

C U S T O M E R F R A M E

putting the heart back into business



Introducing the Yarra Valley + Dandenong Ranges Customer Profiles

2023 YARRA RANGES TOURISM SUMMIT

imagine



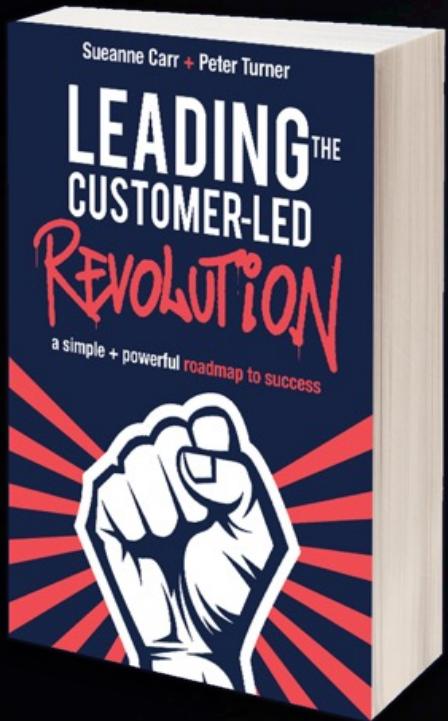
C L F

The plan for today

- ✓ Customer Profiles 101
- ✓ The development journey
- ✓ Your 8 profiles
- ✓ Profile bingo!
- ✓ Next steps - Apply



SUEANNE + PETER



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CUSTOMER FRAME

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CUSTOMER FRAME



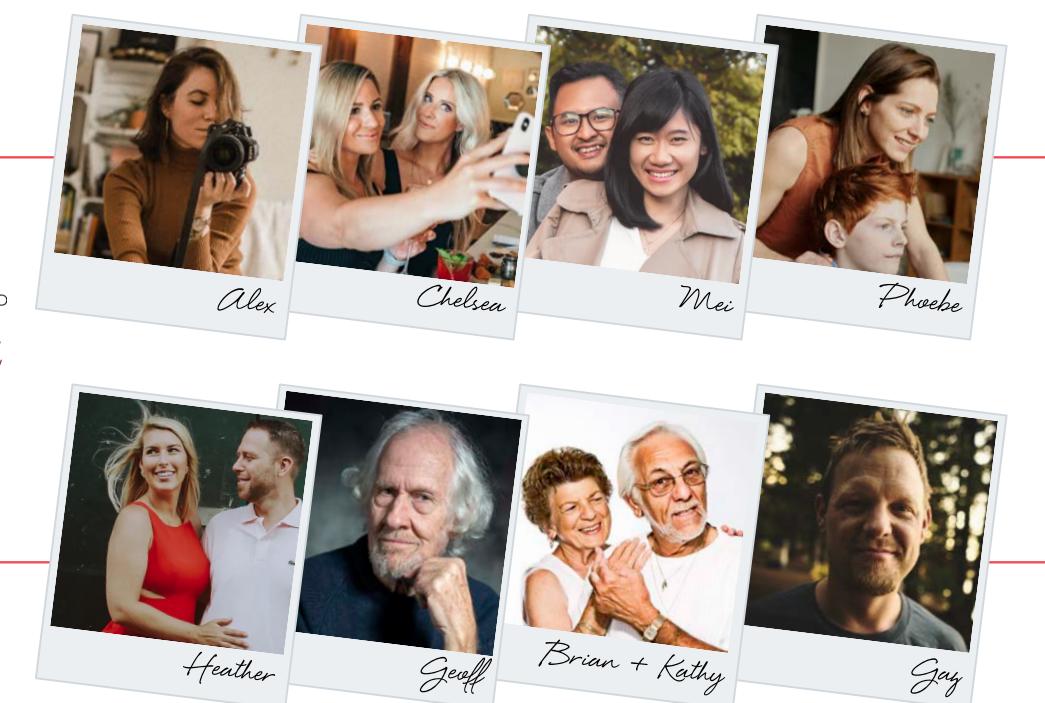
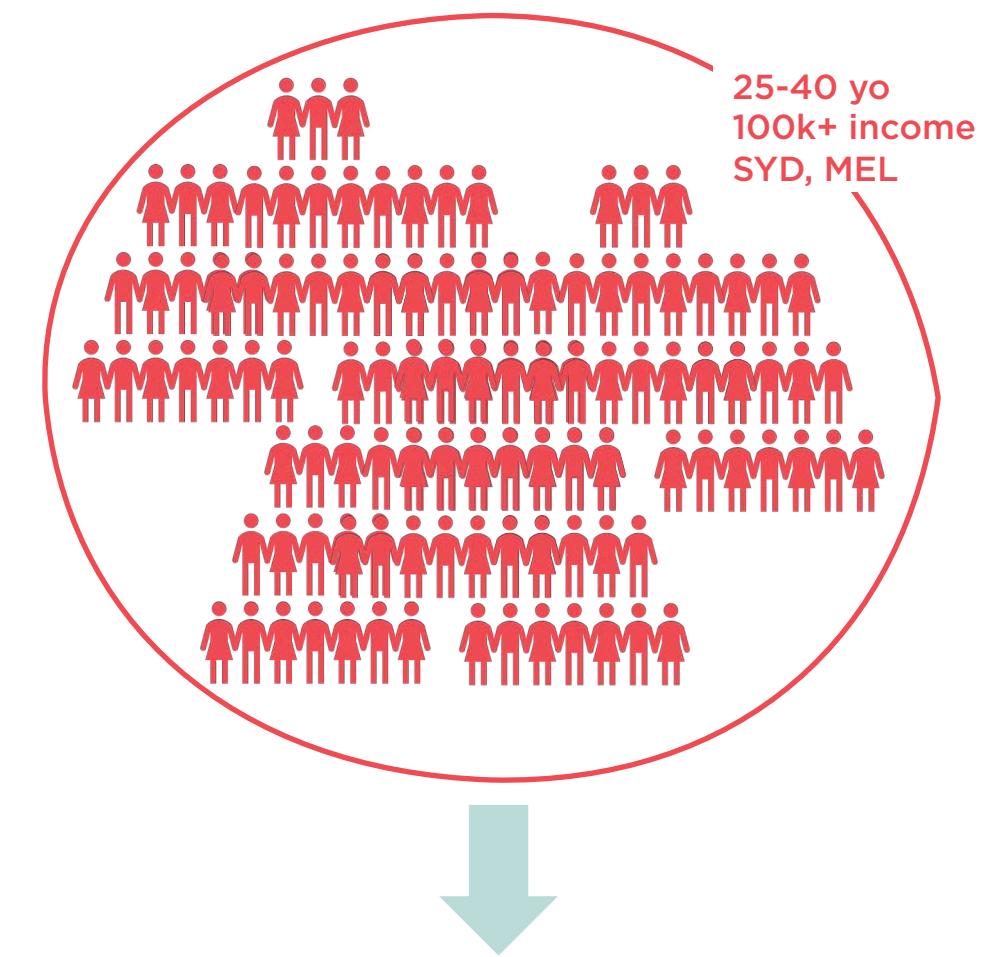
We help
businesses +
regions improve
their customer
experience

BY PUTTING THE CUSTOMER AT THE
HEART OF EVERYTHING THEY DO

Customer Profiles 101

WHY USE THEM + WHAT ARE THEY?

- Why: key to unlocking growth opportunities for regions + businesses
- Move beyond demographics + segments to real people
- Bring to life a real person + create a powerful empathy for greater connection
- Create a deep + common understanding of customer across your region



Objective

To create a common set of Customer Profiles for the Yarra Valley + Dandenong Ranges region:



- develop a **collective + harmonised view** of the customer
- enable a clear, consistent + **common understanding** of the region's tourism customers, beyond demographics alone
- help drive **deeper customer empathy**, find new opportunities + help the region become more resilient from disruption



Yarra Valley and Dandenong Ranges: Customer Profiles Input Survey

Welcome to the Yarra Ranges Tourism Customer Profiles Industry Input Survey

WHY ARE YOU HERE?
We're thrilled to be working with **Yarra Ranges Tourism** and you, the industry, to develop a set of consistent Customer Profiles for Yarra Valley and Dandenong Ranges.

By **creating a better understanding** of who your customers are and creating clearly defined profiles for them, you can better understand what they need from you and how you as businesses and operators, can best meet those needs.

WHAT ARE CUSTOMER PROFILES?
Customer Profiles **delve deeper** into who your customers are, beyond their age, household income and life-stage. Covering topics such as their background, goals (what they want to achieve in life), frustrations (and pain points), their interests, info sources and places they hang out, you can better understand what's going on for your customer and how your messaging and product offering can be best tailored to meet their needs.

Your Customer Profiles will provide a **clear, consistent and common understanding** of the region's tourism customers, beyond demographics alone and help drive deeper customer empathy, find new opportunities and help the region become more resilient for the future.

WE NEED YOUR INPUT
To get a clear view of the Yarra Valley and Dandenong Ranges customer, it makes sense to **start with you, the industry**, who are on the ground and face-to-face with your customers each and every day.

This is **more than just basic demographics** - this is about getting into the deeper understanding of who your customers really are, beyond just facts and figures.

We'll use your input, supplemented with the wealth of existing insight and research available, + industry consultation to build a picture of the region's customers and create your profiles. Your input is a critical part of the overall success.

Please take the time to give detailed answers and feedback, and be honest and open minded - please be assured that all answers will be reported anonymously.

The survey should take between 5 to 20 minutes.

Please note, the term 'customer' refers to a visitor to the region, not a resident. Your input will help drive the local economy + region prosperity.

THANK YOU
Thank you for your valued input - we appreciate your time and effort.

Peter Turner + Sueanne Carr
CUSTOMER FRAME



Method + process

✓ GATHER + REVIEW

- Review existing customer insight, data, region plans + strategies
- Deploy industry input survey (90 responses!)

✓ WEBINAR + WORKSHOPS

- Select industry representatives
- Virtual training webinar (Introducing Customer Profiles)
- Full day in-person workshop - Ideate + Co-Create

✓ DEVELOP + DRAFT

- Build profiles using all inputs
- Review with YRT Team
- Finalise

✓ LAUNCH + ENERGISE

- Launch presentation to industry
- Apply Program - 3 part webinar series

Key observations

- ✓ A COMMON INDUSTRY VIEW
- ✓ MORE CUSTOMERS WHERE WE WANT THEM
- ✓ BEYOND THE DAY TRIP
- ✓ NOT A ONE-SIZE-FITS-ALL

INTRODUCING THE

Yarra Valley + Dandenong Ranges Customer Profiles



Steven



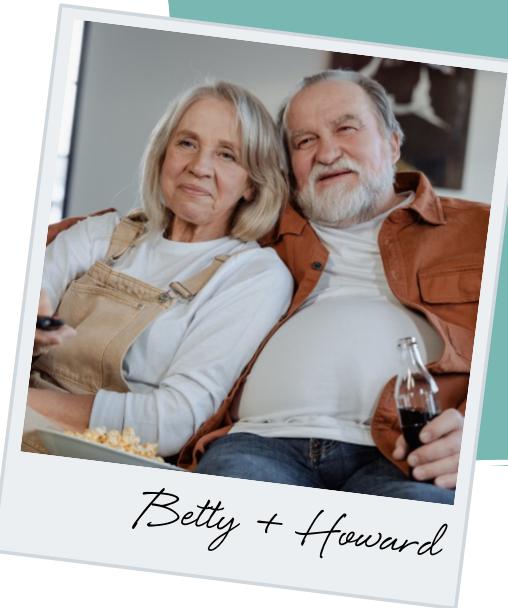
Sarah



Luca + Melanie



George



Betty + Howard



Lily



Ming-Li



Gregg + Sophia



YARRA RANGES TOURISM

the aspirational internationalist



the go-getting retirees



the heart of the middle-income family



the young professional socialite



the wealthy couple living life



the successful New Melbournian



the active dad with a love of the outdoors



the couple that splash the cash



YARRA RANGES TOURISM



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CUSTOMER FRAME

Customer Profiles

CLARITY BEYOND 'EVERYONE IS MY CUSTOMER' TO FOCUS + ALIGN EFFORT



- Typical profiles of **visitors** to the region
- **Eight profiles** that reflect the depth + complexity of the region
- Bring to life a real person + create a **powerful empathy** for greater connection
- Create a deep + **common understanding** of customer across your region

Luca + Melanie

the wealthy couple living life





Luca + Melanie

KEY POINTS – things you should know about them

- Professionals needing a break
- Image + the finer things in life
- Nearly empty nesters

NEEDS – to have the best experience?

- Things to be easy to search + book
- Unique + interesting, not standard
- Active relaxation options to suit both

WHAT – can we do to make their time in the region better?

- Curate ideas based on needs
- Options ahead of time for planning
- Interesting extras + add-ons

WHERE - do we reach them?

- **Online news sources, social media**
- **Interesting, inspirational, punchy**
- **Tap into their intrinsic needs + ego**

MIGHT ALSO SHOW UP AS...

- Semi-retired wealthy couples seeking something new
- Special interest groups – gardening, arts, nature
- Special occasions – wedding, birthday, anniversary
- Groups of 2-3 couples travelling together
- Age group 40-65 years
- Non-gender specific + same sex couples
- Travelling without children (even if they have them)

Sarah

the heart of the middle-income family





Sarah

Meet Sarah: the heart of the middle-income family

BACKGROUND
 Sarah is a successful, loving mother of two boys. She and her husband, Mark, have been married for 20 years (12 of which with children). Mark is a financial advisor and Sarah is a stay-at-home mom. She is devoted to her family + is active in the local school + sports. They are budget conscious but love to travel and have a great sense of humor.

BEHAVIOUR
 Sarah is a natural leader + manages the family calendar. She researches her options for travel and tries to make the most of their time together. She loves to plan trips with friends + family, and enjoys the spontaneity of last-minute decisions.

INTERESTS
 Daily exercise, reading, cooking, traveling, and spending time with friends and family.

COMMON QUIZ
 1. It's your birthday. You're 30.
 2. You're at a wedding.
 3. You're at a birthday party.
 4. You're at a social gathering.
 5. You're at a work meeting.

QUOTE
 "The Robinsons had a great time. Let's try it again!"

WHAT SHALL WE DO THIS WEEKEND?
 "Let's go on an adventure!"

TYPICAL DAY IN THE LIFE

6:00 AM Wake up and get ready for work.
 7:00 AM Go to work.
 8:00 AM Work until 5:00 PM.
 9:00 PM Get home from work.
 10:00 PM Go to bed.

KEY POINTS - things you should know about them

- Busy family, juggling life
- Looking for family experiences
- Not just about the kids, adults too!

NEEDS - to have the best experience?

- New/interesting places for family
- Affordable options by interest
- Things to be easy to search/book

WHAT - can we do to make their time in the region better?

- Events calendars + new places
- Unique experiences - passive/active
- Ideas for group travel (families)

WHERE - do we reach them?

- Online - google, Facebook, groups
- Relate to emotional connection
- Well-presented lists + choices

MIGHT ALSO SHOW UP AS...

- Families with young kids to early teens
- Groups of families or multi-generational families, travelling together + potentially sharing a house
- Groups of family friends taking a trip together
- Resident family taking VFR to see local areas
- Family groups celebrating a special occasion
- Day trippers for nature, markets, walks, wineries, lunch

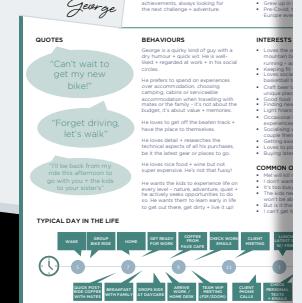
George

the active dad with a
love of the outdoors





George



KEY POINTS – things you should know about them

- Busy professional with a love of nature
- Loves to travel with mates + family
- Constantly on the look-out to get away

NEEDS – to have the best experience?

- Inspiration – images, stories, content
- Information – detail to help him plan
- Day trips, weekends – mates + families

WHAT – can we do to make their time in the region better?

- Best spots + local secrets
- Listicles of the top places to go
- Family + group options

WHERE – do we reach them?

- Online – social media + groups
- Profiling celebrities + locals – stories
- Peers + social groups

MIGHT ALSO SHOW UP AS...

- Day trips for activity followed by a hearty lunch
- Corporate away day, team building or planning trip
- A bunch of mates on a camping trip
- Interstate visitors on a trip with Melbourne mates
- A group of couples – the boys head out to the outdoors + the girls shop or have a pamper session
- Families travelling together as a group

Ming-Li

the successful New Melbournian





Ming-Li

Meet Ming-Li: the successful New Melbournian

BACKGROUND

Ming-Li, 31, arrived in Australia from China in 2010, with her husband and two young children. She has since become a successful entrepreneur, running a successful business in the food industry. She is a hard-working, determined woman who is always looking for ways to improve her business and her family's lives.

THE FACTS

Ming-Li is a hard-working, determined woman who is always looking for ways to improve her business and her family's lives. She is a hard-working, determined woman who is always looking for ways to improve her business and her family's lives.

GOALS

Ming-Li is a hard-working, determined woman who is always looking for ways to improve her business and her family's lives. She is a hard-working, determined woman who is always looking for ways to improve her business and her family's lives.

INTERESTS

Ming-Li is a hard-working, determined woman who is always looking for ways to improve her business and her family's lives. She is a hard-working, determined woman who is always looking for ways to improve her business and her family's lives.

COMMON

Ming-Li is a hard-working, determined woman who is always looking for ways to improve her business and her family's lives. She is a hard-working, determined woman who is always looking for ways to improve her business and her family's lives.

TYPICAL DAY IN THE LIFE

Ming-Li's typical day starts with her children's school drop-off, followed by a quick breakfast and a quick shower. She then heads to work, where she spends most of the day. She returns home in the evening to prepare dinner for her family and spend time with them. She also spends time working on her business, which she does in the evenings and on weekends. She is a hard-working, determined woman who is always looking for ways to improve her business and her family's lives.

KEY POINTS – things you should know about them

- First-generation immigrant
- Travelling with large family group, VFR
- Day trips + short breaks

NEEDS – to have the best experience?

- Range of accom options + pricing
- Info curated by age/interest
- Things to be easy to search/book

WHAT – can we do to make their time in the region better?

- Events calendars + top spot lists
- Special occasion inspiration
- Large group travel ideas

WHERE – do we reach them?

- Online news sources, social media
- Interesting, inspirational, punchy
- Tap into her intrinsic needs + ego

MIGHT ALSO SHOW UP AS...

- Ethnic families (Sri Lankan, Indian) for nature escape
- Groups of families or multi-generational families
- Resident students + young professionals travelling with VFR from overseas + interstate
- Interstate visitors travelling as a core or extended family or friendship group
- Day trippers for nature, walks + lunch, wineries

Lily

the young professional socialite





Lily

Meet Lily: the young professional socialite

BACKGROUND
Lily is a career driven young professional who loves to travel. She is always looking for the next adventure or new place to go.

GOALS
Career is important to Lily, in fact it's everything to her. She wants to be successful and make a name for herself in the industry she loves. She has her eye firmly set on a promotion and a raise.

INTERESTS
• Books
• Travel
• Sports
• Politics
• Technology
• Fashion
• Photography
• Travel
• Food
• Sports
• Technology
• Fashion
• Photography

COMMON
• It is very important to Lily that she is able to keep up with the latest news and trends. She loves reading about how cool she is.

QUOTES
"I didn't think I would, but I really loved that."
"This is my new favorite."
"Wait, let me get a photo!"

BEHAVIORS
She loves to be organized. She researches, plans, and executes her trips with precision. She is a natural leader and enjoys being the center of attention. Social media presence is important to her. One of her main goals is to have things to look forward to. She loves to travel and explore new places, and enjoys meeting new people along the way.

INTERESTS
• Books
• Travel
• Sports
• Politics
• Technology
• Fashion
• Photography
• Travel
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COMMON
• It is very important to Lily that she is able to keep up with the latest news and trends. She loves reading about how cool she is.

TYPICAL DAY IN THE LIFE

KEY POINTS - things you should know about them

- Busy professional needing a break
- Seeking unique - wow factor
- Has to keep busy, no lazing about!

NEEDS - to have the best experience?

- Stories + visual inspiration
- Curated options + lists - for groups
- Things to be easy to search + book

WHAT - can we do to make their time in the region better?

- Unique experiences - be the first
- Provide choices + why they're best
- List of events to base trip around

WHERE - do we reach them?

- Socials, influencers, online media
- Cool content that is shareable
- Inspirational lists + choices

MIGHT ALSO SHOW UP AS...

- Couples travelling for engagement, wedding, honeymoon or babymoon or other special events
- Interstate groups or couples for a special event, milestone birthday or extended weekend away
- Girls' weekends away from intra or interstate
- Special interest groups
- Financially comfortable but not wealthy, prioritising experiences over things
- Age group 25-60 years

Gregg + Sophia

the couple that splash the cash





Gregg + Sophia



BACKGROUND

Gregg + Sophia are successful entrepreneurs who have built the **new** things in life.

GOALS

Gregg + Sophia have worked hard + enjoy the luxury + travel + freedom that comes with it.

INTERESTS

Kids went to private schools + Gregg + Sophia are now parents to two teenagers.

VALUES

Out doors, family + friends.

IDEALS

Travel + explore the world.

TRAITS

Travel + explore the world.

MEMBERS OF GARDEN CITY

Gregg + Sophia are members of the Garden City community. Gregg + Sophia are members of the Garden City community.

DRIVERS

Adventure, freedom, exploration.

COLLECTIBLES

Gregg + Sophia collect Cayenne Cigarettes.

HOBBIES

Gregg + Sophia are members of the Garden City community.

THEIR STORY

Their story is about the love of travel + the importance of family.

THEIR ADVICE

Their advice is to travel + explore the world.

THEIR QUOTE

"Travel is the best way to learn about the world that we made."

QUOTES

BEHAVIOURS

INTERESTS

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MIGHT ALSO SHOW UP AS...

- Day trips for lunch + a wander through the villages
- Wealthy couples or groups for a special occasion
- Groups of 2-3 couples travelling together with the same interests + drivers
- A small group of wealthy ladies travelling together
- Special interest groups eg. golf, wine, birdwatching
- 40-65 years

KEY POINTS - things you should know about them

- Professionals needing a break
- Image + the finer things in life
- Spontaneous, as well as planned

NEEDS - to have the best experience?

- Things to be easy to search + book
- Social kudos + recognition
- Unique + interesting, not standard

WHAT - can we do to make their time in the region better?

- Curate unique ideas based on needs
- Options ahead of time for planning
- Interesting extras + add-ons

WHERE – do we reach them?

- Online news sources, social media
- Interesting, inspirational, punchy
- Tap into their intrinsic needs + egos

Betty + Howard

the go-getting retirees





Betty + Howard

MIGHT ALSO SHOW UP AS...

- Day trippers for nature, walks, wineries + lunch
- Groups of friends for a daytrip with lunch
- Groups of friends spending the weekend together
- Milestone birthday or anniversary celebrations
- Special interest groups – wine, history, nature, golf, art
- Grandparents travelling with their kids +/or grandkids

NEEDS – to have the best experience?

- Vibrant retirees, living life
- Money to spend on things that matter
- Diverse range of interests

- Things to be easy to search + book
- Unique + interesting, for both of them
- The people connection, stories

WHAT – can we do to make their time in the region better?

- Curate options based on interests
- Options ahead of time for planning
- Quality experiences, good service

WHERE - do we reach them?

- Some traditional media, on+offline
- Community groups, clubs + peers
- Special interest channels + groups

Steven

the aspirational internationalist





Steven

MIGHT ALSO SHOW UP AS...

- Couples or singles living in UK/Europe/Asia
- Friends or family travelling together from overseas
- Residents visiting with VFR from UK/Europe/Asia
- Overseas special interest travel groups (eg. food, wine, nature, ecotourism, walking groups)
- Age group 25-55 years
- Non-gender specific + same sex couples

WHAT - can we do to make their time in the region better?

- **International visitor, time poor**
- **Mix of VFR + personal holiday**
- **Nature, wildlife, eat + drink**

- **Information + little details**
- **Inspiration for bucket-list items**
- **Affordable options with add-ons**

- **Curate ideas based on interests**
- **Special + unique offers to inspire**
- **Multi-level pricing options to add-on**

WHERE – do we reach them?

- **Online, online, online + socials!**
- **Work + social networks**
- **Inspiring imagery + itineraries**

Profile bingo: Quick Exercise

WHICH ONES ARE FOR YOU?

Top three customers today

Most relevant to your business

Circle them

If you could only choose one...

... why would they choose you?

Customer Profiles Bingo: Exercise

GO WITH YOUR INITIAL GUT FEEL TO FIND THE TOP THREE CUSTOMER PROFILES RELEVANT FOR YOUR BUSINESS

From what you've heard so far today, **circle the top three profiles** you believe are most relevant to your business. If you could choose only **one to target**, which would it be? Why would this one profile choose your business?



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Foundation vs growth

EXISTING PROFILES + GROWTH OPPORTUNITIES

FOUNDATION

Existing profiles, new opportunities



Lily



George



Luca + Melanie



Ming-Li



Sarah

GROWTH

Potential profiles for new growth



Gregg + Sophia



Betty + Howard



Steven

How they map out

PERCEPTUAL MAP OF CUSTOMER PROFILES + HOW THEY INTERACT



Using the profiles

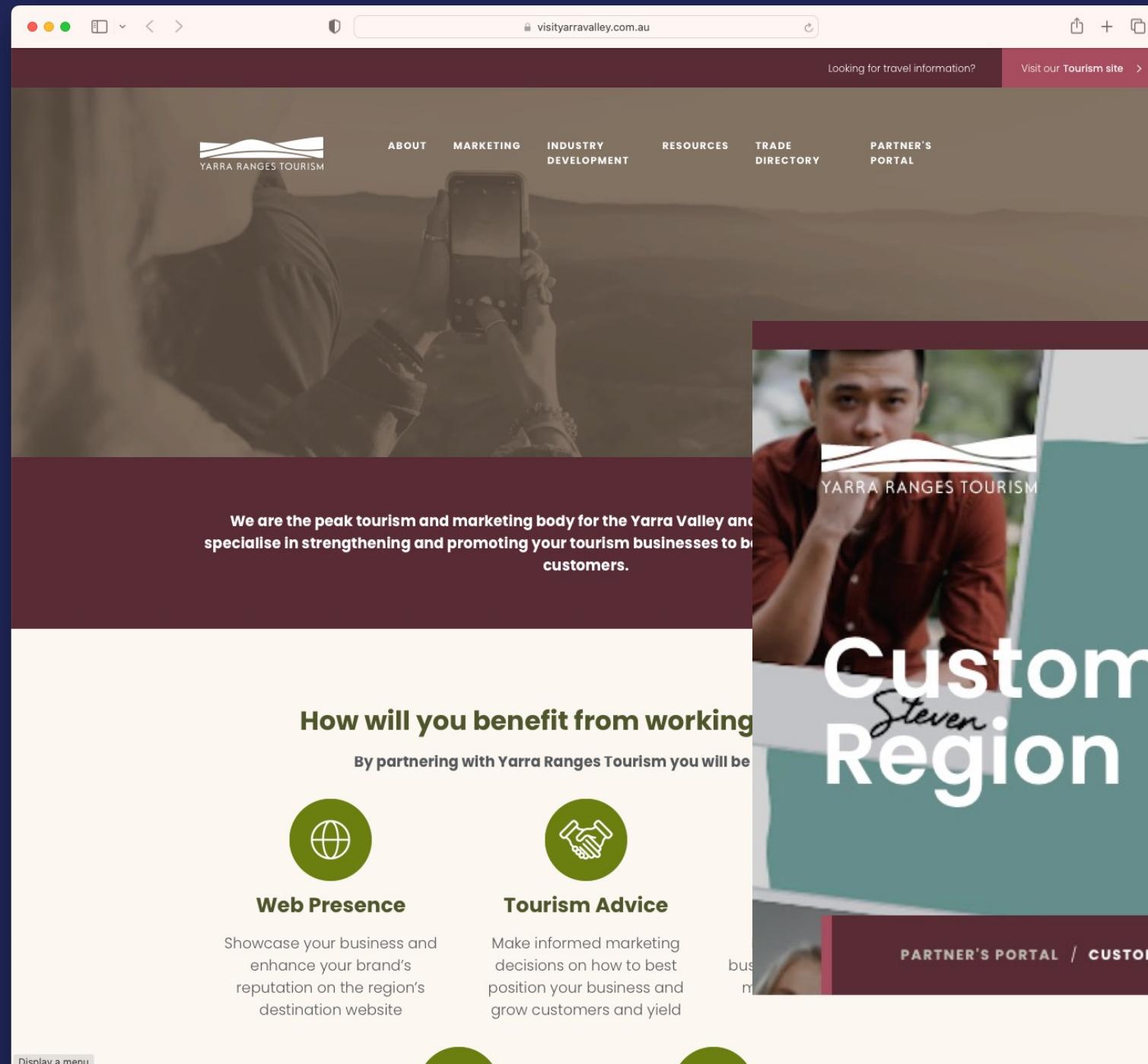


- ✓ EXPERIENCE DEVELOPMENT + INNOVATION
- ✓ MARKETING + PR PLANNING
- ✓ CAMPAIGNS + PROMOTIONS
- ✓ WEBSITE DEVELOPMENT + IMPROVEMENT
- ✓ PRODUCT + PACKAGE DEVELOPMENT

Next Steps: Apply Program



Available now through Yarra Ranges Tourism



visyarravalley.com.au

Looking for travel information? [Visit our Tourism site >](#)

YARRA RANGES TOURISM

ABOUT MARKETING INDUSTRY DEVELOPMENT RESOURCES TRADE DIRECTORY PARTNER'S PORTAL

We are the peak tourism and marketing body for the Yarra Valley and specialise in strengthening and promoting your tourism businesses to both customers.

How will you benefit from working

By partnering with Yarra Ranges Tourism you will be

Web Presence

Showcase your business and enhance your brand's reputation on the region's destination website

Tourism Advice

Make informed marketing decisions on how to best position your business and grow customers and yield

Display a menu



Customer Personas for Our Region

Steven Melanie

YARRA RANGES TOURISM

PARTNER'S PORTAL / CUSTOMER PERSONAS FOR OUR REGION

Customer Profile Education Program

Do you want more customers, and them spending more money at your business? Then this program is for you!

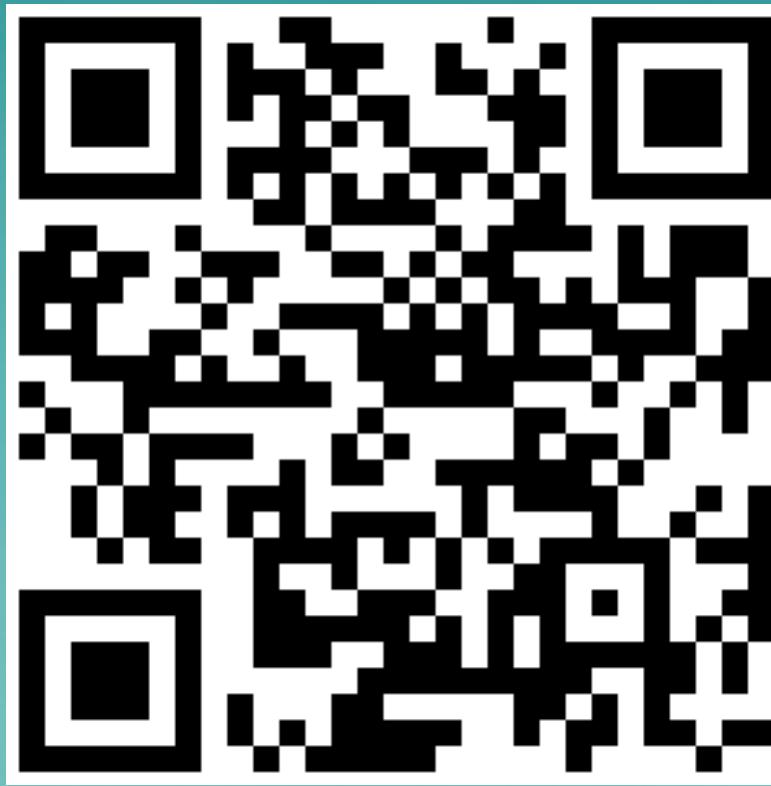
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thank you



C U S T O M E R F R A M E

putting the heart back into business

