

Landing the Traveller Framework

- We analysed the data to identify the **best predictors** of how consumers behaved when it came to holiday travel, specifically:
 - **Destination choice** – ie the destinations they have visited in the past 12 months and the destinations they are actively considering visiting in the next 12 months
 - **Queensland** – likelihood to both visit and consider Queensland
 - **Drivers of choice** – what is most important to them in a travel experience
 - **Spend** – how much they spend per night/trip on average
 - **Frequency** – how often they travel
- The 3 most powerful predictors of travel behaviour were, in order:



The nature of the travel occasion



- **Weekend getaways**
- **Short breaks**
- **Real holidays**
- **Travel experiences**



The life-stage I'm in



- **SINKS/DINKS**
- **Younger families**
- **Older families**
- **Empty nesters**



Where I live (in terms of distance to QLD)



- **Intrastate (Qld)**
- **Interstate (NSW, Vic, Rest of Australia)**
- **New Zealand**