



SLOVENIAN TOURISM TARGET GROUPS - PERSONAS

Project report

June 2016 – September 2016

Results

PERSONAS





Segmentation according to motivations

- The research of the personas was approached based on the key motivations in tourism that form the typical segments of tourists. The three key motivations in tourism are: **socialising, events (happenings), and peace** (and their combinations)
- At the workshops in the first phase of the project, numerous segments that are detected by the representatives of the market in practice or that they would like to see among their guests were classified in these three motivations. They were called “**segment groups.**”
- Particular **motivations and benefits, interests and activities, and expectations and fears** are typical for each segment group or its segments. They were taken into consideration in the description of the personas, and they were additionally presented in a detailed report.
- Therefore, personas can represent guests travelling individually or guests who travel through agencies.



SEGMENT GROUPS

EXPERIENCES

THE PRIMARY MOTIVATION IS
CONNECTED TO AN ACTIVE INDIVIDUAL.



- Energy • Individualism
- Me • Expressing oneself
 - Own needs
- Active experience

SOCIALISING

THE PRIMARY MOTIVATION IS
CONNECTED TO FAMILY OR COMPANY.



- Socialising • Closeness
 - Connectedness
- Common interest
 - Compromise

CARE FOR ONESELF

THE PRIMARY MOTIVATION IS CONNECTED
TO AN INDIVIDUAL OR A COUPLE.



- Regeneration
 - Retreat
 - Detox
- Calming
 - Pampering
 - Relaxing



SEGMENTS ON WHICH THE PERSONAS ARE BASED

EXPERIENCE “EXPLORER”



- Experiencing culture/history/nature
 - Hedonism
- Enjoying cuisine and pampering
 - Sports activities • Recreation
- Adrenaline-fuelled experiences

SOCIALISING “SOCIAL BUTTERFLY”



COMPANY

- Fun and events, enjoyment and relaxation in company

FAMILY

- Family peace and connectedness
- Actively spending time together

CARE FOR ONESELF “MUSE”



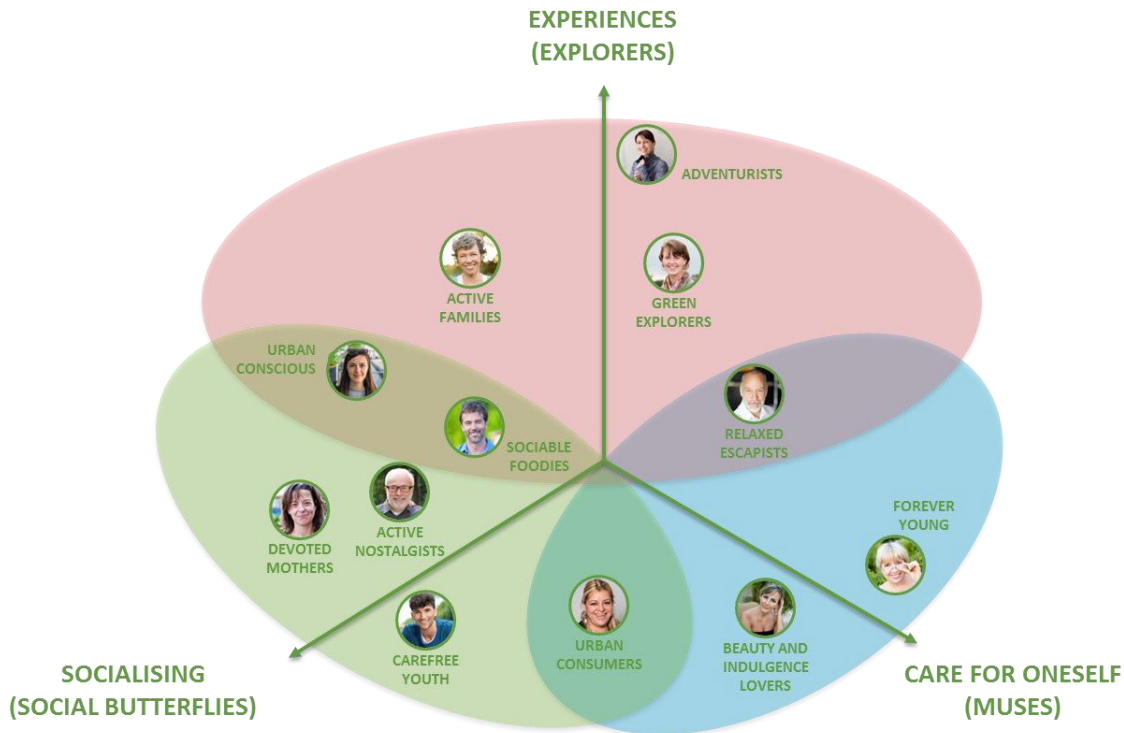
- Healthcare services
- Wellness • Beauty treatments
 - Retreat and escape
- Learning about oneself
(selfness, mindfulness, detox)



AN OVERVIEW OF PERSONAS AND THEIR POSITION ACCORDING TO THE AREAS FOCUSED ON BY SEGMENT GROUPS

The asterisk () indicates personas with children*

- ADVENTURISTS
- GREEN EXPLORERS
- URBAN CONSCIOUS
- ACTIVE NOSTALGISTS
- DEVOTED MOTHERS*
- RELAXED ESCAPISTS
- SOCIABLE FOODIES*
- URBAN CONSUMERS
- CAREFREE YOUTH
- FOREVER YOUNG
- BEAUTY AND INDULGENCE LOVERS



Johanne, GREEN EXPLORERS (EXPLORERS)



"I find developed infrastructure for cyclists, pedestrians, and public transportation important."

worldly

persistent

logical

simple

OCCUPATION scientist

STATUS married

TRAVELS often

COMES FROM Germany, Benelux



travels with her husband

PRIMARY MOTIVATION

- To go somewhere beautiful

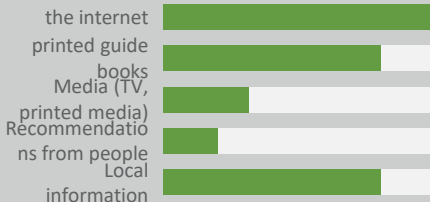
SECONDARY MOTIVATIONS

- To learn about a new country
- To experience diversity

EXPECTATIONS

- Relaxation and well-being
- Sense of peace and escape from everyday routine
- Colourful nature and beautiful views
- Clean environment
- High-quality public transport and accessible information (on time, good connections)
- People speak English

DECISION-MAKING INFLUENCE



AREAS OF INTEREST

nature, culture

- Light activities in nature
- Tour of natural attractions (Postojna Cave, Lake Bled)
- Visit to old town centres (e.g. Piran)
- Visit to Ljubljana



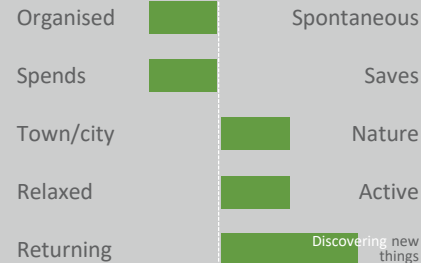
TRAVEL



SLEEP



TRAVEL STYLE



DESCRIPTION

In her everyday life, Johanne has a demanding job with much responsibility. She has very little free time, so she wants to use it to the maximum extent when she travels; she usually travels with her husband. She is worldly, she understands the world around her in her own way, and she prefers to explore it on her own rather than believing what she hears. She likes to combine learning about new things with relaxation. Photographs are an important source for decision-making with regard to travel, as they help develop feelings and create expectations.

EXPLORING

3 months in advance

SOURCES OF INFORMATION

the internet
printed guide books

RESERVATION

1 month in advance

[Booking.com](https://www.booking.com)

TRAVEL

1 week
€1,200 per couple

Max, SOCIABLE FOODIES (SOCIAL BUTTERFLIES)



"I always take a few bottles of wine home."

pleasure seeker

witty

curious

sluggish

OCCUPATION civil engineer

STATUS married

TRAVELS often

COMES FROM Italy, Benelux, UK, France



travels with family, occasionally with one other person

SURVEY

6 months in advance

PRIMARY MOTIVATION

- To taste and experience incredible sights and sounds

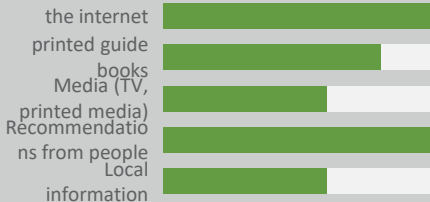
SECONDARY MOTIVATIONS

- To enjoy and have a good time
- To learn something new
- To spend quality time with wife and children

EXPECTATIONS

- Closeness and socialising
- To be relaxed
- To get some rest and sleep
- To forget the everyday routine
- The children will have fun
- Childcare and child safety is provided for
- Take some time for himself and his wife

DECISION-MAKING INFLUENCE



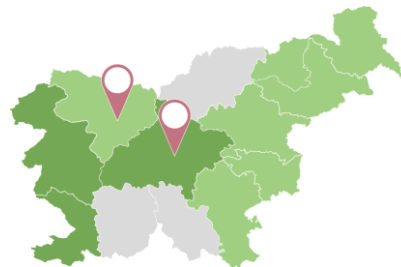
SOURCES OF INFORMATION

the internet
Agency

TOPICS OF INTEREST

gastronomy, culture, history

- Gastronomy
- Visit to wine cellars
- Local attractions
- Pampering for two (aquafun for children)
- History and castles
- Attractions: Lake Bled and Ljubljana



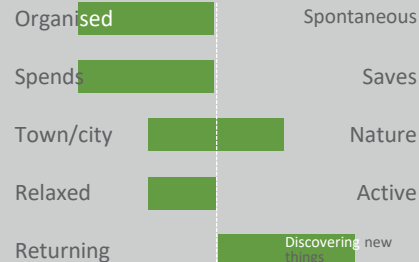
TRAVEL



SLEEP



TRAVEL STYLE



DESCRIPTION

His family and children mean a lot to him, but he still likes to spend some time alone with his wife. He would like to travel the world some day. He likes to visit undiscovered and less-known places, but he also likes returning to where he felt good in the past. In addition to exploring old town centres, he also finds the element of nature important; he appreciates its fruits so it means a lot to him to be able to spend an evening enjoying good food and drinks. He avoids activities in nature, he prefers pleasant comfort. He is a distinct aesthete.

RESERVATION

5 months in advance
Agency / **Booking.com**

TRAVEL

10 days
€2500 per family

Marjo, URBAN CONSUMERS (SOCIAL BUTTERFLIES)



"I always eat at restaurants, but never in the same one twice."

tactical

charming

casual

gossipy

OCCUPATION marketing

STATUS single

TRAVELS often

COMES FROM Scandinavia,
USA, UK, Italy,
Germany,
travels with a
friend



PRIMARY MOTIVATION

- Socialising and spending time with friends

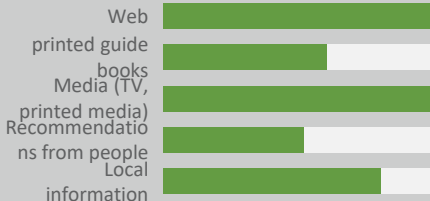
SECONDARY MOTIVATIONS

- Visit to European capitals
- Enjoying a town/city
- Pampering

EXPECTATIONS

- Good mood
- A lot of enjoyment and fun
- To forget the everyday routine
- To fill the day to the fullest and not experience boredom
- She will feel safe in a town/city
- High-quality hotel service
- People speak English

DECISION-MAKING INFLUENCE



TOPICS OF INTEREST

towns/cities, spending, fun, pleasure

- Learning about the culture
- Learning about local food
- Evening entertainment
- Major attractions of a town/city
- Shopping opportunities
- Pampering – (urban) spa, wellness



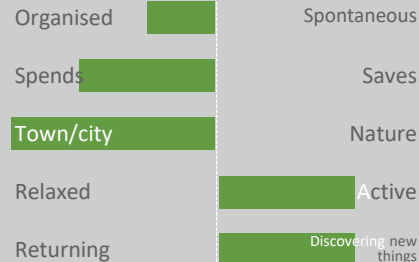
TRAVEL



SLEEP



TRAVEL STYLE



DESCRIPTION

Marjo is cosmopolitan; she wishes to travel to all world cities without time constraints and financial limits. She is single and she spends a lot of time at work; in her home environment, she likes to go to the cinema and the theatre with her friends, and she is also interested in events when she travels. She only travels by plane. Her life mottos are good mood and a full life; music and yoga also play a significant part in this. She pays attention to detail in her work and her life. She likes modern tradition.

SURVEY

1–2 months in
advance

SOURCES OF INFORMATION

the internet

RESERVATION

1–2 months in
advance
Booking.com

TRAVEL

3 days
€800 per person

Iris, URBAN CONSCIOUS (EXPLORERS)



"There is never a lack of money for travelling and exploring. You can also "couch surf."

resourceful

open

curious

adventurous

OCCUPATION university lecturer

STATUS single

TRAVELS often, short trips

COMES FROM Benelux, UK, USA, Australia



travels in a group

PRIMARY MOTIVATION

- Learning about a new, different environment

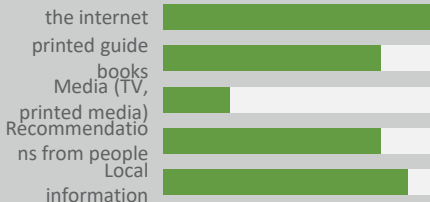
SECONDARY MOTIVATIONS

- Gathering experience
- Learning about cultures, "live like a local"
- Self-reflection

EXPECTATIONS

- A special experience (to experience a different environment)
- Escaping routine and everyday life
- Opportunity for reflection
- Authentic experience
- A broad network of public transportation and accessible information

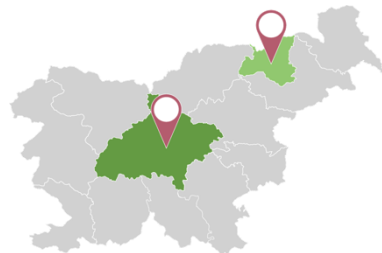
DECISION-MAKING INFLUENCE



TOPICS OF INTEREST

culture, towns/cities

- To learn about the pulse of the city, the suburbs, and "dormitory communities"
- A culinary trip around a city
- Graffiti, museums, modern art
- Local events



TRAVEL



SLEEP



TRAVEL STYLE



DESCRIPTION

She is currently writing her doctoral thesis. Her favourite places to visit are places with a combined rich natural and cultural tradition. She wishes to be authentically in touch with the environment in a brief period of time, she likes unusual things, so she looks for local accommodation, local food providers, and contact with locals; she is also interested in everything connected with social responsibility and environmental responsibility. She is attracted to differentness, diversity, and less-typical tourist offers. She is a free spirit, but she is also interested in trends.

SURVEY

1-3 months in advance

SOURCES OF INFORMATION

Web
printed guide books

RESERVATION

1-3 months in advance



HOSTELWORLD



airbnb

TRAVEL

3 days
€300 per person

Marco, RELAXED ESCAPISTS (MUSEUM)



"I have a complicated life, so I take every opportunity to travel."

relaxed

pragmatic

precise

reserved

OCCUPATION architect

STATUS married

TRAVELS twice a year

COMES FROM Italy, Austria, Germany, UK, Scandinavia, Benelux
travels with his wife



PRIMARY MOTIVATION

- Escape from demanding everyday life

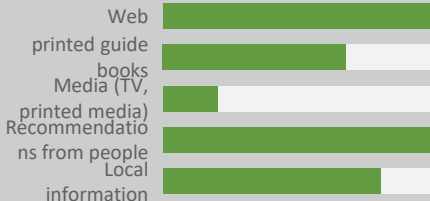
SECONDARY MOTIVATIONS

- Cares for health and well-being
- Escaping the phone and the computer
- Learning about a new environment

EXPECTATIONS

- Experiencing relaxation and tranquillity
- A lot of vital energy and strength
- Being carefree
- Retreat, peace and quiet
- Workers in tourism speak his language and are friendly
- Excellent food

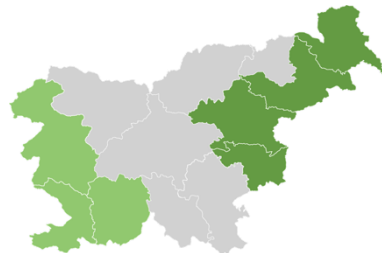
DECISION-MAKING INFLUENCE



TOPICS OF INTEREST

selfness, wellness, mindfulness

- Thermal water pools
- Observing nature
- Selfness programmes
- Digital-detox programmes
- Local specialities
- Special experience (Brda Hills, salt pans, Cerkno)



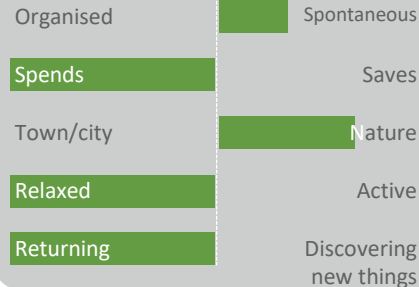
TRAVEL



SLEEP



TRAVEL STYLE



DESCRIPTION

Although he has many obligations in his everyday life (family, job, pet), he knows how to take care of his health and well-being ("benessere") in his old age as well. He is in touch with himself in nature, but he is also interested in the general surroundings in which he is located. He is an aesthete and he is mindful of the level of service (hotel, room, food). He likes travelling to energy-filled locations where he is re-energised.

EXPLORING

1 month in advance

SOURCES OF INFORMATION

Web

RESERVATION

1 month in advance
Hotel directly

TRAVEL

5 days
€1,200 per couple

Zoran, ACTIVE NOSTALGISTS (SOCIAL BUTTERFLIES)



"This time, we visited the Russian Chapel again to see if anything changed."

sociable

careful

committed

wise

OCCUPATION economist

STATUS married

TRAVELS multiple times a year

COMES FROM UK, Croatia, Italy, Serbia



travels with his wife

PRIMARY MOTIVATION

- Contact with nature

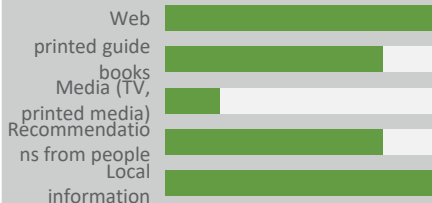
SECONDARY MOTIVATIONS

- A change in everyday life
- Spending time with his wife

EXPECTATIONS

- To get some rest
- To relax
- To enjoy beautiful nature
- To breathe in fresh air
- To experience something fun
- A well-marked traffic regime
- Friendliness of people

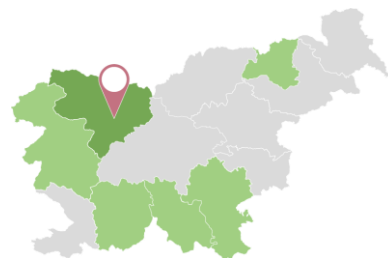
DECISION-MAKING INFLUENCE



AREAS OF INTEREST

nature, culture

- Easy hiking mountain trails
- Light activities
- Natural parks and attractions
- Local events (sports and culinary), concerts



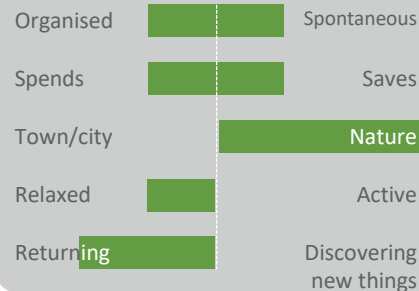
TRAVEL



SLEEP



TRAVEL STYLE



DESCRIPTION

His wife and he have a grown-up son, with whom they have already travelled around Slovenia in the past. They liked to camp as a family at the time, but today he prefers the comfort of a hotel, but he does not like trendy destinations because he does not feel relaxed there. His hobby at home is gardening; nature is important to him in everyday life and when travelling. He and his wife enjoy revisiting old memories when they travel, he compares the present to the past, and he loves visiting places that he has visited before and have made an impression.

SURVEY

1 month in advance

SOURCES OF INFORMATION

Web
printed guide books

RESERVATION

1 month in advance

Booking.com

TRAVEL

5 days
€800 per couple

Mireille, ADVENTURISTS (EXPLORERS)



PRIMARY MOTIVATION

- An active experience

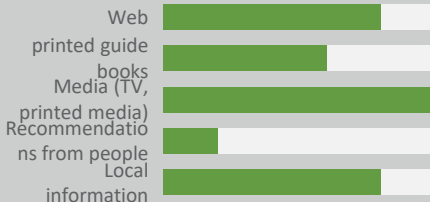
SECONDARY MOTIVATIONS

- Escape from stress and everyday schedule
- New experience and learning new things

EXPECTATIONS

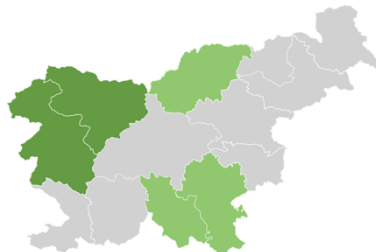
- To experience the feeling of freedom
- To feel energy and the pulse of the heart
- To feel joy
- To quell unrest
- Safety
- Authentic, yet unforced contact with the surrounding area and the locals
- Places not burdened with tourism
- Opportunity for activities

DECISION-MAKING INFLUENCE



TOPICS OF INTEREST sports, nature

- Adrenaline sports and water sports: canoe, paragliding, canyoning, mountain biking
- Hiking
- Ascent to Mt Triglav
- Natural attractions (waterfalls)
- Historical attractions (Kobarid Museum)
- Glamping



TRAVEL



SLEEP



TRAVEL STYLE

Organised	Spontaneous
Spends	Saves
Town/city	Nature
Relaxed	Active
Returning	Discovering new things

DESCRIPTION

She practises aikido in her free time. She likes watching documentaries, and nice videos and photographs strongly affect her desire to visit a country. When she and her partner have saved enough money, they plan to buy a camper van. She dreams of taking it to travel to all of the undiscovered corners of the world, from the sea to the mountains. Constant challenges and new developments give her a new perspective and an opportunity for personal growth. She always takes her bicycle with her when she travels because it represents freedom of movement. The feeling of freedom is also the reason for sleeping in a tent, but if weather does not permit this, they find private accommodation.

"When I saw the suspension bridge across the River Soča, I knew I wanted to go there."

daring

independent

sporty

spontaneous

OCCUPATION headmistress

STATUS partner

TRAVELS twice a year

COMES FROM Benelux, France



travels with another person

SURVEY

2 months in advance

SOURCES OF INFORMATION

the internet
TV

RESERVATION

1 week in advance, in the place
itselfLocal pages / tourist information centre
Booking.com

TRAVEL

1 week
€1,100 per couple

Liudmila, FOREVER YOUNG (MUSES)



"When I come to Slovenia, I feel that life here continues, extends."

calm

sophisticated

wise

worldly

OCCUPATION retired

STATUS Married

TRAVELS three times per year

COMES FROM Russia, Italy, Austria, Germany, Scandinavia



travels with her husband

PRIMARY MOTIVATION

- Taking care of her health

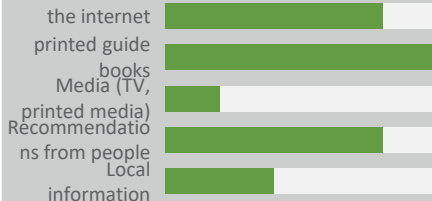
SECONDARY MOTIVATIONS

- To learn about the country as a whole (nature, history, people, cuisine)

EXPECTATIONS

- To feel and savour life
- To take care of health
- Relaxation, satisfaction, and good mood
- Being carefree and optimistic
- Professional care

DECISION-MAKING INFLUENCE



AREAS OF INTEREST medical wellness

- A holistic medical examination and therapies
- Drinking medicinal water
- Massages, lymphatic drainage
- Tours: churches, castles in the area, history
- Visiting major attractions in Slovenia



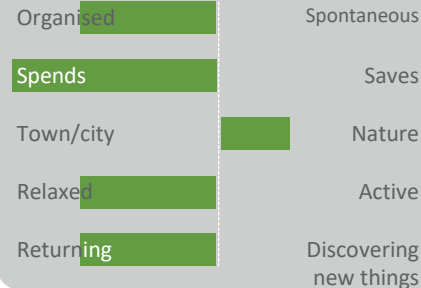
TRAVEL



SLEEP



TRAVEL STYLE



DESCRIPTION

She has had health issues in the past, so she finds prevention, medical therapies related to the therapeutic indications of thermal water, and expert services (physicians, equipment, programmes) important. She is traditional, but still always open to new things and accepting of what life offers. At her weekend home, she likes taking care of her flowers, listening to classical music, reading historical books, and she would love to do these things on one of the many little Slovenian hills. She likes spending her old age with her husband.

SURVEY

4 months in advance

SOURCES OF INFORMATION

Web
Agency

RESERVATION

4 months in advance
Agency

TRAVEL

1 week
€2,800 per couple

Yanina, BEAUTY AND INDULGENCE LOVERS (MUSES)



"Comfortable accommodation at a thermal centre is very important for me."

well-groomed

employed

neurotic

condescending

OCCUPATION economist

STATUS Married

TRAVELS often

COMES FROM Russia, Italy,
Croatia, Austria



travels with family

PRIMARY MOTIVATION

- Focusing on herself, taking care of her appearance

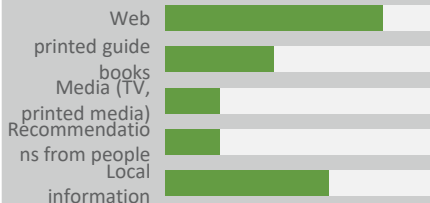
SECONDARY MOTIVATIONS

- Escaping every-day stress
- Spending time with family

EXPECTATIONS

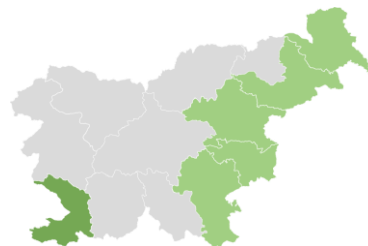
- Relaxation and enjoyment
- To take time for herself
- To feel beautiful and youthful
- Escape from business calls
- To buy something exclusive

DECISION-MAKING INFLUENCE



AREAS OF INTEREST beauty wellness

- Wellness beauty programmes for the skin
- Body vitality programmes
- Culinary delights
- Shopping in prestigious shops
- Touring major tourist attractions



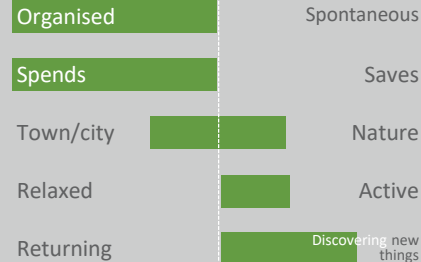
TRAVEL



SLEEP



TRAVEL STYLE



DESCRIPTION

In life, she really values time and she doesn't want to waste it, so she likes to set goals and she doesn't want to leave her day up to coincidence, not even when she's travelling. She likes that other people help her with this, and she is easily convinced, so she also turns to agencies when booking trips. She finds value for money, comfort, and luxury important. When on holiday, she wants to spend quality time with her family, but still have enough time for herself.

SURVEY

4 months in advance

SOURCES OF INFORMATION

Web
Agency

RESERVATION

4 months in advance
Agency

TRAVEL

1 week
€3,500 per family

Chiara, DEVOTED MOTHERS (SOCIAL BUTTERFLIES)



"It is important to me that children can be free, dirty, and can do things that they cannot do at home."

responsible

serious

friendly

practical

OCCUPATION social worker

STATUS married

TRAVELS three times per year

COMES FROM

Benelux,
Scandinavia
Italy, Austria,
Germany
travels with family
and friends



PRIMARY MOTIVATION

- Spending time with family and friends

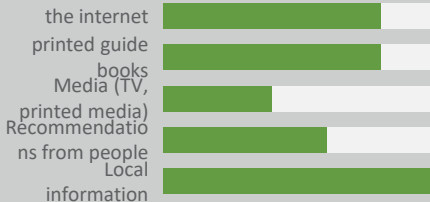
SECONDARY MOTIVATIONS

- Retreat from the city to nature

EXPECTATIONS

- To feel freedom
- To be carefree
- To enjoy and have a nice time with company
- Information is available in foreign languages
- Affordable prices

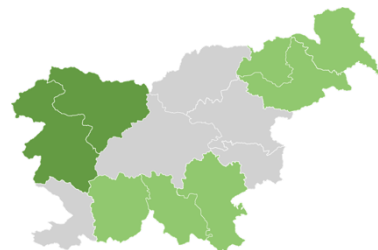
DECISION-MAKING INFLUENCE



TOPICS OF INTEREST

nature, offerings for families

- Spending time in nature
- Places for children in nature
- Activities for children: cycling, archery, horseback riding, swimming
- Views: cable car rides, easy hiking



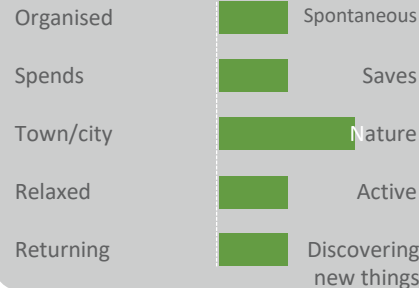
TRAVEL



SLEEP



TRAVEL STYLE



DESCRIPTION

The most important things in her life are friendship, family, love, and nature, and she also wishes to raise her children in the spirit of positive values. She travels together with other families, and because there are many children, she travels more slowly and to nearby places. Even though she sometimes wishes to do something else, her holidays are mainly adjusted to the satisfaction of her children; based on this, when visiting a destination, they choose activities and tours of attractions that are adjusted for children, and spending time in nature is the most important. The most important thing for accommodation is that the needs of large groups are met.

SURVEY

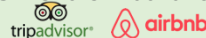
6 months in advance

SOURCES OF INFORMATION

Web

RESERVATION

5 months in advance



TRAVEL

1 week
€1,500 per family

Mette, ACTIVE FAMILIES (EXPLORERS)



"By car, you can only reach the city, but a bike can take you much farther."

sporty

focused

committed

spontaneous

OCCUPATION

laboratory
technician
Married

STATUS

TRAVELS

twice a year

COMES FROM

Benelux,
Scandinavia,
Croatia



travels with family

PRIMARY MOTIVATION

- To experience something new

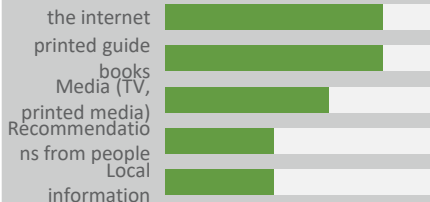
SECONDARY MOTIVATIONS

- To be active
- To learn about the natural environment

EXPECTATIONS

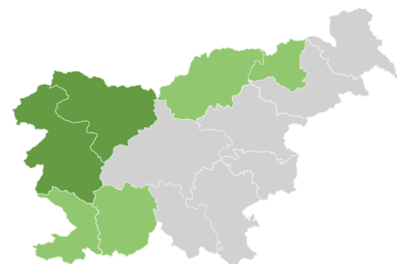
- Enjoyment and relaxation
- To broaden horizons
- Escaping everyday life
- To feel connected with family
- Dynamic events
- Unlimited physical activities in nature
- Friendly people

DECISION-MAKING INFLUENCE



AREAS OF INTEREST Activities in nature

- Sports activities (rafting, horseback riding) adjusted for the whole family
- Active exploration by bike
- Ascent to Mt Triglav



TRAVEL



SLEEP



TRAVEL STYLE

Organised

Spontaneous

Spends

Saves

Town/city

Nature

Relaxed

Active

Returning

Discovering new things

DESCRIPTION

In the afternoon, Mette is always busy with her children who she takes to their numerous sports activities. Her hobby is riding Icelandic horses. At home, she is used to a flat landscape, so she is always attracted to a dynamic landscape and the opportunity to spend time in nature. She is considering joining a 400 km cycling tour.

SURVEY

1–6 months in
advance

SOURCES OF
INFORMATION

Web

RESERVATION

1 month in advance
Booking.com

TRAVEL

2 weeks
€2,500 per family

James, CAREFREE YOUTH (SOCIAL BUTTERFLIES)



"We sat around there, drinking cocktails and having fun."

relaxed

simple

carefree

playful

OCCUPATION student

STATUS single

TRAVELS once a year

COMES FROM UK, Italy



travels with friends

PRIMARY MOTIVATION

- Hanging out with friends

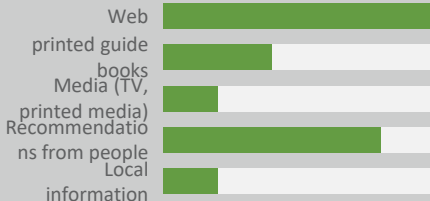
SECONDARY MOTIVATIONS

- Learning about Europe
- Changing his environment

EXPECTATIONS

- Good mood
- Fun and enjoyment
- Affordable prices
- Safety and honest people

DECISION-MAKING INFLUENCE



AREAS OF INTEREST fun, attractions

- Fun events and concerts
- Drinking, pub crawling
- Learning about stereotypes (sausages, Laško and Union beer)
- Visiting major tourist attractions



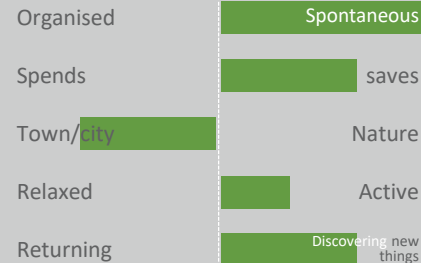
TRAVEL



SLEEP



TRAVEL STYLE



DESCRIPTION

He and his friends often discuss their impressions and experiences from holidays. While he is still without obligations, he wishes to travel through as much of Europe as possible, but he is only interested in major attractions; he is not interested in information or a realistic image of a city. He will not visit places with high prices, but he always finds some money for night-time partying with his friends.

SURVEY

4 months in advance

SOURCES OF INFORMATION

Web

RESERVATION

3 months in advance



HOSTELWORLD



tripadvisor

Jet2.com

TRAVEL

3 days
€400 per person



Summary of personas

The segments that originate from the three framework motivations and their related interests are intertwined in 12 personas. This is a brief summary from the perspective of (unused) opportunities:

1) Urban guests: seek authenticity, “live like a local,” they require pleasure (cuisine, consumption, experience), a diverse experience is important to them. These are extroverted personas who are interested in broader society. One persona is focused on cities or capital cities, another one also visits other tourist destinations and visits natural attractions, and the third one is only focused on places that offer a social experience. This group of personas sees opportunities in authentic accommodation facilities and tours “in the footsteps of locals,” less touristy attractions, and authentic local (culinary, art, (sub)cultural) attractions.

2) Guests spending their holidays in touch with nature: seek extraordinary nature, peace, and relaxation. For them, Slovenia is an incredible, almost unique place from the perspective of natural features. With regard to services and infrastructure, there is still room for achieving greater satisfaction and, as a result, a repeated visit and recommendation, as more demanding customers are our target. From the perspective of the offer, i.e. products, these guests are relatively unused and they present potential for an innovative offer. They could be offered additional services (so that guests are not left to themselves) in the form of products with additional (and higher) value, and some personas could be offered e.g. selfness programmes, others could be offered glamping accommodation (not necessarily throughout their stay), and yet others could be offered a unique adventure experience; personas with children could be offered experiences for families.

3) Guests in spas could also be offered similar additional products, but mostly true stories that support such products and make them interesting and desirable. Selfness programmes, therapies in nature, and alternative treatments as an additional experience could be offered to these guests as a way of activating them and inviting them out of their hotel rooms into nature.

This way, the offer and destinations and providers could be better connected and products could be segmented specifically for particular personas (instead of directing all guest segments to the same tourist destinations), the transition between various roles and experiences could be enabled for personas, thus achieving synergistic effects.



Recommendations

PROVIDERS AND DESTINATIONS

- 1) To identify whether a persona matches with the existing offer and destinations.
- 2) To develop products because the existing offer does not match all of the motivations of all of the personas. There are many opportunities, especially for innovative products related to nature, e.g. selfness/mindfulness programmes, various forms of glamping and other non-traditional accommodation; at the same time, basics must be taken care of, e.g. cycling trails, better mobility (smart mobility solutions), and public transport, family-friendly infrastructure. By means of innovative offerings, guest will be able to be moved from their “comfort zone” (being stationary at a location, visiting the most typical and mass tourism spots).
- 3) Providers/destinations should select key personas for their market and develop them parallel with their offer and marketing; the planning and developing must mainly take place from the perspective of where there is potential and not (only) from the perspective of existing habits. E.g. how to take a persona from wellness into nature and from nature into wellness, or how to attract urban visitors to less typical destinations. For this purpose, the geographic prioritisation of personas at the level of regions, destinations, and providers is necessary.

Slovenian Tourist Board:

- 5) In the future, the Slovenian Tourist Board should invest into a quantitative upgrade by means of carrying out a study in key target markets, provided that there is a need to determine the proportion of segments and mainly the value (not numerical) potential according to country from the perspective of potential use.
- 6) The Slovenian Tourist Board should take advantage of other opportunities (e.g. studies in the Slovenian market, events, conventions) in order to use the developed measuring instrument to identify potential segments or to divide potential guests into segments taking into account the personas.
- 7) The segmented presentation on the website slovenia.info should address the selected personas by providing active links to products or offerings and clear goals that it wishes to achieve among the visitors of the website. The interactive elements of the website – i.e. calls to action or direct links to offerings or their providers – should also match the goals. The presentation must achieve the activity of visitors, and not only provide information.

INSTRUCTIONS FOR READING AND UNDERSTANDING PERSONAS





Each individual persona is introduced with a photo and a name, which are close to the real image of typical representatives who participated in the interviews. The personas are described qualitatively (without numerical data), and they represent the typical representatives of a particular segment.

- **QUOTE:** shows a **typical thought** of this persona;
- **CHARACTER TRAITS:** highlights **significant** character **traits** of a persona;
- **BASIC DATA:** “**occupation**” (their job), “**status**” (marital status), “**travels**” (frequency of travel), “**comes from**” (countries from which this persona usually comes). The icon in the bottom left corner indicates **in whose company** this persona usually travels.
- **MOTIVATIONS OF A PERSONA FOR TRAVELLING:** they were divided into the **primary** and **secondary** motivations for travelling;
- **EXPECTATIONS:** are the expression of the feelings, emotions, and states that a persona would like to feel/achieve **while travelling**; they also express fears (in the event of unfulfilled expectations);
- **SOURCES OF INFORMATION:** indicate **the level of importance of individual sources** used by a persona while researching and finding information on travel options;
- **INTERESTS:** consist of **descriptive information** and **icons** which provide insight into the **typical activities** and **interests** of tourists during their travels;
- **MAP OF SLOVENIA:** shows **relevant areas** (dark green) visited by a tourist and **potential areas** (light green) that could be interesting to a tourist or where suitable products could be developed for them in the future. **A pin** on a map marks individual tourist destinations in Slovenia and they indicate that a persona is mainly interested in these locations and not so much in the entire region where this place is located;
- **TRAVEL:** icons show all **means of transportation used** by personas to **arrive** at a destination and to **travel around** a destination;
- **SLEEPING:** the icon indicates **a typical accommodation type** of a persona during their stay in Slovenia;
- **TRAVEL STYLE:** indicates to what extent a persona is **spontaneous or organised**, how **willing they are to spend money**, whether they are more attracted to **towns or spending time in nature** when travelling, or whether they like to spend their time more **peacefully or actively**, whether they like to **return** to what they already know **or** prefer to always **discover** new things. When reading, the position of the slider must be taken into account. E.g.: if the slider is right of centre, the characteristic on the right is more typical for a persona.
- **DESCRIPTION:** shows the **persona as a person** and offers additional information describing additional characteristics of their views on travel;
- **PURCHASING PROCESS:** describes the entire process, i.e. the phases of **research** (how much time in advance does a persona research), **acquiring information** (what are the essential resources for finding travel information), **making a reservation** (how much time in advance do they book a trip and what are the most typical and most frequently used websites for booking trips), and **travel** (how much time does the persona take to travel around Slovenia and how much do they spend in total in this time).

The name of a persona, descriptive name (primary segment group)

A
photograph
of a
persona

"Quote." (typical thought of a persona)

character trait 1

character trait 2

character trait 3

character trait 4

OCCUPATION occupation

STATUS single / married

TRAVELS how often

COMES FROM typical countries



in what company
they travel

PRIMARY MOTIVATION

- Main motivation for travel

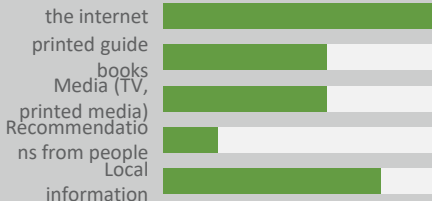
SECONDARY MOTIVATIONS

- Other motivation for travel

EXPECTATIONS

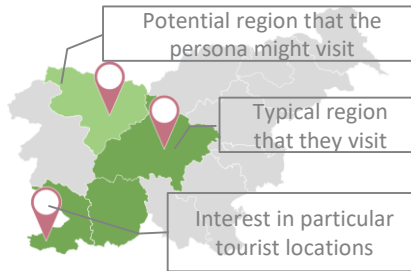
- Feelings, emotions, states that the persona would like to experience while travelling.
- Fears that may step from unfulfilled expectations.

DECISION-MAKING INFLUENCE (relevance)



TOPICS OF INTEREST

- Highlighted areas of interest
- Activities and areas of interest while travelling



TRAVEL



SLEEP



TRAVEL STYLE

Organised

Spontaneous

The travel style is described with 5 pairs of contrasting travel characteristics/preferences shown on the left or the right side of the diagram: organised-spontaneous, spends-saves, town-nature, relaxed-active, returning-discovering new things. The diagram uses green to show the dominant characteristic and how distinct it is (the longer the bar, the more distinct the characteristic).

DESCRIPTION

A brief description of a persona and traits that contribute to their personality.

SURVEY

How much time in advance the persona begins exploring travelling options

SOURCES OF INFORMATION

Prevailing source for collecting information

RESERVATION

How much time in advance they make a reservation
Method of making a reservation

TRAVEL

Travel time
Money spent during this time



Key for icons

IN WHAT COMPANY THEY TRAVEL



Travels with friends



Travels with family



Travels with another person



Travels alone

TYPE OF ACCOMMODATION



Private accommodation and apartments



Hostel



Hotel



Campsite

MODE OF TRAVEL



Car



Bicycle



Walking



Public transportation (bus, train)



Aeroplane

TOPICS OF INTEREST



Main tourist attractions



Activities for families with children



More demanding sports activities



Hiking



Spending time in nature



Culinary delights (food, wine, beer)



Spa – wellness, beauty



Spa – medical



Events and festivals



Spending time in towns/cities



Learning about history