



Understanding Experience Seekers in the Japanese Market

Tourism Australia's global market segment 'Experience Seekers' was targeted because they:

- Are likely to undertake long haul travel
- Are high yield prospective travellers
- Are likely to disperse beyond the major capital cities and gateways and are,
- Non-rejectors of Australia

Experience Seekers can be found in different age groups, income levels, and regions. They have a mind set and attitude to life that stretches well beyond the category of travel including personal development and everyday life. Experience Seekers also have global commonalities; they:

- Are experienced travellers for whom travel plays a big part in life
- Look to challenge themselves, be it physically, emotionally or mentally
- Desire a high level of engagement with the local people and culture
- Wish to experience, not witness destinations
- Like to avoid the tourist route, preferring locations that are untouched

Japanese Experience Seekers

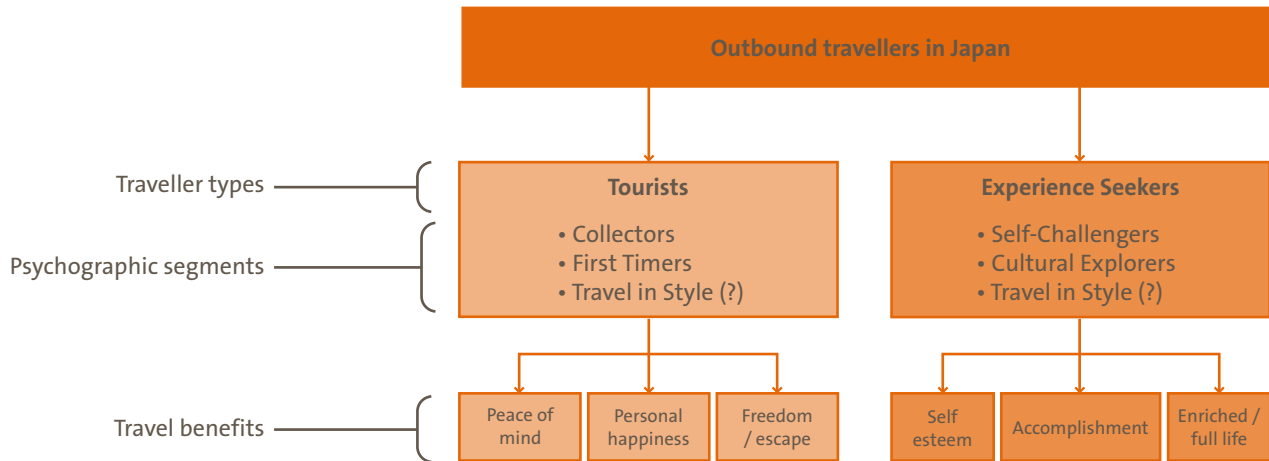
In broad terms, they:

- Are inspired by a range of sources including knowing people who have been to the destination, travel books and magazines, TV travel programmes and internet sites;
- Are more likely to plan their holiday around enjoying the local food and wine and purchasing local products. They also like to visit famous landmarks, explore the backstreets, go on guided tours and spend time with their family;
- Are more likely to stay in budget hotels or with friends;
- Are more likely to always read the international and domestic news sections of newspapers. They are

interested in travel, fashion and food magazines and almost all Experience Seekers read travel guides (particularly *Rarubu-Johoban* and *Chikyu-No-Arukikata*);

- Are not avid radio listeners and prefer news and current affairs programmes on TV;
- Use the internet for a broad range of purposes including email, gathering information on products & travel needs and blogging. The most popular website is Yahoo Japan;
- Own Visa, JCB and MasterCard credit cards however are more likely to use their Visa card;

The following diagram illustrates the two primary outbound traveller types in Japan, core psychographic segments and key travel benefits sought.



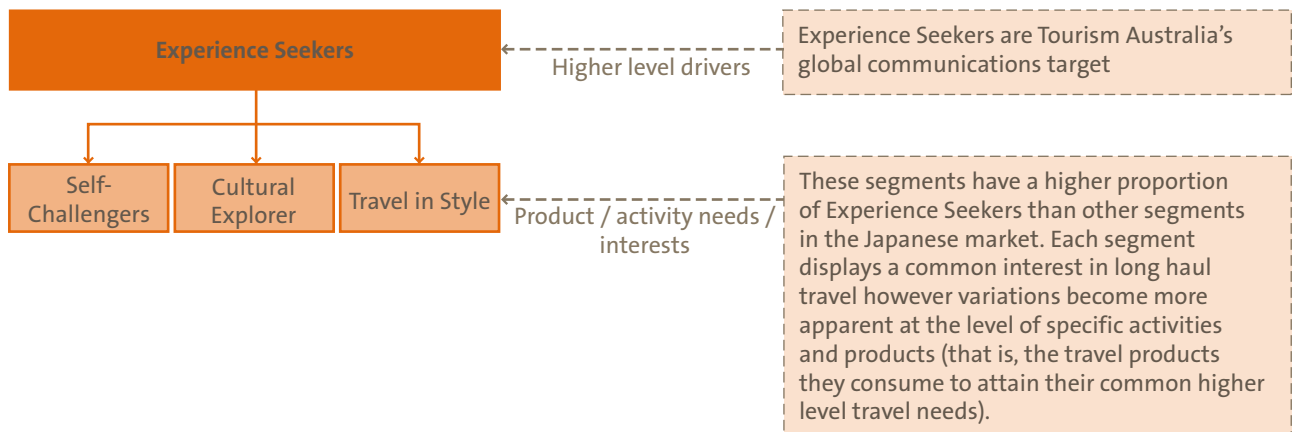
So, how does the Experience Seeker target relate to the five current psychographic holiday segments in the Japanese market (Self-Challengers, Cultural Explorers, Travel in Style, Collectors and First Timers)?

Experience Seekers are our global communications target. They share common interests, drivers, and desires in life and travel. The types of media they listen to and the experiences they are looking for from a long haul holiday are also common to Experience Seekers in all markets.

Experience Seekers are an overarching segment whose values, needs and motivations have relevance and

therefore resonate with more than one travel style, holiday type, etc. It is however recognised that Experience Seekers values, needs and motivations are more common in some particular psychographic holiday segments.

In the case of Japan these holiday segments are Self-Challengers, Cultural Explorers and Travel in Style.



What does this mean?

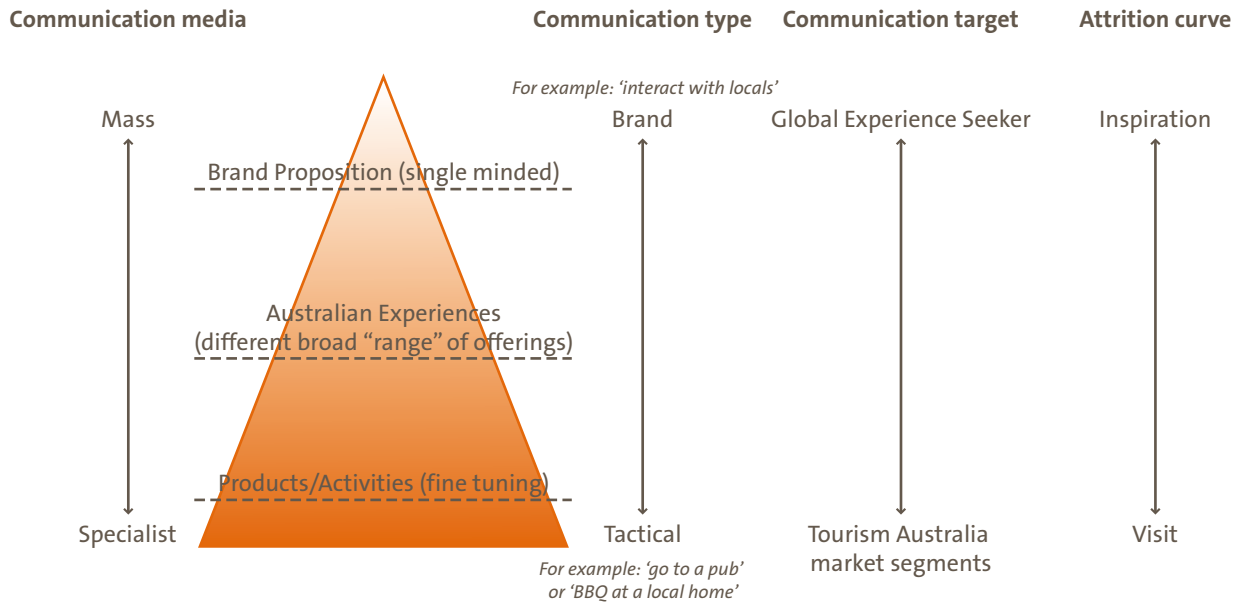
The result of this is that at an over-arching brand communications level, the Experience Seeker is the global target market. However, when communicating information regarding specific products and activities, the opportunity exists to fine tune amongst appropriate holiday segments within the Japanese market.

While Experience Seekers have similar broad drivers for their holidays, the manner in which these can be realised through consuming products or activities can vary among the different holiday segments within each market. Here is an example of what we mean:

A Japanese traveller who prefers a Cultural Explorer style holiday and a traveller who prefers a Self-Challenger type

of holiday would both be motivated by Experience Seeker messages about learning, local lifestyle, interacting with locals, etc. The type of products and activities they would seek out (information search) and eventually participate in (what they do at the destination) can, and does vary. For example, interacting with locals – Cultural Explorer travellers could obtain this by dining in a pub frequented by visitors and locals. Self-Challengers may obtain this through meeting a local and being invited to their house for a BBQ.

The role of Experience Seekers and the holiday segments in the communications process can be shown diagrammatically as follows:



Further information

This document is one component of a suite of documents Tourism Australia has produced for the Japanese target market.

For a broad snapshot of the Japanese travel market, please refer to:

- *Australia's understanding of the Japanese travel market*

For more information on the Japanese segmentation study, please refer to:

- *The Japanese traveller – segmentation of the Japanese market*

To understand the global communications target market that Tourism Australia is concentrating on, please refer to:

- *Australia's global communications target: the Experience Seeker*

These documents are available on the Tourism Australia website. For any further information you require, please visit the Tourism Australia website at www.tourism.australia.com, or contact your local Tourism Australia office.