



Chat



WHY

- Männlich, zwischen 40–45 Jahre alt
- Verheiratet, Kinder
- Überdurchschnittliches Einkommen
- Schweizer Nationalität
- Ist für viele ein Vorbild in seinem Beruf und international bekannt
- Leidenschaftlicher Sportler
- Hat einen Hund



Wen suchen wir?



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Wieso Personas?

01

Kundenorientierung



02

Personalisierung &
Individualisierung



03

Entscheidungs- und
Fokussierungshilfe



04

Erhöhte
Wettbewerbs-
fähigkeit



05

Einheitliches
Verständnis



+124% Benutzerfreundlichkeit der Website (Nielsen Norman Group)

+29% Öffnungsrate bei personalisierten E-Mails (HubSpot)


+56% Engagement (Forrester)

+73% Conversion Rate (Aberdeen Group)



Von Intuition zu Intention.

HOW

- 
- Einfach anwendbar
 - Marktspezifisch
 - Für die ganze Branche



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Überblick Personas Projekt.



01

Hypothesen



02

Qualitative Studie



03

Quantitative Studie



04

Toolkit



05

Rollout



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Untersuchte Märkte.



Ein paar Resultate aus der Umfrage.



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WHAT

LOU

DOWN PACER

What does a typical day
in your life look like?





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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





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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





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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





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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





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QUINN

PLEASURE SEEKER 12%

Top Ziele beim Reisen

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

Top 3 Märkte

Indien, GCC, USA





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PAT

BONDING EDUCATOR 12%

Top Ziele beim Reisen

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

Top 3 Märkte

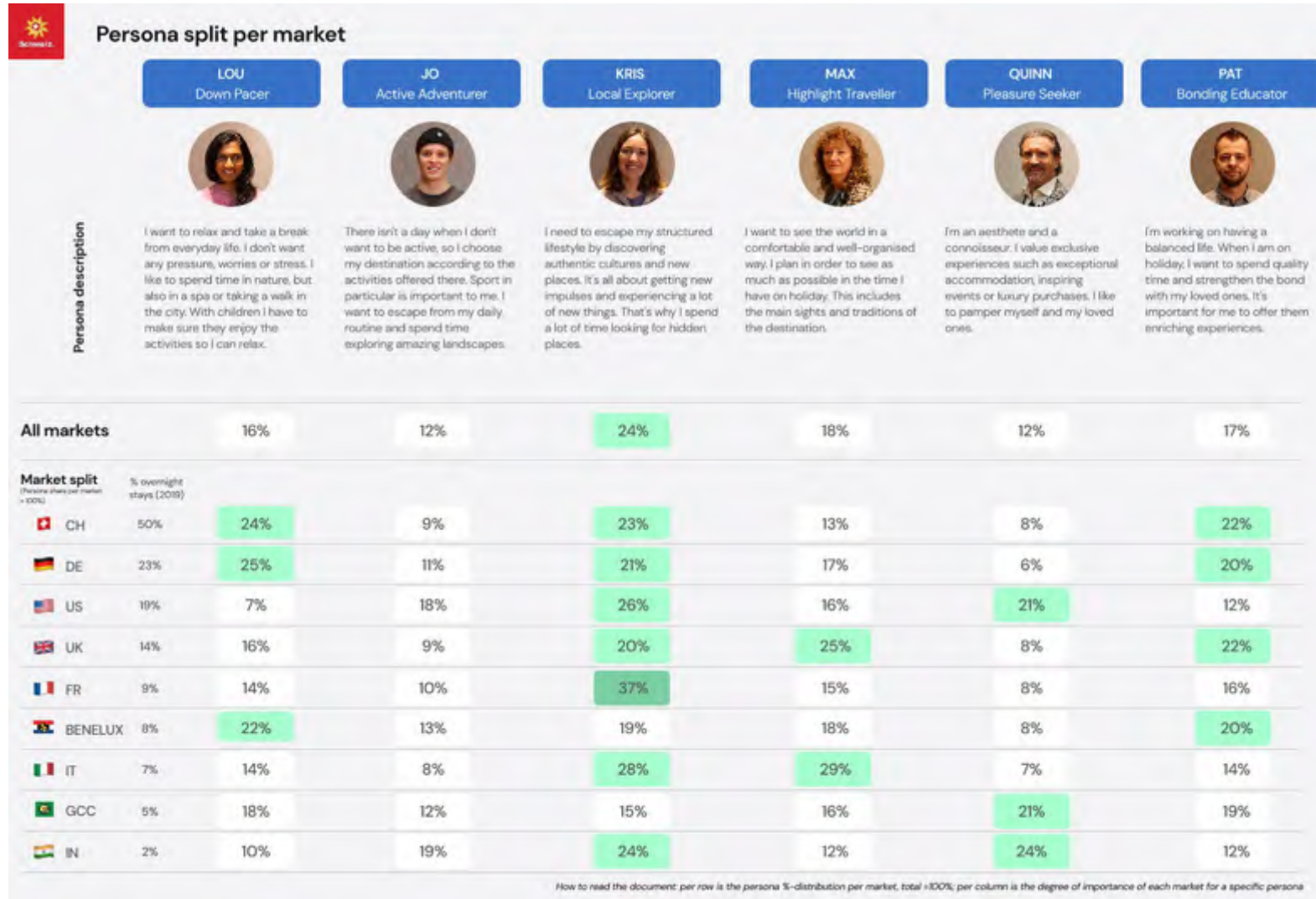
Schweiz, UK, Deutschland,
BeNeLux



Märkteverteilung.



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- Personas Framework
- One Pager
- Personas in den Märkten



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Toolbox – Personas Framework



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Down Pacer

16%
n=750

Impressions

"I would like to escape from everyday life and worries and experience a carefree time."

About me

I want to relax and take time out from everyday life. I don't want any pressure, worries or stress. I like to spend time in nature but also in a spa or talk a walk in a city. With children I have to make sure they enjoy activities so I can have a rest. I appreciate some culture and sightseeing but it isn't central to my satisfaction.

Travel goals

Top 5	Not important	Important	Bottom 5	Not important	Important
Recovering	Low	High	Exclusive experiences	Low	High
Pampering	Low	High	Intellectual stimulation	Low	High
Spending time in nature	Low	High	Meeting new people	Low	High
Authentic experiences	Low	High	Shopping	Low	High
Discovering new things	Low	High	Engaging in intensive sports	Low	High

Travel motives

I want ...

- ... a relaxing time away from home.
- ... a hassle-free time.
- ... to spend time in nature.
- ... to enjoy good food.
- ... to have quality time with my loved one(s).

Travel needs

I need...

- ... value for my money.
- ... pleasant climate/weather.
- ... good restaurants.
- ... security at my destination.
- ... mountains/nature/snow.
- ... convenient travel.
- ... to feel welcomed.
- ... nice accommodation with an inviting atmosphere.

Top 5 activities while travelling

- City visits 75%
- Staying at the sea 71%
- Sightseeing 70%
- General nature experience 58%
- Staying close to lakes and rivers 53%

Travel style

Individual: Low | Group: High | Active: Low | Relaxed: High

Basic: Low | Luxury: High | City: Low | Nature: High

Sustainability affinity

Low: High

Booking type

Researcher Do-it-yourself

Online 80% | Whole trip in advance 69% | Book myself 76%

Put together my own trip 57% | Research in detail 62%

Book acc. via platform 70% | Quality over price 56%

Destination Switzerland

Holiday in CH in the past 49%

Drivers

- Beautiful landscape 36%
- Good food 28%
- High quality standards 26%
- Maximum relaxation 23%
- City experience 22%
- Security 22%
- Pleasant weather 22%

Barriers

- Value for money/high cost factor esp. in winter 43%
- Not enough knowledge about Switzerland 21%
- Weather/climate 17%
- Not/not enough attractions that interest me 11%

Persona in the Sinus-Milieus

Mainstream

Adaptiv-Pragmatic

Socio-demographic view

Age: 45-54 years 21%, 55-64 years 24%, 65-74 years 24%, 75+ years 31%

Gender: Male 65%, Female 35%

Revenue: 0-15k 16%, 15-25k 20%, 25-35k 20%, 35-45k 20%, 45-55k 20%

Life stage: Child 22%, Child + young 22%, Young family 26%, Middle family 30%

Travel profile

Duration of stay: 1-3 nights 11%, 3-7 nights 31%, 7-14 nights 39%, 14-21 nights 19%

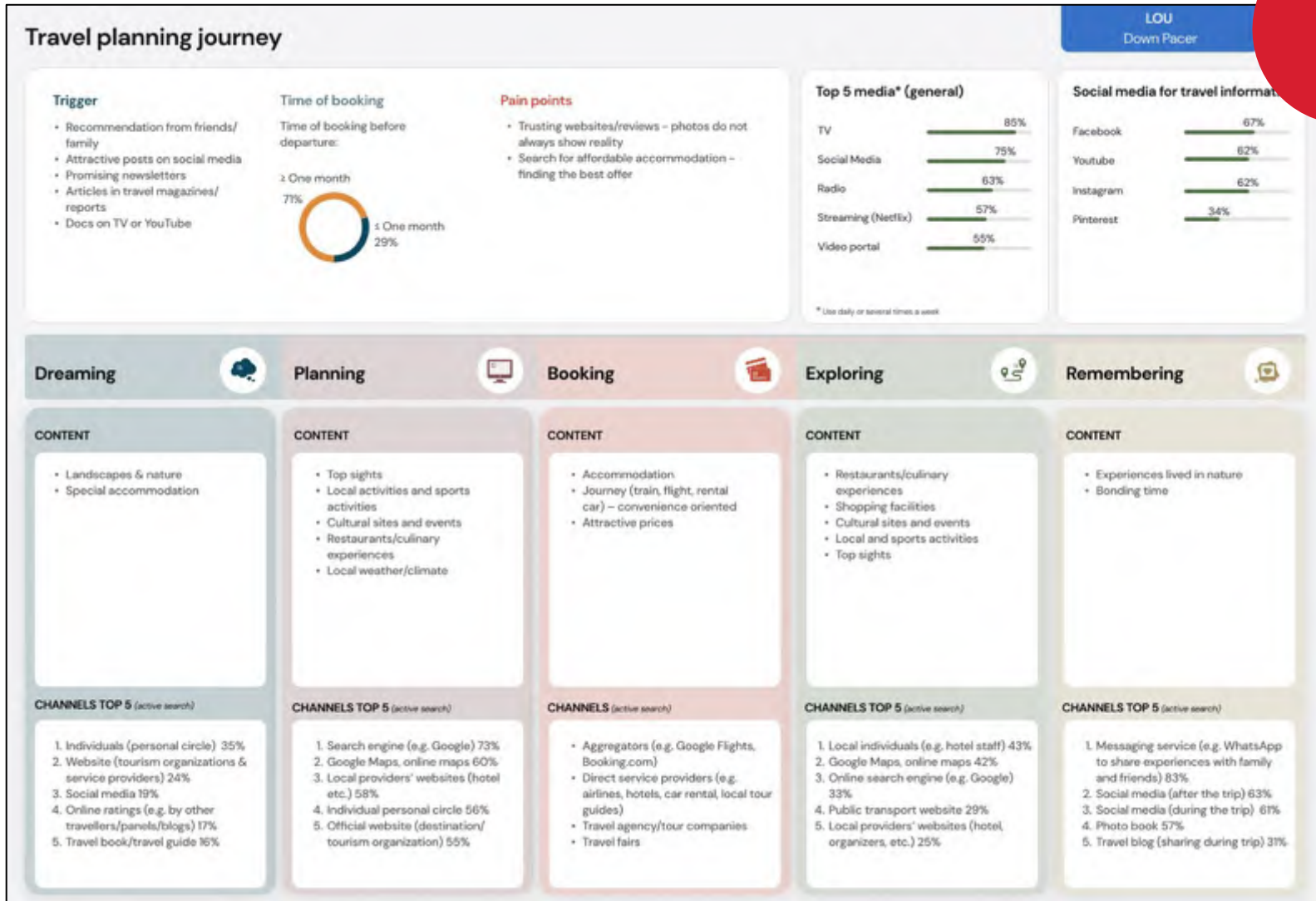
Accommodation type: 2-3 stars 24%, 4 stars 24%, 5 stars 52%

Travel with: Partner 62%, Friends 58%, Other family members 10%



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Toolbox – Personas Framework





Toolbox – Personas Framework



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Inspiration for Marketing

Attractive offers for the persona

Travel worry free and without surprises:

Public transport:

- Train on time, with booked seat
- No exhausting luggage carrying
- Hotel pick-up service from the train station

Car rental:

- No waiting time at car rental
- Quick delivery as all required information were provided in advance
- Good roads
- Good signage to the destination

Comfortable and quiet accommodation:


- Bed & Breakfast/small hotels
- Outside the big cities
- Friendly and cosy atmosphere
- Nice communal areas, e.g. terrace with lounge chairs, library with fireplace, as they spend time in the accommodation
- If family: secluded quiet area for parents while children play

Low-pace and relaxing activities


- Easy walks nearby (forest, lake/river, village)
- Wellness/spa/massages
- Local museums, wine/food tasting, pick-nick package offered by the hotel, city strolls
- If family: activities for children on their own/with supervision
- Good restaurants nearby

Typical key messages and images to raise awareness


"Imagine you were here."




"Regenerate in the most peaceful landscape."



"Take a break from everyday life."



"Recharge your battery while your children discover new things."



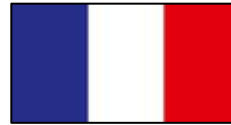
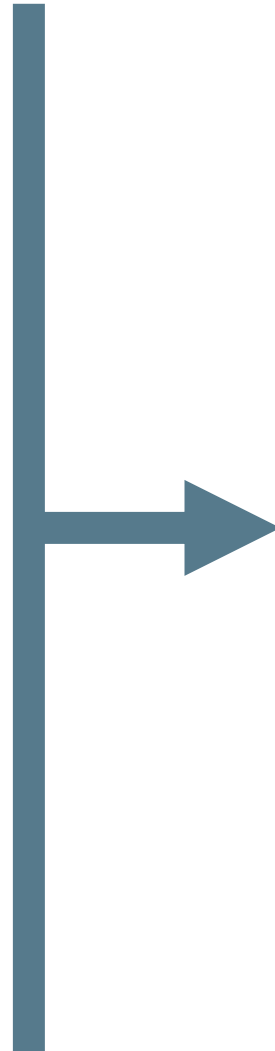
Local markets: Here you can record your own thoughts


Toolbox – Personas pro Markt.



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3



- 
- Trainings
 - Weitere Märkte
 - Best Practices

Welche Persona sind Sie?



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<https://switzerlandtourism.typeform.com/personas>



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Welche Persona sind Sie?



LOU

Down Pacer



JO

Active Adventurer



MAX

Highlight Traveller



KRIS

Local Explorer



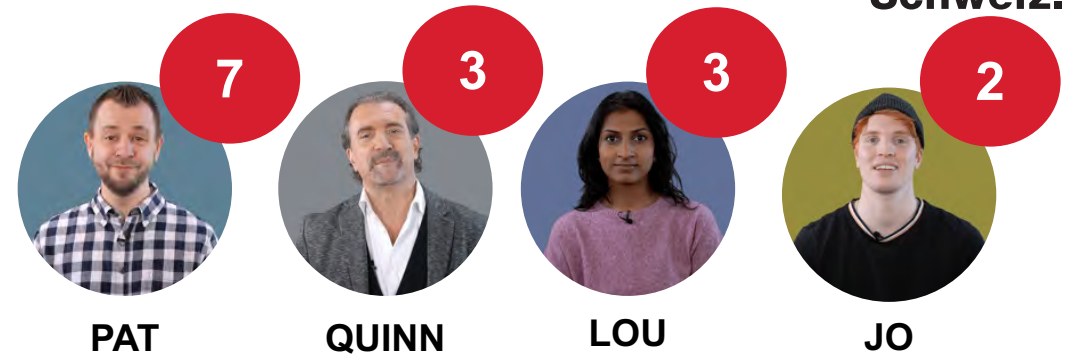
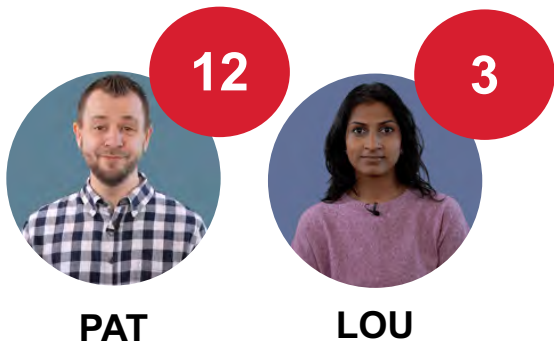
QUINN

Pleasure Seeker



PAT

Bonding Educator



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