

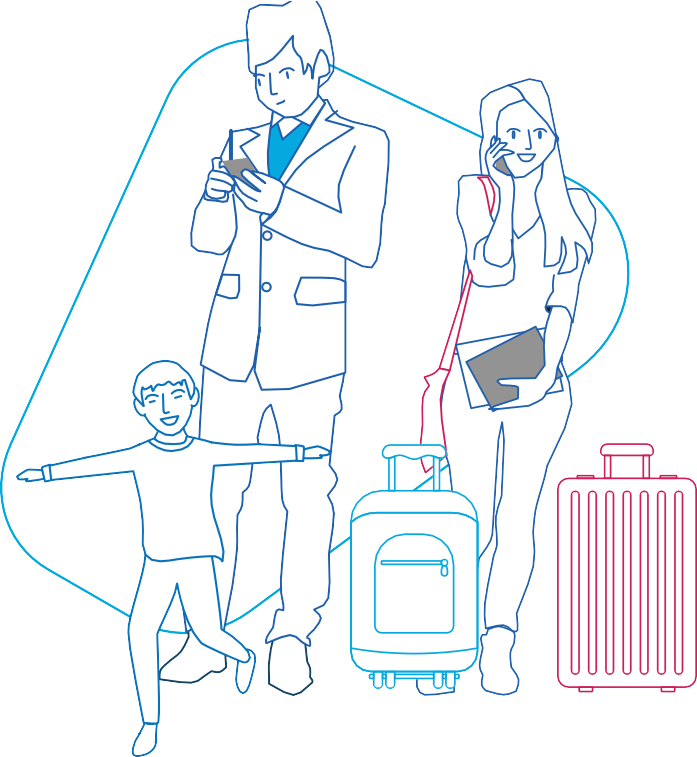
Persona Template:

Small Family Events

How To Use This Template

If you’ve downloaded this template, that means you’ve determined that **small family events** are one of your property’s most profitable audiences.

If you’re not sure whether this persona contributes to your top 3 revenue earners (or you’re not sure how your most profitable audience has changed over the past six months) we recommend you start by [downloading our guide to building data-based guest personas](https://www.amadeus-hospitality.com/resources/building-data-based-hotel-guest-personas/) during COVID-19 to identify whether this persona is the right one for your property.





## As you create your personas, it’s important to remember:

\_ **Personas are generalizations:** You don’t have to capture every exception or outlier, just the overall patterns and behaviors.

\_ **Personas are living documents:** This document should evolve over time. Get input from other departments. Review whether this audience is still relevant and whether their motivations and concerns are still the same.

## With that in mind, here’s the order in which you should complete your persona research:

**Demographics:** Add demographic and background information on this traveler using your property’s analytics. Place a picture that represents your persona.



**1.**



**2.**

**Value:** Show the value that this persona provides to your property. It will be a helpful resource to point back to when you are proposing a media strategy or budget shift.



**3.**

**Mindset:** This part’s already done! We’ve pulled a ton of third-party research into these descriptions, but you may find that there’s still some things that you want to tweak.



**4.**

**Quotation:** Bring your persona to life with a quotation from a guest review or communication that summarizes this persona.



**5.**

**Communications:** Pull analytics from your property’s platforms and reporting to identify how this persona prefers to interact with you.

If you skipped ahead (tsk tsk!), you might have noticed the order in which you should complete the persona is not quite the same as the order it’s in.

**We’ve got a simple reason for that:**

Since the best persona is a cross-functional persona that recognizes the entire journey from ideation to post-stay, this document is designed to be easily digestible for people outside of marketing. You should use it to align with revenue management, sales, and operations.

## **SMALL FAMILY EVENT** | EVENT NAME

QUOTATION:

DEMOGRAPHICS

\_ Age range / Generation

\_ Gender

\_ Location

\_ Industry

\_ Income

\_ Interests

\_ Education

# MINDSET

|  |  |
| --- | --- |
| Motivations  \_ What’s the purpose of my trip?  \_ Are my motivations external or internal? | We had to cancel our celebration due to the peak of the crisis, but now we’re ready to rebook. Even though we’ve had to downsize, we want to mark this milestone with the people most important to us. |
| Expectations  \_ What do I want to get out of my stay?  \_ What do I value when I travel? | Celebrations require a certain level of human interaction, so maintaining social distancing will be a challenge. We trust the people attending and want to feel that we can enjoy each other’s company. |
| Frustrations  \_ What is frustrating me right now?  \_ What can I solve by staying at your hotel solve? | We need a private space and the guarantee that the space, furniture and any F&B have all been effectively treated with the right health and safety measures. |
| Concerns  \_ Why would I decide to stay somewhere else?  \_ Why would I decide not to travel at all? | The risk of a second wave is still a possibility and we’re concerned we will have to cancel or delay again. We need to know that we are working with a flexible venue, who can support potential changes. |

VALUE

\_ Why is it worth it to focus on this

guest, specifically?

\_ How much revenue does this guest

bring to the property?

# COMMUNICATION

\_ Conversion rates

\_ Average booking value

\_ On-property spend

\_ Estimated lifetime value

\_ ALOS

\_ ADR

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|  |  |
| --- | --- |
| Channels  \_ What channels do I frequent?  \_ Where do I engage most with your brand? | \_ Engagement  \_ Conversions  \_ Net revenue  \_ Device |
| Timing  \_ When do I want to interact with your property? | \_ Lead times  \_ Need periods  \_ Seasonality |
| Messaging  \_ What kind of offers do I engage with?  \_ What key points will connect with me based on my preferences and concerns? | \_ Three main points will connect with this audience (Hint: Use the buyer mindset)  \_ Engagement  \_ Conversions  \_ Net revenue |

[Download the eBook](https://www.travelclick.com/resources/planning-for-hospitality-recovery-marketing/)



**Got a case of writer’s block?**

Check out our **Planning for Hospitality Recovery Marketing eBook** for help with building a channel plan and creating a messaging strategy for changing trends and behaviors caused by COVID-19.



Let’s Chat

