

Conscious Adventurers Segment Overview

November 2023

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Travellers seeking adventure that are both socially and environmentally conscious when they travel. Conscious Adventurers value contributing to their community, helping others and helping the environment.

	Social 	Environmentally Aware 	Adventure Seeking 	Freedom Finders 	Eager
Size of Segment	Conscious Adventurers make up 12% of the total travelling population¹ and 14% of trips .				
Age	They skew younger with their median age between 25-44 years old.				
Life Stage	Aligning with their median age, Conscious Adventurers are more likely to be young singles, couples, and young families .				
Economic Value	Conscious Adventurers on average spend ~\$11,950 per person per year on travel , representing one of the top three segments when it comes to their travel spend ² . Within this cohort, 21% are also considered High Value Travellers³ , indicating the economic value of this segment.				
Personal Values	Conscious Adventurers want to stand out in a crowd and make their mark in the world. They are energetic travellers needing constant novelty and stimulation . However, they are also looking for balance in their lives, taking the time to be in tune with themselves and their surroundings.				
Sustainability Values	Like Positive Impact Travellers, Conscious Adventurers believe that they can contribute to the environmental and social issues that affect the world . They engage with sustainable travel activities in the hope that it can help the local community and the environment more broadly, and as a result, these travellers are willing to invest their time and money in initiatives that improve the world around them. This belief carries through to how they want to travel.				
Emotional Drivers to Travel	While travelling, Conscious Adventurers are more likely to visit locations that align with their own individual values. They seek destinations that match their definition of sustainability and allow them to foster themselves as an individual . Conscious Adventurers often find themselves exploring the nightlife of any given destination.				
Functional Drivers to Travel	When choosing a destination, Conscious Adventurers seek a certain level of familiarity, wanting to know what to expect . They are also drawn to destinations that do not take long time to get to . As a higher spending segment, Conscious Adventurers are also more likely to visit places that offer a luxury holiday experience .				
Travel Behaviour	Conscious Adventurers are happy to balance work and leisure while away . 34% of this segment travel twice a year and prefer mid-length trips (4-7 nights) . They are interested in a variety of accommodation types - as a higher spending segment they are more likely to consider luxury accommodation compared to the average traveller but will equally choose a youth hostel or campsite for the experience. Conscious Adventurers prefer beach holidays that meet their definition of sustainable travel .				
Travel Activities and Interests	Conscious Adventurers search for activities that appeal to their social and environmentally conscious nature. They often link this mindset with helping the local community they visit. When travelling they would be interested in:				
	Local Staying like a local, local sporting matches, volunteer with a local charity	Wellness Mindfulness, meditations, emotional healing	Adventure Kayaking, fishing, scuba diving & trekking	Nature Visiting farms, whale or dolphin watching	Nightlife Pubs, clubs, and nightlife spots
Willingness to Spend	Conscious Adventurers are willing to spend on luxury stays but are also happy to travel on a budget depending on their needs. As a socially active segment, they prioritise spending on leisure , particularly on activities that are authentically local, social and thrilling .				
How They Plan	Conscious Adventurers will lean on family and friends, destination websites, and online reviews when planning for their next trip. These travellers are influenced by others and are more likely to travel during summer than other segments. Conscious Adventurers travel during peak periods such as public and school holidays.				

¹In 2023 we determined that there was 11.5 million people in the travelling population of Australia (travelling for leisure at least every two years). Our three main segments represent 35% of the total Australian travelling population. Specifically, that makes up 3.9 million people. *Note these calculations were using unrounded numbers*

²Travel spend represents the dollar value travellers in our study were willing to spend per year on travel x trip frequency and length of travel x number of people

³High Value Traveller Definition: Higher income (Annual household income >\$100K) AND Higher travel spend (top third for annual travel spend), which represents 18% or 2.1 million people of the Australian travelling population. *Note these calculations were using unrounded numbers*

Discoverers Segment Overview

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Discoverers are driven to seek unique experiences that are off the beaten path. They want authentic experiences that leave the destination better than when they found it.

	Intrepid	Conservationist	Compassionate	Respectful	Down-to-earth
Size of Segment	Discoverers make up 11% of the total travelling population¹ and 12% of trips .				
Age	Discoverers spread across a broad range of age groups, falling mostly between 25-64 year olds.				
Life Stage	Due to their broad age span, Discoverers do not skew to any one lifestage.				
Economic Value	Discoverers on average spend ~\$13,350 per person per year on travel , making them the top segment when it comes to travel spend ² . Within this cohort, 20% are also considered High Value Travellers³ , making this segment a highly valuable group in the travelling market.				
Personal Values	Discoverers have a desire to stand out in a crowd and prioritise experiences over possessions . These experiences tend to be off the beaten path and unique to each destination.				
Sustainability Values	Discoverers are low touch travellers who are looking to explore the outdoors whilst also seeking ways to conserve and restore the environment. Discoverers adhere to 'Leave no trace' principles and seek destinations that protect the natural environment. Whilst they want to explore the natural world, they don't want this to come at a cost to the place they visit.				
Emotional Drivers to Travel	Discoverers want to experience somewhere untouched by humans and understand the associated responsibility that comes with this. Whilst seeking these off the beaten track experiences and places , they will always prioritise leaving a destination better than they found it . Throughout their travel they want to feel like locals and experience normal life in each of the places they visit.				
Functional Drivers to Travel	Discoverers look for unique experiences and destinations with rich history they can learn about. The destination itself isn't always the end goal for this cohort, with the journey being an important factor in where and how they travel.				
Travel Behaviour	Discoverers are frequent travellers, over-indexing for more than 12 trips a year . These trips are often multi-purpose with both work and leisure in mind . As a result, Discoverers are willing to work where required while away.				
Travel Activities and Interests	Discoverers immerse themselves in the experience, history and natural beauty of the places they travel and always want to leave the destination better than they found it. When travelling they look for:				
	Adventure Trekking, mountain biking, freshwater fishing / river fishing, cliff diving, fly fishing	Luxury Yacht/boat, scenic flight / helicopter	Uniqueness Sleep-focused retreat, visiting religious sites, meditation / consciousness experiences		
Willingness to Spend	Discoverers have the highest spend per year on travel and as a result, are more likely to invest in luxury travel . Transport is an important factor for this group when travelling as it represents more than just a way to get from a to b. Discoverers are more likely to spend on transport than the average traveller, which enhances the journey and travel experience of a destination.				
How They Plan	Discoverers are relatively independent when it comes to planning, relying heavily on a destination's website as their key source of information. Whilst recommendation from friends and family remains important, it is less likely to influence their decision. Autumn is a popular season to travel for this group and they make the most of public holidays and long weekends choosing to use this time for travel.				

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Positive Impact Travellers Segment Overview

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Sustainably conscious travellers wanting to support local communities and immerse in nature, culture, and history

Environmentally Focused	Empathetic	Altruistic	Curious	Wellbeing Focused
Size of Segment	Positive Impact Travellers make up 10% of the total travelling population¹ and 11% of trips .			
Age	They skew older with their median age between 45-64 years old.			
Life Stage	Aligning with their median age, Positive Impact Travellers are more likely to have families with teenagers .			
Economic Value	Positive Impact Travellers on average spend ~\$10,000 per person per year on travel , making them one of the top three segments when it comes to their travel spend ² . Within this cohort, 16% are also considered High Value Travellers³ , making this segment a highly valuable group in the travelling market.			
Personal Values	Positive Impact Travellers are altruistic in nature , wanting to give back to their community, the environment, and others around them . This ethos flows through to how they travel, prioritising all aspects of sustainability (social, economic, and environmental).			
Sustainability Values	Positive Impact Travellers feel personally affected by social and environmental issues and believe they can make a real difference when it comes to sustainability. As a result, Positive Impact Traveller's actions match their values , wanting to do more and willing to invest their time and money to support companies that try to reduce their impact on the world around them.			
Emotional Drivers to Travel	When travelling, Positive Impact Travellers want to feel authentically local , getting in and amongst local life to intimately know the place. For this reason, they are personally committed to helping the local community and actively believe in leaving a destination better than they found it.			
Functional Drivers to Travel	Positive Impact Travellers seek a higher sense of fulfillment when travelling by immersing fully in a place . Easy to access information is key for this group as they look to enrich their travel through history and culture . Positive Impact Travellers seek destinations that reflect their own values, prioritising places that are inclusive for all travellers .			
Travel Behaviour	For this group, travel represents an escape from work , prioritising travel for leisure. They are happy to leverage a range of accommodation types (wilderness lodge, cabin, motorhome, B&B) and are more likely to seek destinations that are rural, isolated, and sustainable . 65% of this group travel twice a year or more and favour longer trips (+14 nights) , highlighting their desire to make their time count when they travel.			
Travel Activities and Interests	Local Visiting markets, museums, & historic sites, learning about Aboriginal culture, attending cultural events	Natural Getting into nature, watching wildlife in natural habitat, bushwalking and mountain biking	Wellness Emotional healing, mindfulness and meditations	'Hands on' Foodie Experiences Foraging, hunting, cooking classes
Willingness to Spend	When travelling, Positive Impact Travellers want to soak up their surroundings. 70% of these travellers are willing to spend money to have a comfortable holiday, particularly if this provides access to wilderness scenes / nature or the hustle and bustle of the city. Hyper-local experiences are particularly attractive for this group and are seen as worth paying more for , especially if this enables them to give back to the community and support local food, produce, suppliers and/or vendors.			
How They Plan	Positive Impact Travellers are influenced by family/friends as well as by online reviews , indicating their need for destinations to be validated by others they trust. They don't really mind which season they travel in but are least likely to travel during summer months compared to other seasons. Positive Impact Travellers will also coordinate their travel to be outside school holiday periods, showing their flexibility and willingness to travel during off-peak times of the year .			

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