

# Visitor Persona Profiling Template



# Visitor Persona Profile

The image is a full-page background photograph of a coastal landscape. On the left, a massive, reddish-brown rock cliff rises steeply, featuring a large, irregular natural cave opening. The rock surface is textured with various crevices and small plants. To the right of the cave, the cliff face continues down to a rocky shoreline. The ocean is a vibrant blue, meeting a clear, bright blue sky at a distant horizon. The foreground consists of dark, layered rock formations and some sparse, dry vegetation. The overall scene is bright and scenic, suggesting a natural park or coastal reserve.



# Persona Specifics

Articulate a single description of your Visitor Persona. Be as specific as you can.

Name	
Age	
Gender	
Marital Status	
Income (approx.) + Occupation	
Favourite type of Media ( <i>eg tv/online programs, social media channels they are active on, newspaper/magazines they prefer etc</i> )	
What does he/she do in their free time?	
What are his/her life values?	
What keeps him/her awake at night worrying about?	
What are his/her dreams and desires of what they want out of life?	

# Travel Preferences

<p>Why does he/she travel? What are their travel motivations</p> <p><i>Eg escape, work, reconnection, learning, etc.</i></p>	
<p>When does he/she travel and how long for?</p> <p><i>Eg weekend getaways, long self-drive holidays etc?</i></p>	
<p>Who does he/she travel with?</p> <p><i>Eg partner, extended family, grandparents, kids, pet dog?!</i></p>	
<p>How does he/she find out about your product or event?</p> <p><i>Eg Word of Mouth, Facebook, TripAdvisor, Google Search, RTO/STO etc (choose the most common ones)</i></p>	
<p>How does he/she research their trip?</p> <p><i>Eg TripAdvisor, friends, Google search.</i></p>	
<p>How does he/she book (if relevant)?</p> <p><i>Eg your website online booking system, OTA, Trade partner, VIC, phone etc</i></p>	
<p>How does he/she usually get to your region? How does he/she travel to your product/event?</p> <p><i>Eg Self-drive? Fly? Hire car/fly? etc</i></p>	

## Product Theme + Experience Alignment

What specific experiences – eg products, events or natural attractions in your destination does he/she love and is keen to experience or inspired by.

*List out as many specific experiences as relevant - refer to their interests, values, needs and travel motivations.*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Visitor Servicing

What specific visitor information does he/she ask about your destination when planning their trip or already in region? What challenges do they need answers to? *Eg, examples could include I have a day to spend in location x, what else should I do?*

*What are the highlights I must see in a day? Where can I do/see/eat x? Where are the best sunset spots? List as many as relevant.*

*Use these to help guide future blog articles, website updates, eNews updates and social posts for your destination.*

# Destination Story Ideas

What people, product and place stories he/she find interesting (and ask questions about) of your destination?



# Visitor Persona Journey Map





# Visitor Journey Map

Completing a Visitor Journey Map for this persona will help you clarify key problems and questions a customer has, how you can solve them, and where you can share this information.

	DREAMING	PLANNING	BOOKING	PRE-TRAVEL	EXPERIENCING	POST-TRAVEL
STAGE OF TRAVEL	<i>How are your potential visitors finding out about your destination?</i>	<i>How do potential visitors engage with your destination before booking and visiting?</i>	<i>What do potential visitors need to know to be able to make a booking?</i>	<i>What do your potential visitors need to know/do before travelling?</i>	<i>How do visitors find destination information when in your destination? How can you help them to have the best possible experience?</i>	<i>What do your visitors need post-travel? How can you make them become advocates for your destination?</i>
<b>PROBLEMS/NEEDS + QUESTIONS</b> What questions/problems does a visitor have at each stage of travel						

<div><div>TOUCHPOINTS</div><div>Where are they looking to find this information?</div></div>						
<div><div>OPPORTUNITIES</div><div>What are some of the obvious opportunities for your destination at each stage?</div></div>						