

## BACKGROUND

High Yield Travellers (HYTs) are defined by Tourism WA as the top one-third of travellers (approximately) when ranked by yield. In the context of domestic leisure travel, this translates as those spending at least \$200 per person, per night.

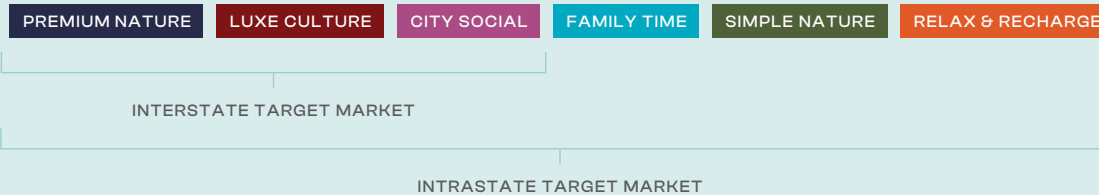
Like other domestic travellers, HYTs take different types of leisure trips within a year. All domestic leisure trips taken by HYTs (excluding those that are purely to visit friends and relatives (VFR)), can be categorized into one of six trip types (see Tourism WA's Domestic Segmentation collateral for more detail).

For interstate marketing, Tourism WA targets HYTs who are most likely to take Premium Nature, Luxe Culture, and/or City Social trips. The specific trip type targeted varies depending on the experiences and/or regions highlighted in the campaign. For Intrastate marketing, all trip types are applicable as West Australians take all of these trips within their own State.

### HIGH YIELD TRAVELLERS (HYTS)

(top one-third of travellers, spending minimum \$200 per person, per night)

#### DOMESTIC LEISURE TRIP TYPES



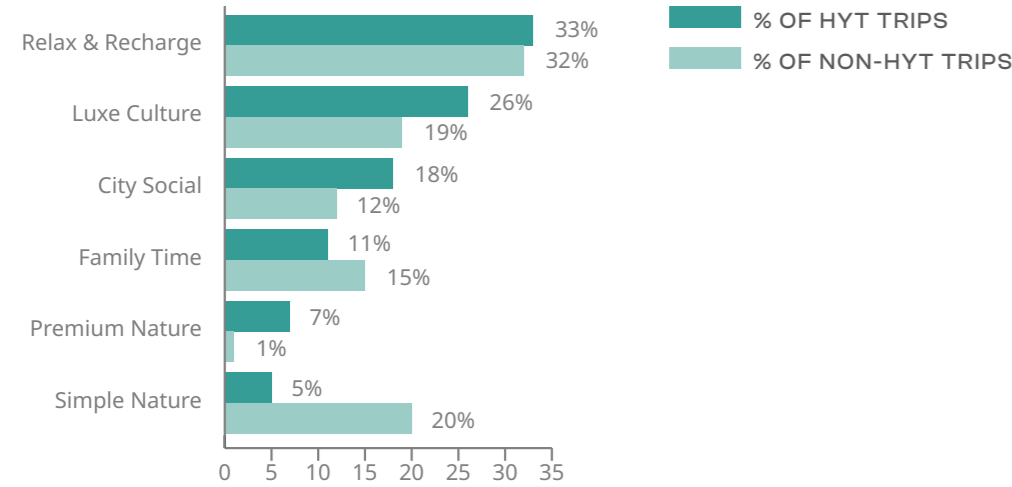
The following page profiles HYTs for all domestic leisure trip types. This information can be used in conjunction with Tourism WA's Domestic Segmentation collateral for a deeper understanding of domestic target audiences.

## HELIX PERSONAS

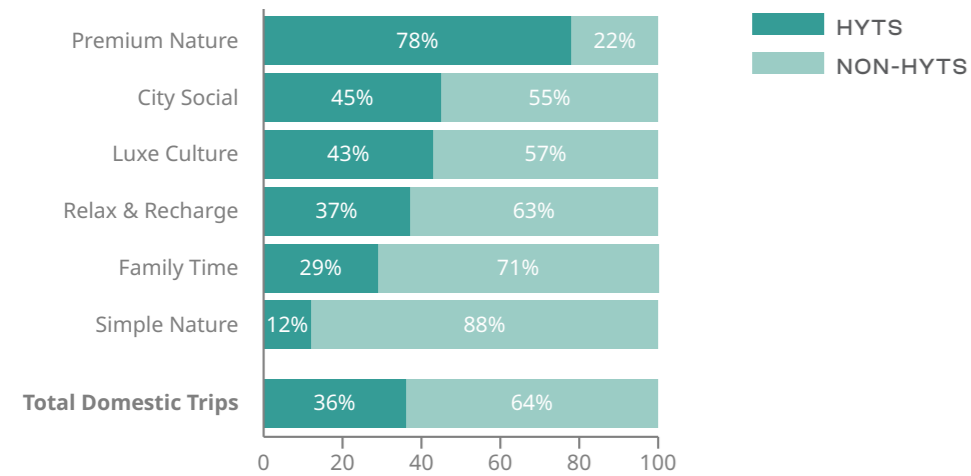
HYTs over-index in the more affluent Helix Communities 100's "Leading Lifestyles" and 200s "Metrotechs", though HYTs can be found in all Helix Communities. Details of priority Helix Personas to target for each 'trip type' can be found in Tourism WA's Domestic Segmentation collateral. For more information about Helix Personas, see [helixpersonas.com.au](http://helixpersonas.com.au).

## TRIP TYPES

Consistent with the general travelling population, around one third of HYT trips are 'relax and recharge' breaks. However, HYTs are more likely to take Premium Nature, Luxe Culture, and City Social trips.



While HYTs account for approx. one-third of domestic trips overall, almost four out of five domestic travellers on Premium Nature trips are HYTs.

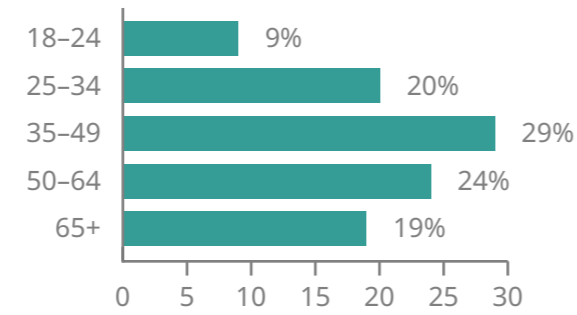


Source: Tourism WA analysis of Roy Morgan Single Source data and bespoke Domestic Segmentation, 2022-23.  
Note: Analysis based on total domestic leisure trips, excluding purely Visiting Friends and Relatives (VFR) trips.

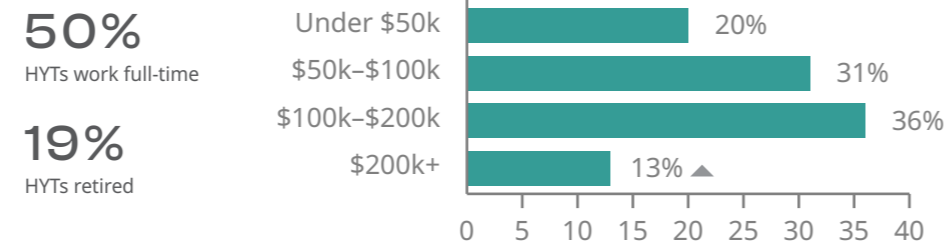
▲ OVER-INDEX (>10% MORE LIKELY) COMPARED TO TOTAL DOMESTIC LEISURE TRIP TAKERS

## DEMOGRAPHICS & GEOGRAPHICS

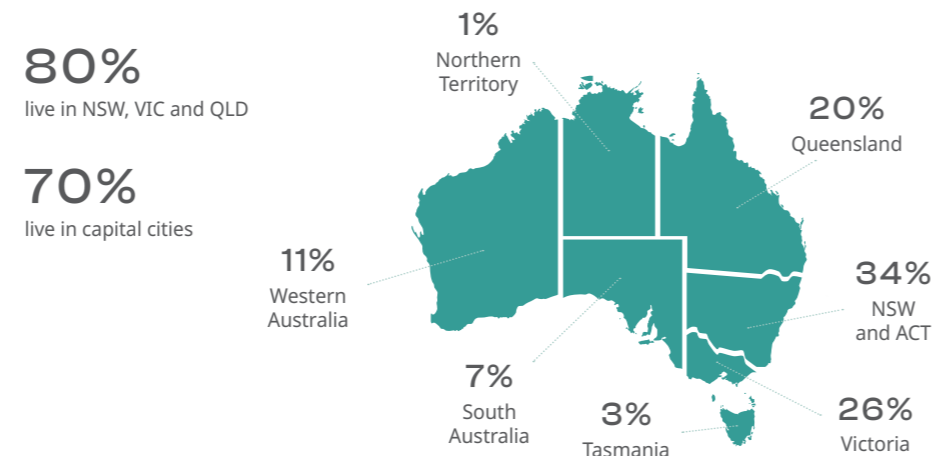
HYTs cover a spread of ages, though skew towards the middle age groups 25-64. They are more likely to be single and to not have children.



HYTs are more likely to be working full time (50%, vs. 44% for non-HYTs). Almost one in five (19%) are retired. Almost half earn a combined household income of \$100k+.



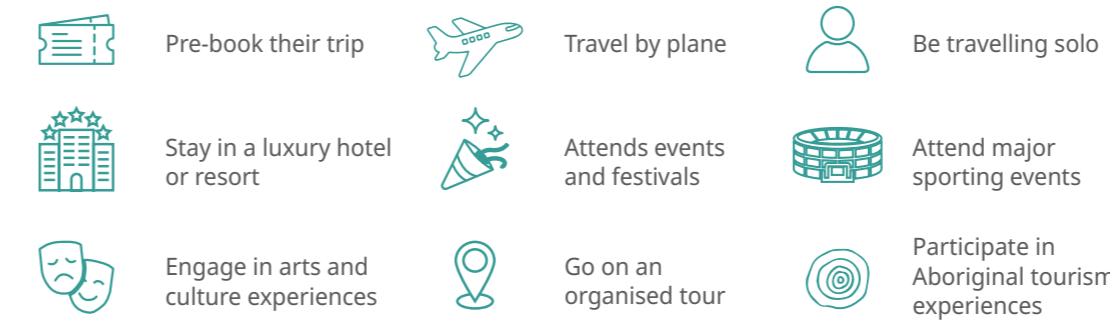
Four in five (80%) HYTs live in NSW, VIC and QLD. The majority (70%) live in capital cities.



## TRAVEL ATTITUDES AND BEHAVIOUR

HYTs are willing to pay for premium and luxury travel experiences. They like to visit new places. HYTs enjoy international travel, meaning Australian destinations are competing against global destinations when attracting this audience.

HYTs are more likely than non-HYTs to:

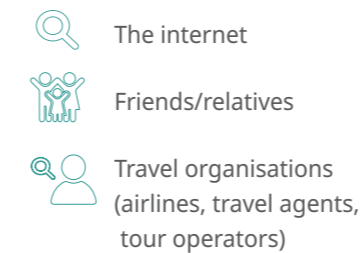


## PLANNING AND BOOKING

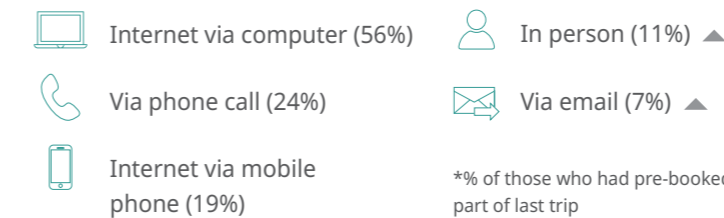
Just over half of HYTs (56%) claim to turn to external sources for inspiration when choosing a destination for their next holiday. While the internet and friends/relatives are the most common sources of inspiration, HYTs are more likely than non-HYTs to seek information from airlines and/or travel agents, and from social media.

HYTs are comfortable booking their travel directly with airlines, accommodation and other travel providers. However, they are more likely to book with a travel agent (11%, compared to just 6% for non-HYTs).

### TOP PLANNING ENABLERS



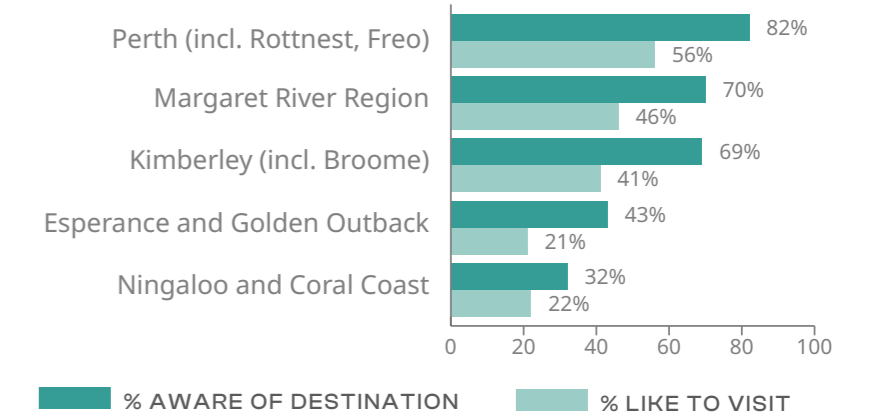
### TOP BOOKING METHODS



## WESTERN AUSTRALIA — APPEAL AND BARRIERS

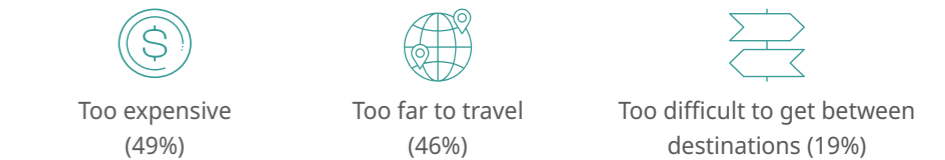
### INTERSTATE HYTs (EXCLUDING WA RESIDENTS)

There are no significant differences between HYTs and non-HYTs in terms of awareness and appeal of WA's hero destinations. Perth is by far the most popular destination in terms of both awareness and appeal.



Though HYTs are more likely than non-HYTs to say that a WA holiday is suitable for their budget, cost and distance remain the biggest barriers to visitation.

### TOP BARRIERS TO VISITING WA



When visiting WA, the majority of interstate HYTs would prefer to visit multiple destinations within the State.

