

# RETIREE TRAVELLERS

— DAY IN THE LIFE OF



**6am** Have a late breakfast as they watch *Today Extra*



**Mid-morning coffee break**

Browse *nine.com.au* for the latest news



**Lunchtime**

Spend lunch looking on *9Elsewhere* to plan their next holiday around Australia



**Afternoon** Bookmark Nine articles they will share with their partner later in the evening



**Evening** Enjoy a glass of wine/beer with their partner as they watch Channel 9 and discuss their next road trip

**Retiree Travellers** represent older couples who like to travel. They are typically retired so they have the time to have extended holidays. These retired travellers enjoy going on cruise ships as well as road trips around Australia. They also have friends and families around Australia so they tend to travel together.

DEMOGRAPHICS

40k+

HH INCOME

50+

YEARS OLD



**LOCATION** Capital Cities – Suburban/Regional

**LIFE STAGE** Older Couples, Elderly Singles & Elderly Couples

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Elsewhere

9NOW SHOWS



NINE AUDIENCE 6%