming the artscape of his enviable man cave.

Ray is big on detail + will thoroughly research a destination + everything there is to do before arrival. He's also likely to stop at information centres to get the local low down.

## INTERESTS

- AFL - Collingwood supporter
- Cricket - spectating + club level
- Coaches kids basketball teams
- Slow cooking + Craft beer
- Mountain biking - all his spare money goes to his bike + gear
- Camping, kayaking, short hikes
- Road trips
- Bargain hunting - even better - a bragworthy bargain
- Discovering new places
- Travel - overseas for iconic races
- Slightly right leaning politics - was raised by Liberal voters
- His man cave - always a work in progress
- Loves a bit of DIY but not very good at it

## INFO SOURCES & WATERING HOLES

Ray is traditional in his media consumption. In fact, he only recently joined Facebook to stay in touch with his wider family + friends + doesn't use any other social media.

He's a long-standing Foxtel subscriber for the sport as well as all of the other subscription services (Stan, Paramount+ etc).

Work colleagues + close mates are his primary trusted sources of information. He'll often lean on them for their recommendations + opinions to help form his own.

He consumes traditional media + reads the Australian, Herald Sun & sometimes The Age. Ray still buys the weekend papers + it is a core part of his weekend ritual. ABC radio is a regular feature playing in the household.

He likes a beer with workmates once every few months, catching old school friends when they're travelling. Jess likes to entertain + get their long-standing friends over for BBQs + drinks in between.

As an aside, he loves a corporate box for any sporting event + sometimes talks his boss into getting one to take work clients.

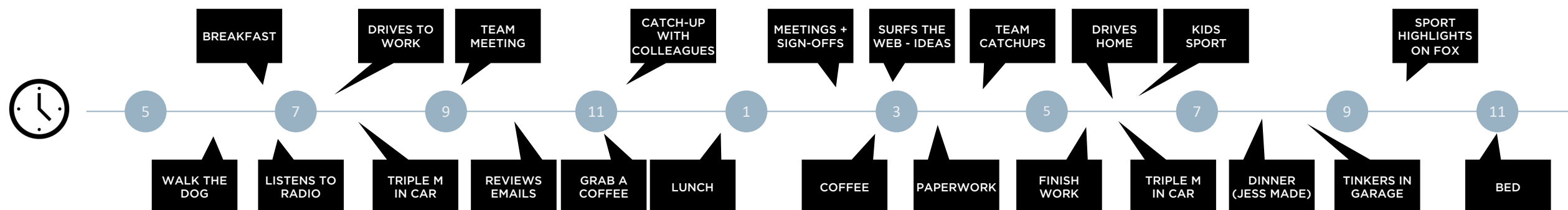
## KEY THEMES

- Experience all speeds on PI - from race tracks to mountain trails - we've got you covered
- Discover the best of the best, all in one place
- Feel at home + fuel all of your passions
- Craft beers + hearty meals with everything at your fingertips
- Make a weekend of it - recharge, refuel + re-energise
- Whether you're watching motorsport or participating, we put you in the driver's seat in PI
- More than just motorsport, extend your PI stay + take a much-needed break with the family
- On-track or off-track, you're part of the action in PI
- Great accommodation + dining options - the perfect base for a boys' weekend, or a work function - we've got something to suit all needs

## MIGHT ALSO SHOW UP AS...

- Older age brackets - 50-somethings
- Pro-amateur cycling / mountain biking interests
- Higher end motorsport spectator + participant
- Professionals looking for corporate events, client experiences + business meetings somewhere new
- Aged 35-65 years
- Take-a-Breakers, Special Occasioners

## TYPICAL DAY IN THE LIFE



# How they map out

PERCEPTUAL MAP OF CUSTOMER PROFILES + HOW THEY INTERACT





# Foundation vs growth

EXISTING PROFILES + GROWTH OPPORTUNITIES

## FOUNDATION

Existing profiles, new opportunities



## GROWTH

Potential profiles for new growth





# Using the profiles



- ✓ EXPERIENCE DEVELOPMENT + INNOVATION
- ✓ MARKETING + PR PLANNING
- ✓ CAMPAIGNS + PROMOTIONS
- ✓ WEBSITE DEVELOPMENT + IMPROVEMENT
- ✓ PRODUCT + PACKAGE DEVELOPMENT



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