Persona framework user manual

Switzerland Tourism

A. How to use it

Page 1 | Persona Framework

What can I find on this page?

Information about the persona and their attitude, behaviour and needs regarding travel, as well as socio-demographic data.

- **First glance at the persona**
  Gives the reader a visual guidance to better envision the persona.
    - **Name of persona**
    - **Picture of persona**
    - **Market distribution and sample size:** distribution of the persona in the market and number of respondents in this persona for the specific market
    - **Impressions:** visual representation of interests and values of the persona
    - **Distribution of persona in the Sinus-Milieus:** evaluation of the Sinus-Milieus best matching to the persona. *Please note that this evaluation is an estimation based on the Sinus-Milieus for Switzerland and doesn't rely on quantitative data.*

- **Persona attitude, travel goals and motives** *(green background)*
  These dimensions are key to the persona's definition. They provide the reader a better understanding of the reasons underlying a specific persona's travel needs and behaviour. *Important: They don't differentiate across markets.*

- **About me:** description of the persona with its defining attitudes
- **Travel goals:** what does the persona want to achieve while on holiday
- **Travel motives:** what motives drives the persona behaviour

- **Persona needs, booking and travel preferences**
  Gives the reader a better understanding of how the persona behaves and acts.
  Important: attributes in this section may vary throughout the markets.
  - **Travel needs:** what does the persona need on a trip to have a satisfying experience.
  - **Top 5 activities while travelling:** activities in general, not specific to Switzerland
  - **Travel style:** four key dimensions about the way how the persona prefers to travel while on holiday
  - **Sustainability affinity:** how important is sustainability for this persona in comparison to the other personas
  - **Booking type:** how does this persona preferably behave while booking a travel/holidays
  - **Destination Switzerland:**
    - **Drivers** for the persona when considering holidays in Switzerland: These are the main motivations to spend a holiday in Switzerland provided by the people who 1) spent a holiday in Switzerland in the past, or 2) said it is likely they will spend holiday in Switzerland in the next 2 years.
    - **Barriers** for the persona when considering holidays in Switzerland: These are the reasons provided by the people who said it is somewhat unlikely they will spend a holiday in Switzerland in the next 2 years. *Important: this list comprises insights from qualitative and quantitative studies. Furthermore the sample size can be very low depending on the market. This explains why % are not available for each dimension.*
    - Percentage of people within this persona who spent holidays in Switzerland in the last 2 years

- **Socio-demographic view and travel profile**
  They are shown at the bottom to avoid creating stereotypes. The data provided are market-specific. These data are provided as additional information for the campaign media planning. *Important: the persona was not formed based on the socio-demographic characteristics or travel profiles.*
  a. Age
  b. Gender
  c. Revenue
  d. Life Stage
  e. Duration of stay: duration of last holiday in Europe
  f. Accommodation type: preferred accommodation type while on vacation
 g. Travel with: Persons the persona usually travels with/goes on holiday with

How can I work with this page?

The information provided on this page provides you insights at different levels: marketing strategy, offer/product development, marketing campaign development.

For example:

- Prioritise the persona(s) for your market based:
    - on their current market share compared to the other personas
    - on the remaining potential in comparison to average market share over all markets
    - on the percentage of the persona who already spent holidays in Switzerland in your market compared to the average across all markets
- Derive campaign messages that raise the persona's awareness (travel goals and motives) or the persona's consideration (travel needs, top 5 activities and drivers for Switzerland)
- Know which barriers should be proactively addressed to positively influence the persona's perception of Switzerland
- Use insights on attitude, travel goals, motives and needs, and activities to review existing communication material and platforms depending on which persona(s) you want to focus on
- Use insights on attitude, travel goals, motives and needs, and activities to generate ideas for new digital applications supporting a superior experience while travelling to/in Switzerland
- Use insights on attitude, travel goals, motives and needs, and activities to develop specific offers in collaboration with the destinations to meet/exceed the persona's expectations and support their recommendation's behaviour (social media and the personal circle are the top 2 sources of inspiration for most travellers)

Page 2 | Travel planning journey
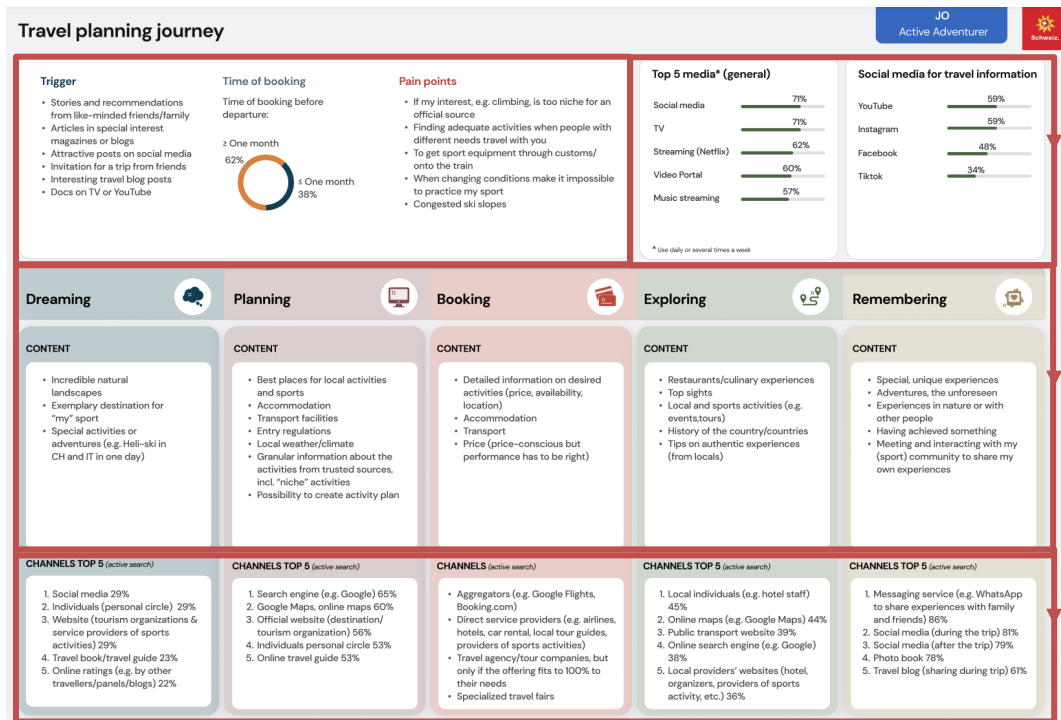
What can I find on this page?

This page shows the behaviour of the persona throughout the planning journey and its media usage. The customer travel planning journey was mapped according to the Switzerland Tourism framework, which consists of 5 phases: Dreaming, Planning, Booking, Exploring, Remembering.

1. **General information about the travel planning journey**
   - **Trigger:** which triggers a search for more information about the next travel/holidays. *Important: the insights come from qualitative study and are thus the same for all markets.*
   - **Time of booking:** how much in advance does the persona book its trip. These data are market-specific.
   - **Pain points:** elements of the planning experience which are considered as frustrating, annoying or tiring. *Important: the insights come from qualitative study and are thus the same for all markets.*

2. **Media usage**
   Gives the reader insight on the media usage of the persona. These data are market-specific.
   - **Top 5 media:** Media usage in general, not specifically linked to the travel planning journey

- **Social media for travel information:** among the people using social media as a source for travel information, information on which social media do they use

3. **Travel planning journey (Customer Journey)**
   The travel planning journey consists of 5 phases: Dreaming, Planning, Booking, Exploring, Remembering.

   - **Content:** The "content" sections provide information about the topics the persona searches for at each different stage of its travel planning journey. *Important: this list comprises insights from qualitative and quantitative studies and may differ between markets.*
   - **Channels:** The "channel" sections provide information about the channels the persona actively uses at each different stage of travel planning journey. These channels reflect the persona's behaviour. As such they may not be the most accessible/appropriate channels for Switzerland tourism to run promotion campaigns (a list of suggested paid channels for the "inspiration" and "information" phases can be found on page "key marketing data"). *Important: the data are market-specific, except in the phase "booking", where quantitative results are not available, that's why the channels are not ranked.*

How can I work with this page?

The information provided on this page supports you in developing a persona-specific campaign.

For example:
- Optimise your media investment by reviewing your media planning strategy according to the persona(s) you want to focus on in your market
- Define a persona-specific content strategy along the travel planning journey
- Develop an integrated online strategy to interest, inform and support the persona during its whole journey according to its needs and expectations
- Generate ideas for reaching out to the persona beyond paid media by analysing the five top channels for active search per journey phase in your specific market

Page 3 | Marketing Inspiration

What can I find on this page?

This page contains inspiration for marketing campaigns. The objective of this page is to support you in translating the persona insights into concrete elements for marketing campaigns. It serves as inspiration and can/should be adapted according to your knowledge of the specific market.

The different elements were derived from the findings of both the qualitative and quantitative studies and are not market-specific:

- **Attractive offer:** Suggestion of offers which particularly resonate to the persona according to its preferences regarding travel journey, accommodation and activities
- **Typical key messages and images to raise awareness:** Based on the persona understanding, we formulated key messages that refer to the persona's attitude, travel goals and motives. The matching pictures are available within the Swiss Tourism pictures library.

The last section is free to use for you to add your additional market-specific insights.

How can I work with this page?

- Persona-specific campaign: You can either use the provided examples of attractive offers, key messages and images as they are or take them as a starting point to develop your own persona-specific campaign.

- New offer: you can inspire yourself from the "attractive offers" examples to design new persona-specific packages

Key marketing data

What can I find on this page?

This page gives you an overview of key marketing elements per persona. These data are not market-specific:
- **Persona description:** it's a summary of the description you find on the persona framework in the section "about me"
- **Typical key messages:** these are the same key messages than on page 3 "inspiration for marketing"
- **Inspiration top 3 paid media channels:** They are extracted from the list of all channels a persona uses during the inspiration phase of the travel planning journey
- **Information top 3 paid media channels:** They are extracted from the list of all channels a persona uses during the information phase of the travel planning journey
- **Top 5 activities while on holidays:** These are the activities a persona does while on holiday and the same that you find on the persona framework.

How can I work with this page?

This page was designed to provide external communication and marketing agencies a short overview of the Switzerland Tourism Personas while preparing for pitches.

B. Glossary

Term	Description
Persona	A persona is a fictitious representation of a customer group with homogeneous behavioural patterns. People who belong to the same persona are characterised by similar attitudes, motives and goals in the context of a leisure travel/holiday. In this project, we also quantified the persona distribution in the market.
Travel planning Journey (Customer Journey)	It maps the different steps of the travel planning journey a persona goes through. The travel planning journey is initiated by a trigger and consists of 5 phases: Dreaming, Planning, Booking, Exploring, Remembering. This journey is the new standard for Switzerland Tourism. Important: the 5 phases of the travel planning journey mainly run in parallel and not consequently. That means one phase doesn't have to end-up before another starts. For example, a persona can still collect information about activities -information phase- while it is on holiday at the destination -exploring phase. Furthermore, the inspiration phase runs throughout the journey. Every interaction, offer, encounter can potentially provide inspiration for the next travel.
Attitude	The attitudes are formed by opinions and previous experiences about travelling and holidays.
Travel Goals	What a person wants to achieve during the holiday/the travel, the goal he or she wants to satisfy.
Travel Motives	The motives that drive the persona's behaviour regarding travel
Travel Needs	What should be provided, which expectations should be fulfilled to achieve the desired goal. The needs are the starting point to design new offers.

C. Data collected

The insights gathered on this project were generated via a qualitative and a quantitative study. Below you find the details about the set-up of these two studies.

Qualitative Interviews

Objective	Based on the Stimmt Persona Framework, identify the behavioural patterns regarding attitudes, motives and goals and form homogeneous groups, personas.
Sample	A total of **36 interviews** (12 interviews per market) were conducted in the period from November 28th 2022 through December 16th 2022.
Method	Pre-task: The participants achieved a pre-task prior to the interview. They prepared and kept a picture diary with snapshots from their everyday life, lists and pictures of their travels and sources of travel information Interview set-up: rather open, 60 minutes, via a conference call
Markets	**3 markets**: Germany, Singapore and USA
Universe	People who have spent holidays in Switzerland in the last 3-5 years or are planning to do so in the next 1-2 years.

Quotes per Market	Germany	Singapore	USA
Gender	Balanced mix	Balanced mix	Balanced mix
Age/lifestyle	n=4 younger single/dinks (25-45y) n=4 older single/dinks (55-65) n=2 families with kids aged (4-11y) n=2 families with kids aged (12-18y)	n=4 younger single/dinks (25-45y) n=4 older single/dinks (55-65) n=4 families with kids aged (6-12)	n=3 younger single/dinks (25-35y) n=3 middle aged single/dinks (36-45y) n= older single/dinks (55-70y) n=3 families with kids aged (8-15y)
Travel needs	Balanced mix At least n=3 skiers	Balanced mix At least n=3 season seekers	Balanced mix
Accommodations	Balanced mix of hotels, airbnb, apartments	Balanced mix of hotels, airbnb	all do use hotels plus mix of apartments and airbnb
Booking type	Balanced mix of individual/package tours & booking myself/via travel agency	Balanced mix of individual/package tours & booking myself/via travel agency	Balanced mix of individual/package tours & booking myself/via travel agency
Region	n=6 north n=6 south		n=6 CA n=6 NY, MA
Income	Balanced mix	Balanced mix	At least $150k/y for singles At least $200k for dinks

Quantitative Survey

Objective	Validate the personas, quantify them in each market and enrich them with additional dimensions, like travel style, socio-demographic data and channel usage.

Markets	**9 markets**: Switzerland, Germany, France, Italy, Benelux, UK, USA, India and GCC
Sample	**Sample overall markets: n=4300, n=500 per country/region** (CH, DE, France, IT, Benelux, UK, USA, India) except GCC n=300 (locals and expats). Representative sample by age, gender and region per country, except for GCC only soft quotes
Universe	People who travel at least every 2 years (CH - in their own country and/or abroad; all other countries - abroad), have already taken a private trip in Europe once, are interested in a leisure trip in Europe (depending on the market) in the next 2 years and are looking for experiences in or near nature, want to see sights or cities and/or are interested in art and culture
Age	18-29 years / 30-44 years / 45-59 years / 60-79 years