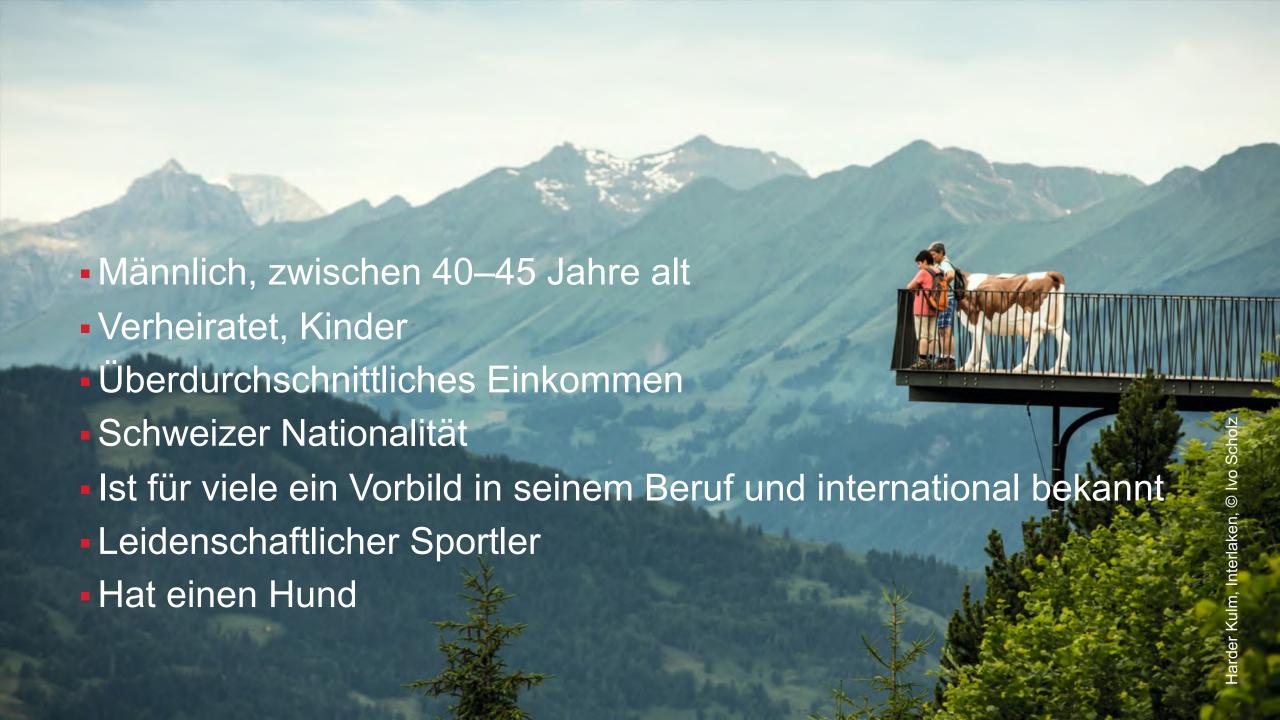




Chat



WHY



Wen suchen wir?







Wieso Personas?



01Kundenorientierung

02

Personalisierung & Individualisierung

03

Entscheidungs- und Fokussierungshilfe

04

Erhöhte Wettbewerbsfähigkeit 05

Einheitliches Verständnis













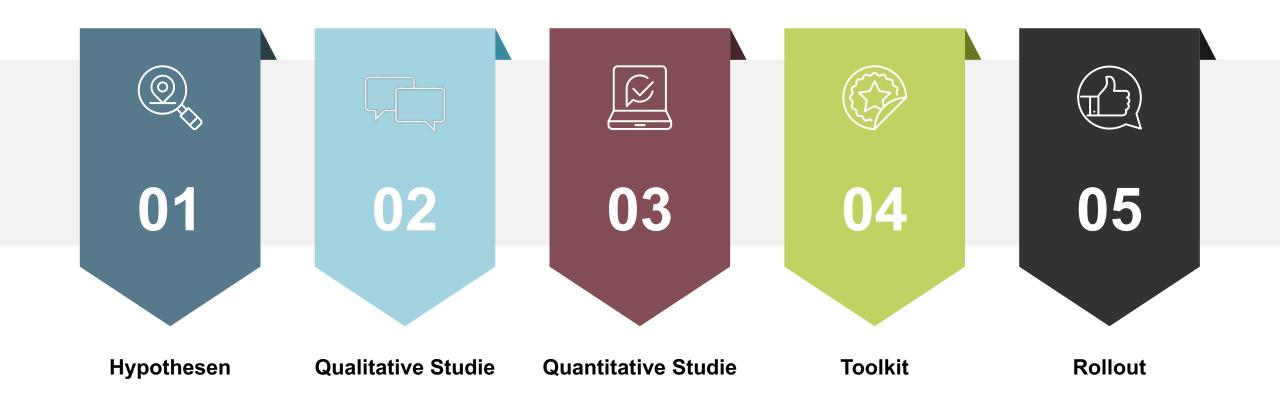


HOW



Überblick Personas Projekt.











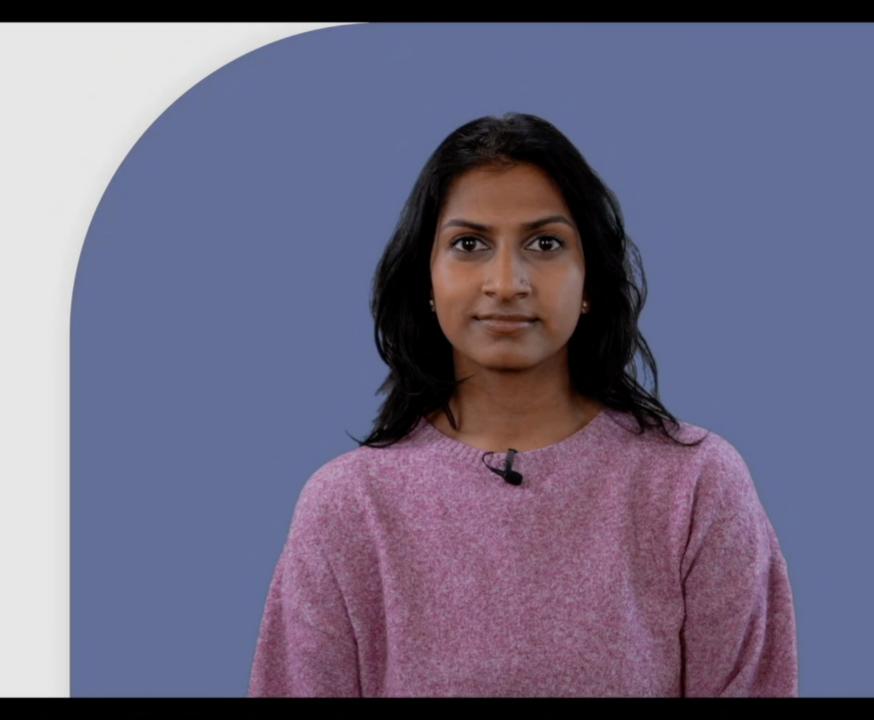




WHAT

LOU DOWN PACER

What does a typical day in your life look like?





LOU DOWN PACER 16%

Top Ziele beim Reisen

Erholung, Verwöhnung, Zeit in der Natur verbringen, authentische Erlebnisse, neue Dinge entdecken

Top 3 Märkte

Deutschland, Schweiz, BeNeLux



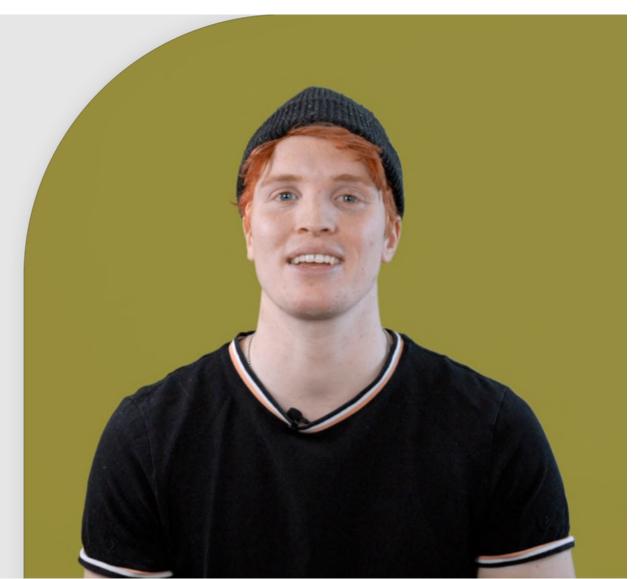


JO ACTIVE ADVENTURER 12%

Top Ziele beim Reisen

Zeit in der Natur verbringen, intensiv Sport treiben, an Aktivitäten teilnehmen, aussergewöhnliche Erlebnisse

Top 3 Märkte Indien, USA, BeNeLux





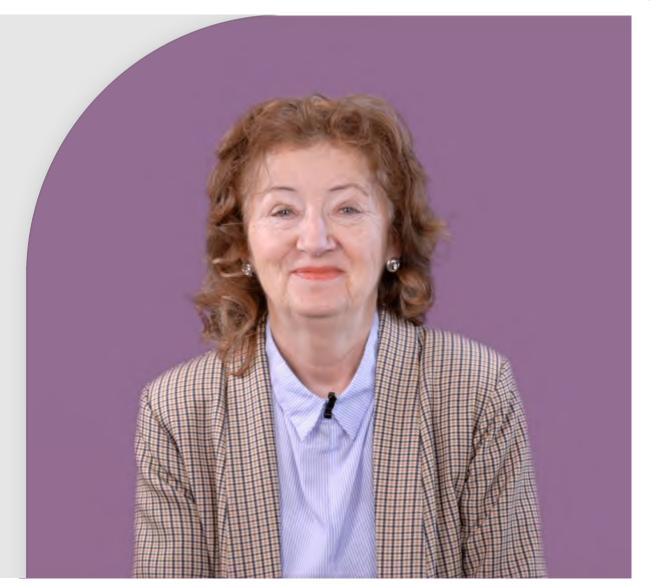
MAX

HIGHLIGHT TRAVELLER 18%

Top Ziele beim Reisen

So viel wie möglich sehen, neue Dinge entdecken, Top-Sehenswürdigkeiten erkunden, authentische Erlebnisse, an Aktivitäten teilnehmen

Top 3 Märkte Italien, UK, BeNeLux





KRIS

LOCAL EXPLORER 24%

Top Ziele beim Reise

Authentische Erlebnisse, neue Dinge entdecken, aussergewöhnliche Erlebnisse, intellektuelle Stimulation, an Aktivitäten teilnehmen

Top 3 Märkte

Frankreich, Italien, USA





QUINN

PLEASURE SEEKER 12%

Top Ziele beim Reisen

Shopping, Exklusive Erlebnisse, Verwöhnung, Erholung, Top Sehenswürdigkeiten entdecken

Top 3 Märkte Indien, GCC, USA





PAT

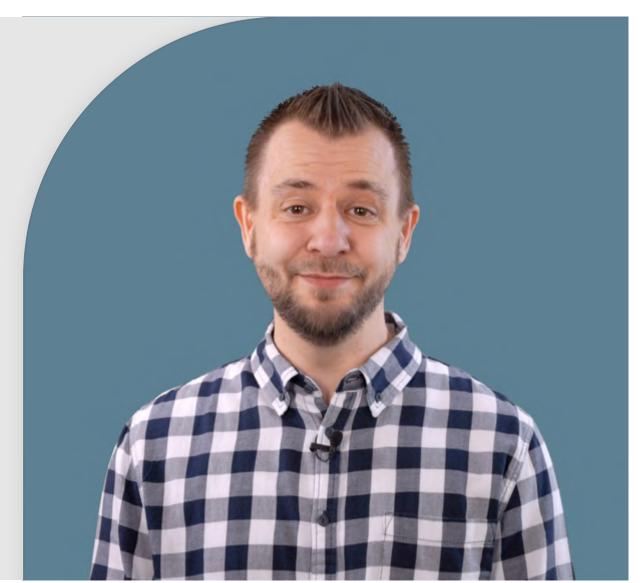
BONDING EDUCATOR 12%

Top Ziele beim Reisen

Bindung zu Mitreisenden stärken, bereichernde Erlebnisse bieten, Erholung, authentische Erfahrungen, neue Dinge erleben

Top 3 Märkte

Schweiz, UK, Deutschland, BeNeLux











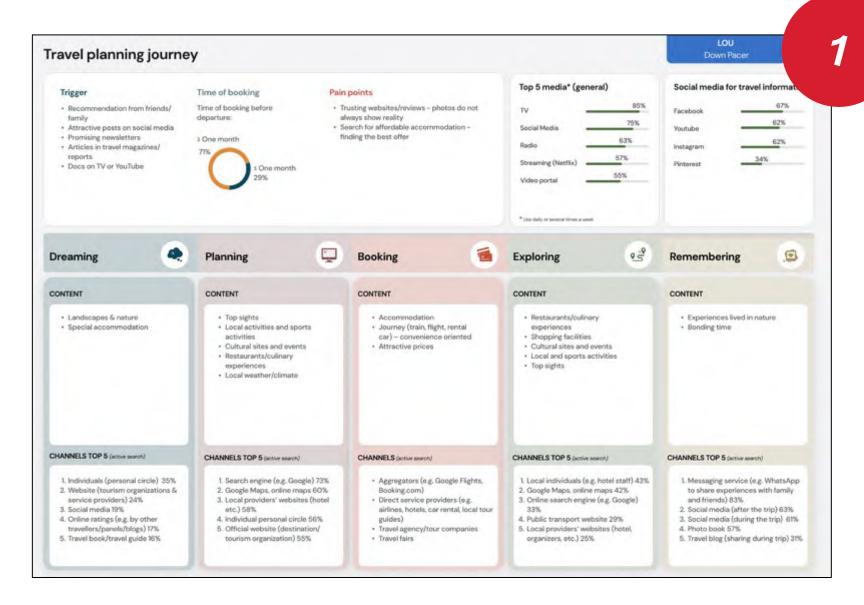
Toolbox – Personas Framework





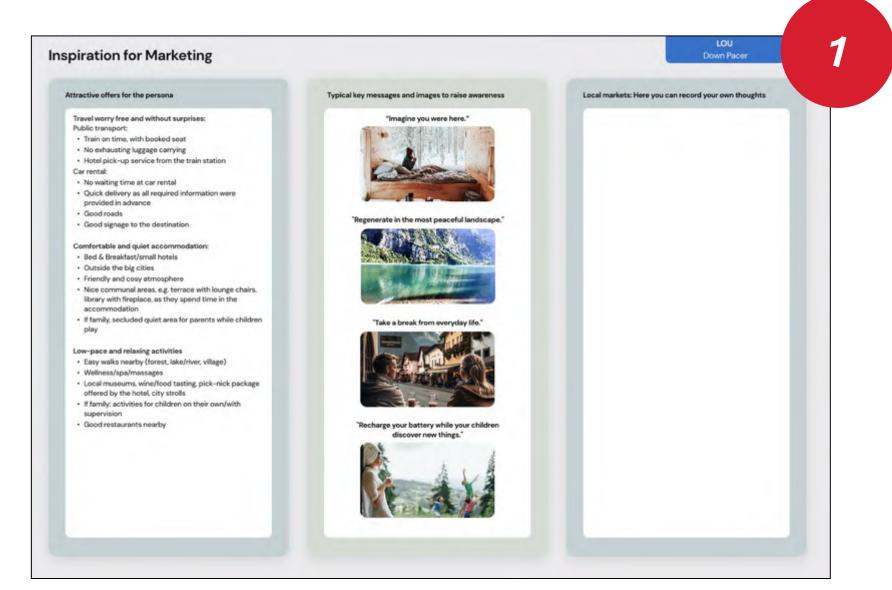






Toolbox – Personas Framework





Toolbox – One Pager









Branch	view per persona		485	pel l	OUNE	PRF .
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Toolbox – Personas pro Markt.







Welche Persona sind Sie?





https://switzerlandtourism.typeform.com/personas

Welche Persona sind Sie?





LOUDown Pacer



Active Adventurer



MAXHighlight Traveller



KRISLocal Explorer



QUINNPleasure Seeker



PATBonding Educator

