LAUREN’S TRAVEL PREFERENCES

- **BUDGET**: Likely to spend less on accommodation, opting for moderately priced hotels, but will spend more on activities.
- **LUXURY**: 
- **CITY**: As a snowboarder, breath-taking scenery is highly appealing.
- **NATURE**: She wants to experience the excitement and thrills that New Zealand has to offer.
- **INDIVIDUAL**: Planning the trip herself, she wants freedom to choose how they spend their time.
- **GROUP**: 
- **RELAXATION**: Lauren wants to enjoy a mix of challenging and relaxing activities. It’s important that they relax and unwind during the holiday.
- **EXCITEMENT**: They will have a plan for most days of their holiday so they can maximise how much they see and do.

**WHY NEW ZEALAND FOR LAUREN?**

Lauren and her partner love to travel. New Zealand is highly appealing as a medium length holiday without having to travel too far.

**MY EVERYDAY LIFE IN AUSTRALIA:**
- Busy
- Hustling city living
- Career focused

**NEW ZEALAND APPEAL:**
- Proximity - Not too far to travel for a holiday
- Have fun and try new things
- Opportunity to relax and unwind towards the end of the holiday

**DESIRES FOR MY HOLIDAY:**
To experience the excitement and thrills New Zealand has to offer while enjoying the relaxing side of a New Zealand getaway.

**TOP ACTIVITIES**
- Adrenaline and high intensity activities
- Beaches and native forests
- Tramping
- Food and wine

**LIKELY ITINERARY**
- Auckland
- Rotorua
- Wellington
- Christchurch
- Queenstown
- Wanaka

**OUTLINE OF LAUREN’S NEW ZEALAND HOLIDAY**
- Approx $2,700 pp
- 9-day stay
- Independently planned
- Hotel-based
- Self drive/rented vehicle

**LAUREN’S EXPERIENCE AS A FREE INDEPENDENT TRAVELLER (FIT) TO NEW ZEALAND:**
- Lauren will have most of their days planned out to maximise how much they can see and do. This will include allocated times to relax and unwind.
- She’s looking for a holiday that has a mix of challenging and relaxing activities.
- Over the course of their trip they’ll predominantly travel in a rented vehicle, giving them the freedom to see and do as much as possible. They will likely rent another car in Queenstown when they travel the South Island.
- During their 9-day holiday, Lauren and her partner will travel around both the North and South Island. Staying mostly in the main tourist areas, they’ll drive to visit attractions and day trips further afield.
- Having grown up with *The Lord of the Rings*, Lauren is excited to visit Hobbiton.
- Lauren and her partner look forward to doing some tramping, at least a full day trek if not overnight somewhere.
- Adrenaline and high intensity activities (bungy jumping, zorbing, etc.) are highly appealing, and will be a feature of the New Zealand experience.
- Lauren and her partner will also explore the beautiful beaches, native forests and other natural attractions that make New Zealand unique.

**WHAT MAY IMPROVE LAUREN’S VISITOR EXPERIENCE?**
- Short break itineraries that suggest how to get the most out of a shorter holiday to New Zealand.
- Themed itineraries for different types of holidays e.g. cities versus nature.
- Deals that make a shorter trip feel like better value.
- Short cuts that deliver to their need for ease, e.g. Online check ins, transport advice etc.