Persona Template for HSMAI Academy coursework

This is a template for hoteliers to utilise to build their hotel personas provided by HSMAI Academy. Customer personas or avatars should be developed for your top 3-5 ideal customer types. Use your hotel booking data to work this out, don't just think you already know as you might be surprised. Use these personas as a basis for designing marketing plans including content and campaigns, prioritising channels and resources and most importantly designing customer experiences. This will help you optimise your efforts and ensure customer expectations and met and exceeded.

The best practice for this template is outlined in the HSMAI CHDM Certification Study Guide.

PERSONA | GIVE THEM A NAME

e.g. YOUNG FAMILIES | JUGGLING JONES'

Lifestage
Young family, parents working in professional roles. Eg. Teachers, public servants, IT professionals.

Demographics

Attribute	Examples
Age Range	e.g. Baby Boomers, Young Families, 18-25's, 70+
Gender	Male, Female, mixed group
Location	Place of residence
Profession	Add examples of the types of jobs the persona has
Income	Add an income range
Interests	Add personas interests
Education	Add highest level of education
Media	e.g.TV stations, Social media channels, newspapers

Persona Attributes

Attributes	Description
Motivation	We want to spend time with our kids doing fun activities without worrying about their safety. Ideally, we can relax while they play.
Path to purchase	Describe the method this persona is likely to use to make their booking e.g. word of mouth, then using Google/OTA's to shop, TripAdvisor reviews, books by phone to check children's facilities and safety.
Challenges and Pain Points	Need to be able to make basic food for the children in their room. Need a bath for small children.
Show Stoppers	What things will definitely stop them from booking your hotel e.g. poor service, no kids club, Lock on the balcony door etc.
What do we offer these guests	Add here the attributes that your property have that will be the most important to this persona. E.g. toddlers pool, playground, fenced outdoor facilities, babysitting, room service meals and drinks.

Do you already have personas?

If you're one of the hotels that already has personas, you will need to review them post-COVID as most guests have changed their requirements and concerns abut travelling. To do this simply take your current persona and check if this persona is still a valid customer segment. If they are, then add a column to the criteria table and discuss and add any changes to their behaviours or motivations, or needs.

Attributes	Description Pre-COVID	Post-COVID Changes
Motivation	We want to spend time with our kids doing fun activities without worrying about their safety. Ideally, we can relax while they play.	More concerned with COVID safety now. Need to know what has changed in cleaning practices and vaccination status of staff.
Path to purchase	Describe the method this persona is likely to use to make their booking e.g. word of mouth, then using Google/OTA's to shop, TripAdvisor reviews, books online with OTA.	Describe the method this persona is likely to use to make their booking e.g. word of mouth, then using Google/OTA's to shop, TripAdvisor reviews, books by phone to check children's facilities and safety.
Showstoppers	Poor service, no kids club, Lock on the balcony door etc.	Now also needs flexible terms and conditions and full refund if COVID stops travel.

Do you want to learn more about developing personas?

HSMAI has a couple of courses to help you go step-by-step through the process of finding the right data to develop your personas and then using that data to create accurate personas that you can use to target your messaging and campaigns to the right places for the right customers.

HSMAI Online Courses from US$55.00