

Active Explorers

Holidays...where I can be challenged and feel alive

Holidays are about pushing boundaries through physically challenging activity. I enjoy the company of others, but focus on exploring the extremes of the physical environment and myself. It's about feeling alive.



What an Active Explorer wants their ideal holiday to say about them...

- I AM... Adventurous, self assured, active, energetic, lively, outgoing, friendly, sociable, carefree, fun loving, casual, strong and independent. I also want my holiday to say I am spontaneous, uninhibited, alternative and different.
- I SEEK... To explore new things. I also look for exercise, physical activity and a chance to test my strength or ability and to tick off the 'must do's' in life.
- I FEEL... Sociable, free and easy – like I have escaped. I also want to feel excited, exhilarated, vital, alive, bold, dynamic and in tune with nature.
- I CAN... Go to the beach, go to pubs and clubs, take part in adventure activities, meet and mix with other people, explore the coast, surf, take part in adventure activities and water sports. I can also bushwalk, hike, scuba dive, camp, swim, 4WD, fish, visit reefs, snorkel, swim with/feed marine wildlife, snow ski, go to casinos, visit the Outback, horse ride and cycle or mountain bike.

I share similar needs with Social Fun-seekers, but I achieve them through different activities.

What an Active Explorer likes to do on their ideal holiday...

Accommodation – I am not bound to a particular accommodation type. However, on my recent trips, I have tended to stay with friends and relatives, at a luxury hotel/resort or standard motel. I am more open to staying in backpacker hostels, eco-lodge resorts or camping grounds than other segments. I like to get away from the daily routine, so an untouched natural environment is preferred. Access to a gym is appealing, as are facilities like a pool or spa. However, at the end of the day, where I stay just has to be clean and comfortable.

Getting around – I am likely to drive sometimes taking a caravan. As is typical of the times, I also fly, yet I prefer to avoid airports. I also enjoy yachting or boating. Of all the segments, I am most likely to visit multiple locations during my holiday, though I am unlikely to go on a daytrip.

Dining – I am not looking for quality dining options. I am after accessible food, so meals at pubs and clubs are fine. Then again, while the venue is not so important, the chance to experience different tastes is what travel is all about.

Social interactions - Being able to meet and mix with others, as well as the people I am travelling with, is an important part of my holiday (almost as important as for Social Fun-seekers). While I mostly travel with my partner, travelling with my family is also an option.

Holiday patterns – I am more likely than others to perceive that the short time I have available for holidays limits the distance I can travel. However I go away for weekend breaks when I can and will take the opportunity to build holidays around sporting or other events.