

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



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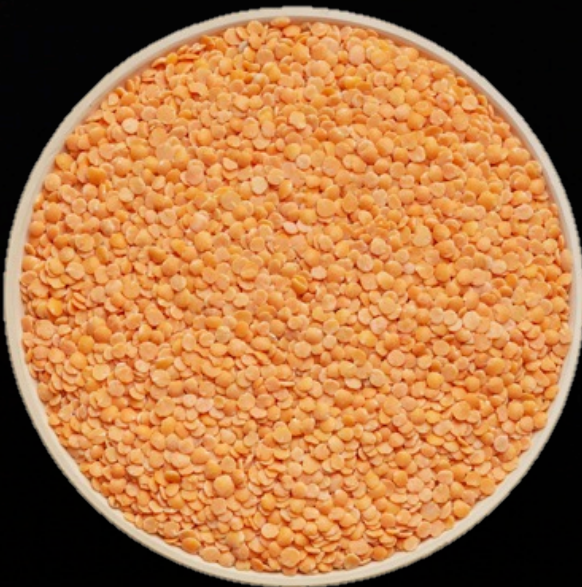
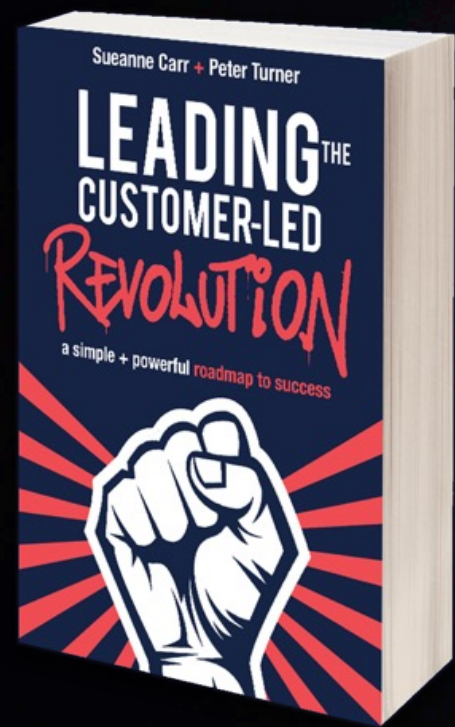
CUSTOMER FRAME

The plan for today

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



SUEANNE + PETER



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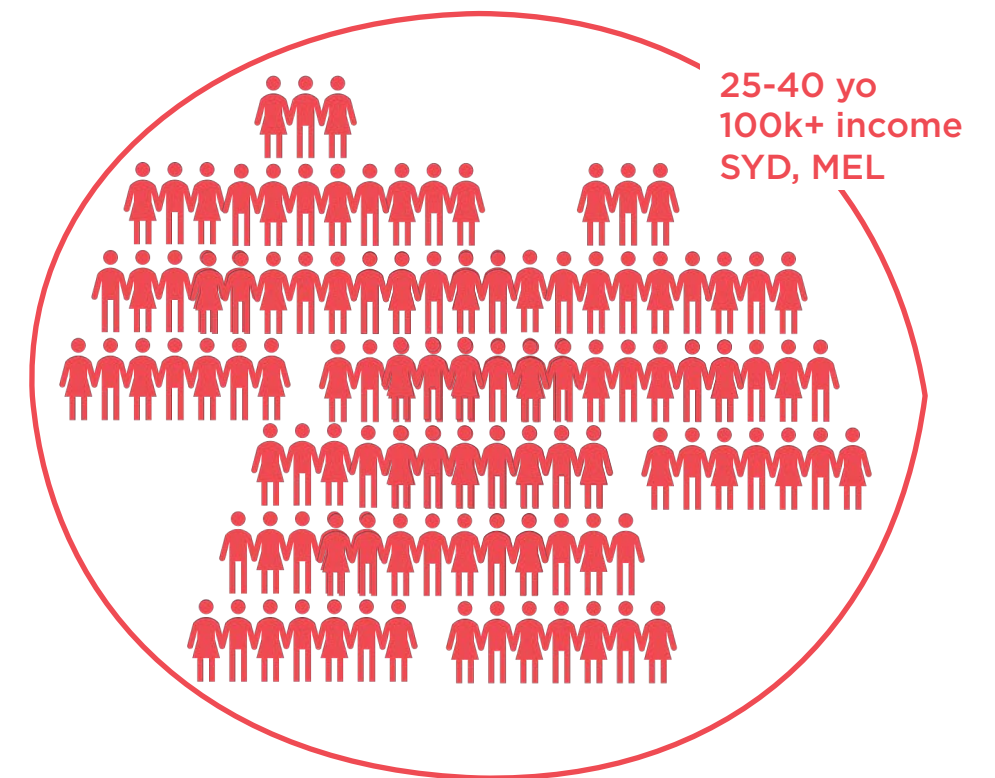
**We help
businesses +
regions improve
their customer
experience**

**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





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Yarra Valley and Dandenong Ranges: Customer Profiles Input Survey

CUSTOMER FRAME

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 who is interested in driving the local economy + region prosperity.

THANK YOU

Thank you for your valued input - we appreciate it.

Peter Turner + Suzanne Carr
CUSTOMER FRAME



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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



YARRA RANGES TOURISM



Betty + Howard



Lily



Ming-Li



Gregg + Sophia

the aspirational
internationalist

the heart of the
middle-income
family

the wealthy couple
living life

the active dad with a
love of the outdoors



Steven



Sarah



Luca + Melanie



George

the go-getting
retirees



Betty + Howard

the couple that
splash the cash



Gregg + Sophia

YARRA RANGES TOURISM



Lily



Ming-Li

the young
professional socialite

the successful
New Melbournian

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

Meet Luca + Melanie: the wealthy couple living life

BACKGROUND

Luca and Melanie are a couple who have been together for 10 years. They are both in their 40s and have two children. They are both successful in their careers and have a high net worth. They are looking for a new challenge and are considering moving to a new city.

THE FACTS

- Luca is a successful businessman and Melanie is a successful lawyer.
- They have two children, a son and a daughter.
- They are both in their 40s.
- They have a high net worth.
- They are looking for a new challenge and are considering moving to a new city.

GOALS

Luca and Melanie want to find a new city to live in. They want a city with a good climate, a good culture, and a good lifestyle. They also want a city where they can find a new challenge and where they can grow as individuals.

FRUSTRATIONS

Luca and Melanie are frustrated with their current situation. They feel that they are stuck in a rut and that they are not growing as individuals. They also feel that they are not getting the most out of their lives.

QUOTES

"We want to find a new city to live in. We want a city with a good climate, a good culture, and a good lifestyle. We also want a city where we can find a new challenge and where we can grow as individuals."

BEHAVIOURS

Luca and Melanie are both successful in their careers. They are both hardworking and ambitious. They are also both very family-oriented and are very involved in their children's lives.

INTERESTS

Luca and Melanie have a variety of interests. Luca is interested in business and finance, while Melanie is interested in law and social justice. They also both enjoy travel and outdoor activities.

COMMON OBSTACLES

Luca and Melanie face several common obstacles. They are both busy with their careers and have a lot of responsibilities. They also have two children, which adds to their workload. Finally, they are both looking for a new challenge, which can be difficult to find.

TYPICAL DAY IN THE LIFE

Luca and Melanie have a typical day that is filled with work and family time. Luca starts his day with a workout and then goes to work. Melanie starts her day with a workout and then goes to work. They both have a busy schedule and are always on the go.

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

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

Meet Sarah: the heart of the middle-income family

BACKGROUND
Sarah is a 35-year-old, middle-income family member who is a mother of two young children. She is a professional and is looking for family experiences that are affordable and easy to search/book. She is a busy family, juggling life, and is looking for family experiences that are new/interesting and affordable.

THE FACTS
• Sarah is a 35-year-old, middle-income family member who is a mother of two young children.
• She is a professional and is looking for family experiences that are affordable and easy to search/book.
• She is a busy family, juggling life, and is looking for family experiences that are new/interesting and affordable.

GOALS
Sarah is looking for family experiences that are new/interesting and affordable. She is looking for family experiences that are easy to search/book and are affordable.

FRUSTRATIONS
Sarah is frustrated by the lack of family experiences that are new/interesting and affordable. She is frustrated by the lack of family experiences that are easy to search/book and are affordable.

QUOTES
"The Robinsons had a great time, let's try it!"
"What shall we do this weekend?"
"Let's go on an adventure!"

INTERESTS
• Family experiences
• Affordable options
• Easy to search/book
• New/interesting places
• Group travel

COMMON USES
• Family experiences
• Affordable options
• Easy to search/book
• New/interesting places
• Group travel

TYPICAL DAY IN THE LIFE
A timeline showing Sarah's typical day in the life, from morning to evening, with various activities and family time.

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





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

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

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

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



- 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

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





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

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

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

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



- 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





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

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

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

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



- 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

Betty + Howard

the go-getting retirees





Betty + Howard



KEY POINTS – things you should know about them

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

NEEDS – to have the best experience?

- 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

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

Steven

the aspirational internationalist





Steven

KEY POINTS – things you should know about them

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

NEEDS – to have the best experience?

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

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

- 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

Meet Steven: The aspirational internationalist

BACKGROUND
Steven is a globally mobile career professional currently working in the UK. He is a Singaporean and has lived in various countries including the UK, Singapore, and Australia. He is currently based in the UK and is looking for travel opportunities that align with his career and personal interests.

THE FACTS
• Steven is 32 years old, married, and has a young child.
• He is a Singaporean and has lived in various countries including the UK, Singapore, and Australia.
• He is currently based in the UK and is looking for travel opportunities that align with his career and personal interests.

GOALS
Steven wants to travel more frequently and explore different parts of the world. He is looking for travel opportunities that align with his career and personal interests.

INTERESTS
Steven is interested in nature, wildlife, and food. He also enjoys hiking and photography.

COMMON OBSTACLES
Steven's main obstacle is his busy work schedule. He also has a young child and is looking for travel opportunities that are flexible and affordable.

QUOTES
"What's your best wine?"
"I love it! It's so good!"
"I love it! It's so good!"
"I love it! It's so good!"

BEHAVIOURS
Steven is a professional and is always on time. He is also a family man and is always looking out for his child.

TYPICAL DAY IN THE LIFE
Steven's typical day starts with waking up at 7 AM. He then goes to work and spends most of the day working. He then goes home and spends time with his family. He also enjoys hiking and photography in his spare time.

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

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?

WHY WOULD THEY CHOOSE YOU?

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Foundation vs growth

EXISTING PROFILES + GROWTH OPPORTUNITIES

FOUNDATION

Existing profiles, new opportunities



GROWTH

Potential profiles for new growth



How they map out

PERCEPTUAL MAP OF CUSTOMER PROFILES + HOW THEY INTERACT



Using the profiles

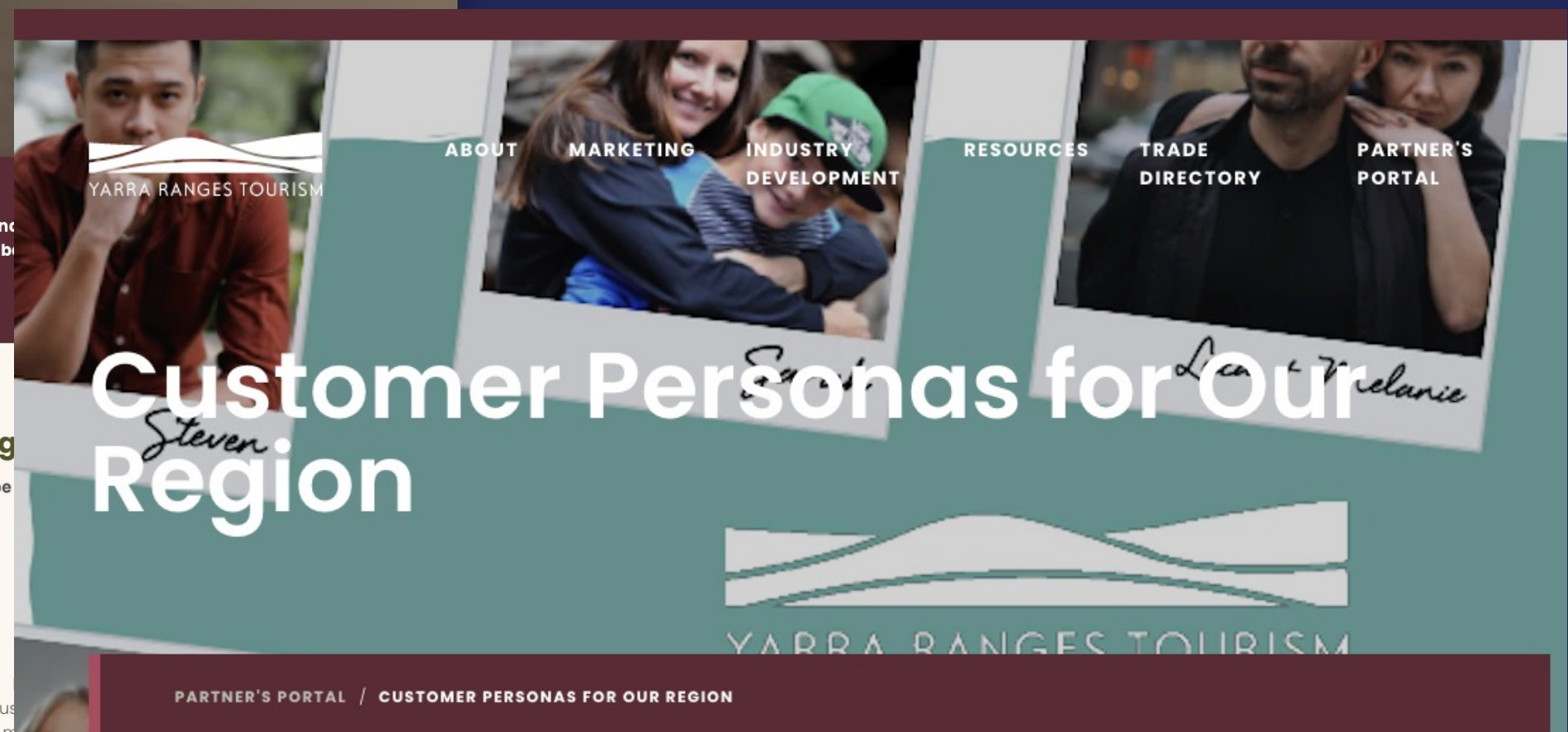
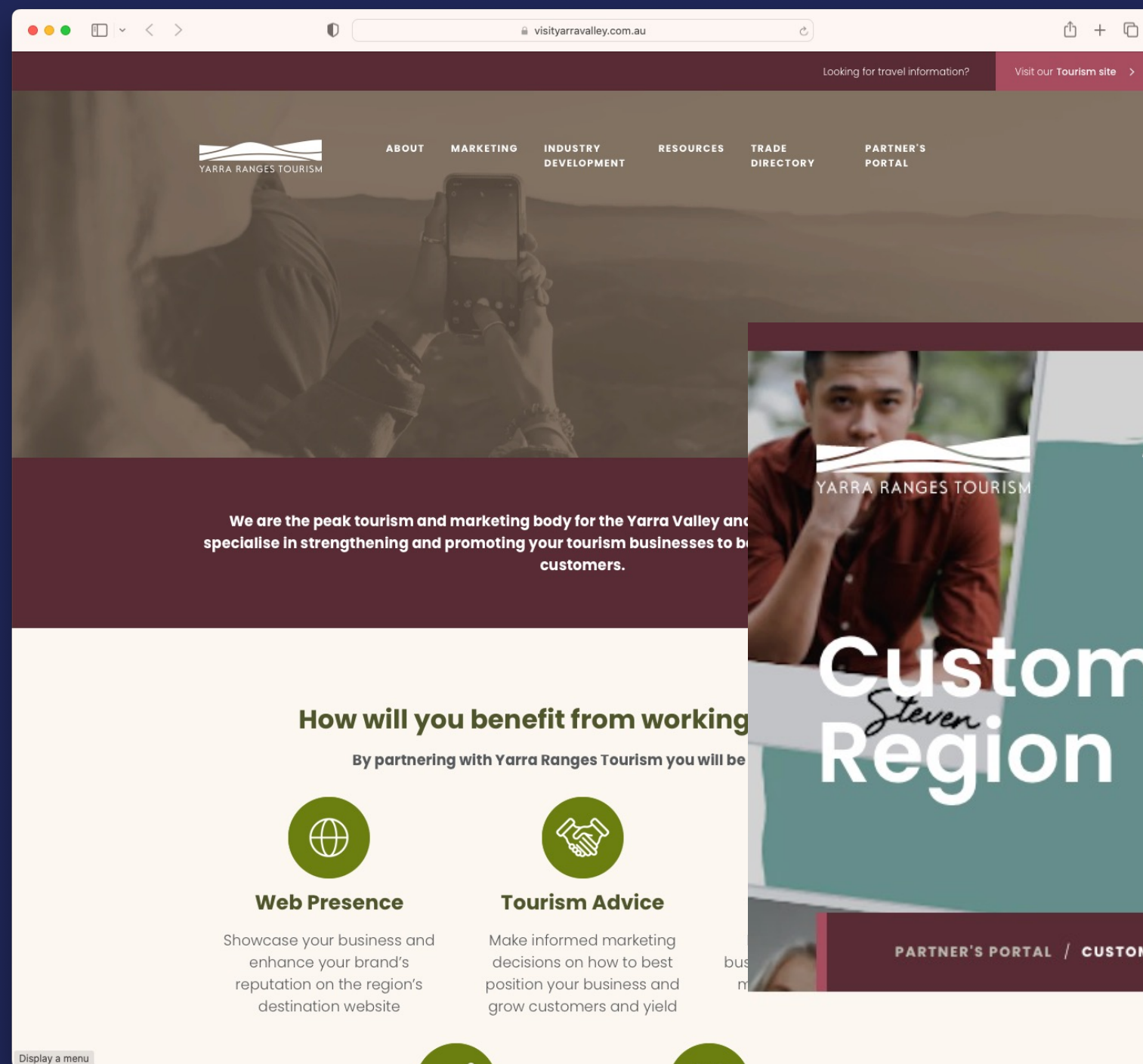


- ✓ EXPERIENCE DEVELOPMENT + INNOVATION
- ✓ MARKETING + PR PLANNING
- ✓ CAMPAIGNS + PROMOTIONS
- ✓ WEBSITE DEVELOPMENT + IMPROVEMENT
- ✓ PRODUCT + PACKAGE DEVELOPMENT

Next Steps: Apply Program



Available now through Yarra Ranges Tourism



Customer Profile Education Program

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

visityarravalley.com.au/yarrarangestourism

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thank you



YARRA RANGES TOURISM

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putting the heart back into business

