# ATTRACTING MILLENNIALS TO REGIONAL NEW SOUTH WALES

## WHO ARE ‘MILLENNIALS’?

<table>
<thead>
<tr>
<th>Age Groups</th>
<th>Life Stage</th>
<th>Travel Choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>15–16</td>
<td>This group is busy creating a ‘social identity’, heavily influenced by what others think of them</td>
<td>They choose aspirational experiences that help build their ‘social brand’</td>
</tr>
<tr>
<td>17–19</td>
<td>This group is defining who they are by creating a ‘self identity’, or ‘my story’</td>
<td>They choose relaxing experiences to take a break from adult responsibilities and routine</td>
</tr>
<tr>
<td>20–24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25–29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30–34 (WITHOUT KIDS)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## ARE THEY DIFFERENT TO OTHER GENERATIONS? **YES!!**

- Social media compels them to create a ‘global identity’ as opposed to a local identity – however, daily life is too mundane to post publicly, so they seek a variety of unique experiences to help build their personal brand.
- They define themselves by their experiences, not by their jobs as previous generations do.
- Recommendations are key, helping to distil information into what is relevant to them. They only ‘trust’ recommendations from other millennials.

## WHAT DO THEY WANT FROM A DESTINATION?

1. **CONNECT**
   - Build authentic relationships with other travellers and locals.

2. **ESCAPE**
   - Break the monotony and ties of everyday life.

3. **DISCOVER**
   - Learn something new about the world, or about themselves.

4. **BRAG**
   - Use experiences to create a social identity.

## WHAT ARE THEIR PERCEPTIONS OF REGIONAL HOLIDAYS?

- Not enough variety in things to see and do.
- Peaceful, relaxing and authentic, but can be dull and boring.
- Activities mainly relate to nature – hiking, beach, swimming.
- Not accessible if you don’t have a car.
How do their requirements align with Regional New South Wales’ offering?

- The key pull factor for a regional holiday is having basic, yet sophisticated experiences, such as country food and wine, nature-based experiences, and events.
- Millennials consider regional destinations as peaceful and relaxing, while providing authentic experiences.
- As the level of digital overload is only likely to intensify in coming years, growth in people seeking relaxing and peaceful retreats is an opportunity for regional NSW.

‘Rest and relaxation’ – the key to attracting millennials to Regional New South Wales

- Regional NSW is currently a destination that millennials visit for a short break – three to four days – to relax and reflect, often with friends.
- Importantly, ‘rest and relaxation’ to millennials doesn’t only mean passive experiences, it’s also about experiences that allow rejuvenation, indulgence, escape, and discovery.
- This means that destinations should promote a range of active and passive experiences.

How to market to millennials

- Build awareness of places to visit through experience-rich imagery
- Deals are important and can place a destination on their radar
- Develop a ‘hook’, or a reason for them to visit – what is unique about the destination?
- Variety and choice are essential – is there a lot to see and do?
- Must be ‘insta-worthy’ – would they be proud to share/be seen?
- Is there wi-fi/internet access at the destination to allow posting of their holiday photos and videos?
- Must be socially acceptable – do others talk about it?
- Distance isn’t an issue, but accessibility is – how easy is it to get there?

Imagery

- Should be destination specific and reflect the ‘feel’ of the place
- Show the variety of experiences available
- Show activities within the surrounding environment – helps them visualise themselves there
- No stock images

Messaging

- Minimal text – let the images do the work
- Essential to include destination name – likely the only thing they will read

Rules for a good hashtag

- Experiences e.g. #skydive
- Action verbs e.g. #swim, #explore, #discover, #hiking
- Place name e.g. #bluemountains