

# Ideal Customer Template

Once you have read the [Understanding your customers guide](#), use this template to develop your own Ideal Customer personas for your business. Repeat this process if you have more than one Ideal Customer for your experience, as well as each time you are looking to launch a new product, experience or event.

## Demographic and psychographic profiling

<b>What is their age range?</b>	
<b>What is their gender?</b>	
<b>Where do they live?</b>	
<b>What is their household income (approx.) and occupation?</b>	
<b>Who else lives in their household?</b>	
<b>What do they do in their free time?</b>	
<b>What are their life values?</b>	
<b>What are their aspirations?</b>	
<b>Where do they get their inspiration from?</b>  (e.g. television/online streaming programs, social media, newspapers and magazines, word of mouth etc.)	

## Travel preferences

These answers will help refine your key messages and areas of focus for your marketing tactics.

<p><b>What experiences in your business are they aligned to?</b></p>	
<p><b>What are their travel motivations?</b> (e.g. to escape work, to reconnect with friends and family, to learn and discover new things, etc.)</p>	
<p><b>When do they typically travel and how long for?</b> (e.g. weekend getaways, long self-drive holidays, during specific seasons, etc.)</p>	
<p><b>Who do they typically travel with?</b> (e.g. partner, friends, family, pets, etc.)</p>	
<p><b>How do they find out about your experience?</b> (e.g. word of mouth, social media, advertising, travel websites, travel reviews, etc.)</p>	
<p><b>How do they book their trip (if relevant)?</b> (e.g. your website online booking system, online travel agent, over the phone, visitor centre, etc.)</p>	
<p><b>How do they typically like to get to their destination?</b> (e.g. self-drive, fly, hire car, etc.)</p>	

# Content marketing ideas

## Questions and challenges

<p><b>What specific questions do they ask about Canberra, and what challenges do they face when planning their trip? Examples could include:</b></p> <ul style="list-style-type: none"> <li>• What are the highlights I must see in a day?</li> <li>• Where are these highlights in relation to my accommodation?</li> <li>• Is my accommodation in walking distance or easy public transport?</li> <li>• Where are the best sunset spots?</li> <li>• Are there family-friendly things to do for a varied itinerary?</li> </ul> <p>List as many as relevant.</p> <p>Use these to help guide future blog articles, website updates, eNews updates and social posts for your experience.</p>	
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## Story ideas

<p><b>What are the people, product and place stories they find interesting (and ask questions about) for your experience, and the wider Canberra region?</b></p> <p>List up to 10 if you can.</p> <p>Use these to help guide future inspiring content, such as social posts or blogs, for your experience.</p>	
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# Example of an Ideal Customer persona

Below is an example of one of VisitCanberra’s Ideal Customer personas, the Variety Seeker. Using the information in your table above, you can name and create the profile of your Ideal Customer. Remember to repeat this process if you have more than one Ideal Customer for your business.

# meet the variety seeker single or couple

*I want to  
explore and  
discover new  
things while I can  
still do it*



The variety seeker (single or couple) leads an action-packed life and loves nothing more than packing up the car for a weekend away doing fun and interesting things. They are career-driven, but always makes time for social activities like eating out, entertaining and spending time with friends and family. The variety seeker (single or couple) doesn't need much of an excuse for a short break and thinks nothing of adding getaway days to a business trip or saying yes to a spontaneous trip with their partner or friends. They enjoy a life that is rich and fulfilled.

## Wants

- Strong connections and relationships
- An enriched life
- A variety of experiences
- Quality food (not always fine dining)

## Likes

- Celebrating special occasions
- Going away on weekends
- To holiday within Australia
- Experiencing local culture
- Seeing nature

## Gets inspiration from

- Word of mouth
- Social media
- Travel deals (direct marketing)
- Travel articles, Trip Advisor and Google Reviews

## Wants to know about

- What's hot and trending
- The latest in restaurants and attractions
- Cool and interesting accommodation
- Things to do for a varied itinerary
- Deals and offers, especially for a spontaneous getaway

## About



**Single or  
couple, no  
children**



**Household  
earns  
\$109,000 p/a**



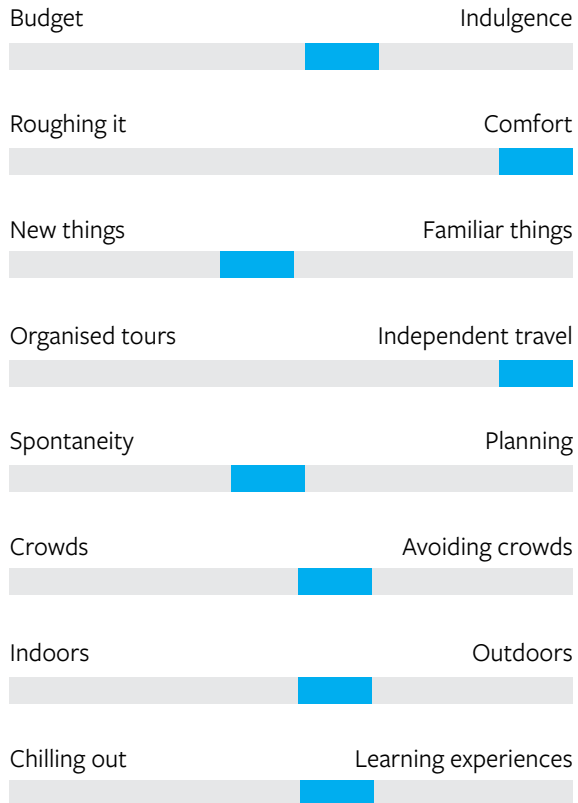
**Works  
full-time**

# Meet the variety seeker single or couple



## TRAVEL BEHAVIOURS

### Prefers



### On short breaks



Travels alone or with their partner

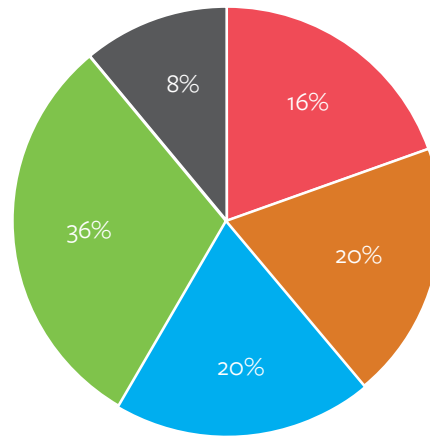


Stays in a hotel



Travels by car

### Travels in



■ Summer ■ Autumn ■ Winter  
■ Spring ■ Unknown

### Usually travels to



### On short breaks, likes to



Walk, bushwalk or hike



Go out for a meal or drinks



Visit galleries, museums or landmarks



Explore the area



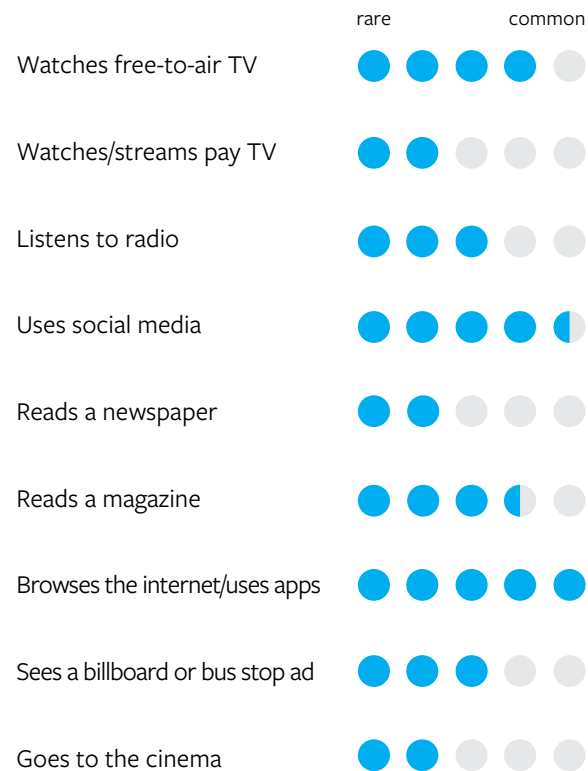
Shop

# Meet the variety seeker single or couple



## MEDIA CONSUMPTION

### At least once a week



Media consumption data is current as of December 2018. Consider what media may have been released after this date that is similar to what's shown, and also most relevant to your campaign. Please note also that some media titles shown here, i.e. top newspapers and radio stations, reflect preferences of larger markets (NSW & Vic). Use this information as a guide to what may be relevant for your market.

### Media preferences

**Television:** Mostly watches TV in the evening.

#### Likes to watch:

- News and current affairs
- Reality TV
- Home/Lifestyle/Travel
- Dramas
- Sport
- Documentaries
- Comedies

#### Top shows:

- ABC News
- Four Corners
- Australian Story
- Gruen
- David Attenborough documentaries
- Rugby League: State of Origin
- Handmaid's Tale
- Big Bang Theory

**Radio:** Mostly listens to FM radio.

#### Likes to listen to:

- FM Breakfast (5.30am to 9.00am)
- FM Drive (4.00pm to 7.00pm)
- FM Morning (9.00am to 12.00pm)

#### Top radio stations:

- Gold 104.3
- Fox FM
- Nova
- Triple J
- ABC Radio

**Newspapers:** Occasionally reads a newspaper.

#### Top newspapers:

- Sunday Telegraph
- Sun Herald
- The Age
- Sydney Morning Herald

**Magazines:** Likes to read magazines.

#### Likes magazines about:

- Food and entertainment
- General interest
- Newspaper inserts
- Home and garden
- Women's interest magazines

#### Top magazines:

- Coles Magazine
- Fresh
- Better Homes & Gardens
- Women's Weekly
- Good Weekend
- National Geographic

#### Top social media platforms



#### Top websites



#### Top TV channels

