

Stylish Travellers

Holidays ... where I can stand out from the crowd, and appreciate and enjoy the finer things in life



I seek out unique and exotic experiences and products that make me feel discerning, stylish and successful. For me, holidays are a chance to demonstrate my achievements both to myself and others.

What a Stylish Traveller wants their ideal holiday to say about them...

- I AM...** Intelligent, thinking, determined, strong-willed, independent, confident, ambitious and successful. I also want my holiday to say that I am sophisticated, stylish, decisive and distinguished.
- I SEEK...** A broad variety of experiences. I am confident with trying new things, I strive to achieve lifetime goals and to tick off 'must do's' in life.
- I FEEL...** A spectrum of emotions. However I am inclined to feel self-assured, powerful, dominant, secure, well-organised and in control.
- I CAN...** Go to a café, go sightseeing, eat out at a restaurant, go to a winery, dine in areas famous for the culture's food, eat at locations with special views and dine at the location's top restaurant. I can also visit tropical islands, visit food regions, have a spa/massage, experience the local food/wine culture, cruise, go on yacht/boat, take a scenic flight, shop for famous or luxury brands, go to art galleries, play golf and attend festivals, fairs or cultural events.

I share similar needs and activities with Self Discoverers, although I interpret them differently.

What Stylish Travellers like to do on their ideal holiday...

Accommodation - I prefer luxury accommodation that includes access to the most up to date technology, excellent service and well-furnished and well-presented rooms and facilities. Rooms need to be air conditioned with big balconies and spectacular views. Ideally, a day spa would be part of the accommodation complex. I would much rather pay for accommodation than stay with friends or relatives, hence I don't tend to plan holidays around family or friends.

Getting around - I prefer to fly and hire a car, than drive long distances. However, I prefer going to different places during each holiday as I don't like staying too long in one place. I am also open to taking a cruise.

Dining - Quality food and wine is integral to a holiday (similar to Self Discoverers). I appreciate new food experiences and, therefore, seek out regions famous for food and look forward to visiting wineries. I create opportunities for dining at fine restaurants and quality cafes - eating fine food at an expensive restaurant is part of the holiday. In fact, eating out is a part of my everyday.

Social interactions - I am more likely than other segments to travel as part of an adult couple, although I may also travel with my family.

Holiday patterns - My work patterns are quite flexible, so I can take holidays whenever I like and often go away for the weekend. It is feasible that my last holiday was a trip overseas. However I am predisposed to think that it is only a real holiday when I go overseas and try to go overseas at least once every few years.