

Unwinders

Holidays...where I can reflect and recharge at my own pace

For me, holidays are all about relaxation and release, a chance to focus on myself and escape from my busy and crowded life. I seek an unstructured holiday. Decisions about my holiday activities are generally made when at the destination. Holidays allow me to catch my breath, feel calm and peaceful and gain perspective.



What an Unwinder wants their ideal holiday to say about them...

I AM... Calm, reliable, trustworthy, reflective, kind, caring, friendly, sociable and casual. I also want my holiday to say I am sensitive, quiet, reserved, romantic and humble.

I SEEK... To feel peaceful and to leave the cares of the world behind. I also seek nostalgic experiences.

I FEEL... Relaxed, comfortable, happy, joyful and free and easy. I also want to unwind and let go and to feel gentle and warm.

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

I enjoy similar holiday activities to Connectors, but I interpret them differently.

What an Unwinder likes to do on their ideal holiday...

Accommodation – I have a preference for luxury resort or hotel-style accommodation that is clean, comfortable and has facilities where I can prepare my own meals. Having access to the latest technology is not a necessity. Overall I prefer to save on accommodation and spend more money on things at the destination.

Getting around - I prefer to fly rather than drive and am more likely than the other segments to enjoy spending time in one place and appreciating a single destination.

Dining – I am unlikely to dine out every night. However, I see holidays as an opportunity to get away from the daily grind of cooking. I favour a casual dining experience with good fresh produce on the menu.

Social interactions – I am not likely to meet and mix with new people on my holiday, as I prefer to remain by myself or with those I'm travelling with. Typically, I travel with my partner or family.

Holiday patterns - I don't really have a holiday pattern as such. I take breaks when I need them for as much time as I can. I am open to building holidays around visiting friends and family and tend to take shorter breaks, limiting the distance I can travel. However, I don't often go away for the weekend. The overall price of a holiday and existing financial commitments influence my holiday choice. Overall, I feel too busy to put aside time *just for me* to take a holiday and I tend to prioritise other aspects of my life, such as the mortgage.