

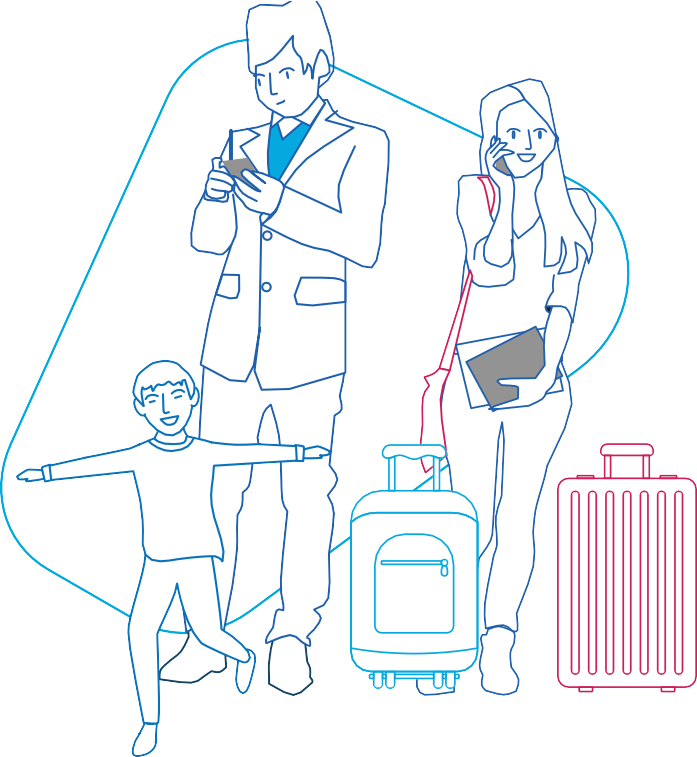
Persona Template:

Small Business Events

How To Use This Template

If you’ve downloaded this template, that means you’ve determined that **small business 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 BUSINESS 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? | Technology has allowed us to stay in contact during COVID-19, but we need to do business face-to-face in order to make real progress, especially with top customers. Priorities and strategies have shifted, so we need to make sure everyone is aligned. |
| Expectations  \_ What do I want to get out of my stay?  \_ What do I value when I travel? | We need a venue with clear health and safety guidelines, so colleagues and customers feel at ease. We need the same level of support as before (e.g. technology, equipment), with updated measures in place that limit the disruption to our work as much as possible. We want access to private space, both during meeting hours and also for socializing, that has plenty of room for social distancing. |
| Frustrations  \_ What is frustrating me right now?  \_ What can I solve by staying at your hotel solve? | Virtual meetings don’t facilitate the same level of interaction and discussion as in person. It’s more difficult to present and gather feedback. Relationship building is harder, and networking is a key part of our business. |
| Concerns  \_ Why would I decide to stay somewhere else?  \_ Why would I decide not to travel at all? | Bringing people from different locations together still poses a risk and creates a distraction. With event budgets limited, we need to know that this will be an effective use of time and resources. We also don’t want to lose money, should we need to cancel. |

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

