

# Connectors

## Holidays...where I can bond with family and friends

I see holidays as a chance to connect with the people I care most about. I will often compromise my own preferences in terms of activities to ensure everyone has a good time. It's about what is real and what's important.



### What a Connector wants their ideal holiday to say about them...

**I AM...** Friendly, supportive, loyal, appreciative, kind, caring, sociable, reliable, trustworthy, responsible and level-headed. I also want my holiday to say I'm adaptable and dependable.

**I SEEK...** To leave the cares of the world behind. I also seek to reconnect with family or friends, to ensure others enjoy themselves, to bond with others and to connect with everyday things.

**I FEEL...** Relaxed, happy, joyful and comfortable. I also want to feel sharing, warm (a part of things) nurturing, caring and I want to unwind and let go.

**I CAN...** Go on a daytrip, rest and relax, go to the markets, visit a natural attraction, explore the countryside, go whale/dolphin watching, shop for pleasure, go to night markets, sightsee, experience casual dining, go to cafés and visit waterfalls, gorges or secluded water holes. I can also explore the countryside, watch wildlife in its natural habitat, relax by spending time in a local café/plaza and shop for Australian items or local brands.

I enjoy similar activities to Unwinders, but interpret them in different ways.

### What a Connector likes to do on their ideal holiday...

**Accommodation** – I prefer to stay in a standard hotel room, self contained house, apartment or holiday unit. Ideally, my accommodation offers cooking facilities and is child-friendly. Add-ons such as the latest technological conveniences and day spas are not so important. While a commitment to environmental protection is valued, at the end of the day, where I stay simply needs to be clean and comfortable.

**Getting around** – I am more likely than other segments to drive to the holiday destination and consider the journey to be part of the experience. However, I am not averse to flying.

**Dining** – Dining experiences are generally about getting together with family and/or friends to enjoy good food. Where I dine isn't of great concern, it is a chance to have someone else cook.

**Social interactions** – I may travel just with my partner, but I am most likely to travel with my family, and more likely than other segments to do so. During my holiday I am happy to mix with others in passing.

**Holiday patterns** - I tend to build holidays around family and friends. I don't get away for weekend breaks often, but in spite of this, my partner and I like to get away for a short break at least once a year without the kids.