



# ATTRACTING MILLENNIALS TO REGIONAL NEW SOUTH WALES

## WHO ARE 'MILLENNIALS'?

AGE GROUPS	LIFE STAGE	TRAVEL CHOICES
15-16 	This group is busy creating a 'social identity', heavily influenced by what others think of them	They choose aspirational experiences that help build their 'social brand'
17-19 		
20-24 		
25-29 	This group is defining who they are by creating a 'self identity', or 'my story'	They choose relaxing experiences to take a break from adult responsibilities and routine
30-34 (WITHOUT KIDS) 		

## 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 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

## WHAT DO THEY WANT FROM A DESTINATION?



### CONNECT

Build authentic relationships with other travellers and locals



### ESCAPE

Break the monotony and ties of everyday life



### DISCOVER

Learn something new about the world, or about themselves



### BRAG

Use experiences to create a social identity

## 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?

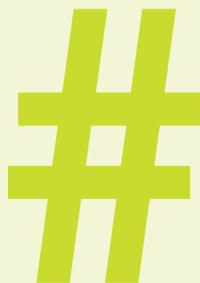


### IMAGERY

- 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

