

Understanding the Connector market

Research conducted via focus groups and an online survey with Connectors within 400km of the target regions plus a boost sample of Brisbane Connectors. For further information please contact: Research@tq.com.au

Connectors' ideal holiday needs and wants

Activities and attractions preferred by Connectors on their ideal holiday include: festivals, tropical islands, beaches, shopping, rainforests, sightseeing, markets, daytrips and activities for children.

Holiday experiences sought by Connectors often incorporate: access to natural water, locally grown produce, discovery of nature, something for children and getting there easily.

Core drivers behind Connectors' ideal holiday include to: rest, relax, unwind, de-stress, have fun, leave the cares of the world behind, explore and have new experiences.

Considerations for the future

While being able to leave the cares of the world behind, relax and unwind drive holiday choices, re-connecting is not always a conscious driver. It can't be assumed that Connectors always acknowledge or recognise the need to bond. However, it can be assumed that Connectors want to share different or meaningful experiences with those close to them. As a matter of course, this creates the memories that bring Connectors closer to their friends, family and hence their greater propensity to travel with partners or family members.

Connectors want to relax, unwind and have fun, essentially by leaving the cares of the world behind whilst on holidays. These three factors are generic considerations for most holidays, however, they have specific meaning to Connectors.

- **To relax** is to have an absence of everyday responsibilities and routine and can be achieved in a short amount of time.
- **To unwind** sufficient time away from everyday life is required in order to fully let-go and de-stress. Typically a week or more.
- **To have fun** is to engage with experiences that are unique, differentiated from the everyday and meaningful as opposed to a more typical overt high-energy experience.

This diagram summaries Connectors' ideal holiday needs and wants. Highlighting these attributes can help identify potential experiences as well as key communications to motivate Connectors to consider or visit a region.



Connectors' ideal holiday profile

Regions need to create a compelling holiday proposition (experience) for Connectors by showcasing desired landscapes and attractions that are unique from other regions. In addition, these experiences will need to address the core holiday needs of Connectors: to relax, unwind and have fun.

Access to the beach as well as natural attractions are the main attributes/experiences desired by Connectors in a holiday destination. Although most Queensland destinations offer this, accessibility should not be underestimated as a selling point. Accessibility can also enhance Connectors perceptions of value or affordability.



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Connector's ideal holiday profile

Length of stay	13 days
Accommodation	Hotel, motel, rental property, apartment
Star	4-5 star
Facilities	Friendly service, clean and well presented, air-conditioning, swimming pool
Dining	Self catering/casual
Distance prepared to drive to get to the holiday destination	8 hours maximum

As Connectors seek comfort, regions need to assure them that accommodation, transport and services, similar to those listed in the table, are available.

It is also worth noting that Connectors don't like the constraints of an itinerary, they like the freedom to do and explore things in their own time.

Connectors are likely to travel to destinations closer to home. Additionally, two in five have a holiday destination they return to regularly.

Holidays for Connectors are often impacted by real world factors such as:

- budget – what they can afford
- lifestage – the travel parties requirements
- travel party – what will please everyone
- expectation of the destination – what can a location realistically offer.

For example, actual holidays tend to be shorter than 13 days; 8 days on average.

Connectors are not heavy holiday researchers or planners. Connectors rely heavily on past experiences and word-of-mouth. As such, ensuring regions have the right appeal is critical to get them onto Connectors consideration sets.

Connectors tend to follow a three staged process of information gathering and decision making:

- **Mental shortlists:** Connectors accumulate information about destinations that makeup their consideration set passively. Mediums such as word-of-mouth, past experience, TV shows, magazine articles and, to an extent, the internet are used.
- **Confirm and decide on logistics:** After deciding on a shortlist of destinations, the internet helps when making a final decision. This help is often functional, to check availability and make bookings.
- **Decide on what to do at the destination:** At this stage Connectors spend time looking at destination specific collateral like guides and brochures to help them to decide what to do when there.

Connectors generally plan short breaks a week to a few months in advance. A longer holiday (3 nights or more) tends to be planned a few weeks to six months in advance.