



BEHIND THE STRATEGY: AUDIENCE PERSONAS WITH PURPOSE

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**TRAVEL
ALLIANCE
PARTNERSHIP**

BEHIND-THE- STRATEGY SERIES

1 Research & Discovery

2 Situational Analysis

3 Goals & Strategies

4 Target Audiences

5 Tactical Plan

6 Measurement

7 Action Plan & Calendar



WHAT WE'LL DO TODAY

1. WHAT ARE AUDIENCE PERSONAS?
2. LIVE DEMO WITH AN AI PERSONA
3. BUILD YOUR OWN PERSONA
4. TEST WRITING TO YOUR AUDIENCE

IF YOU DON'T KNOW US



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**Capture what you know.
Market with purpose.**



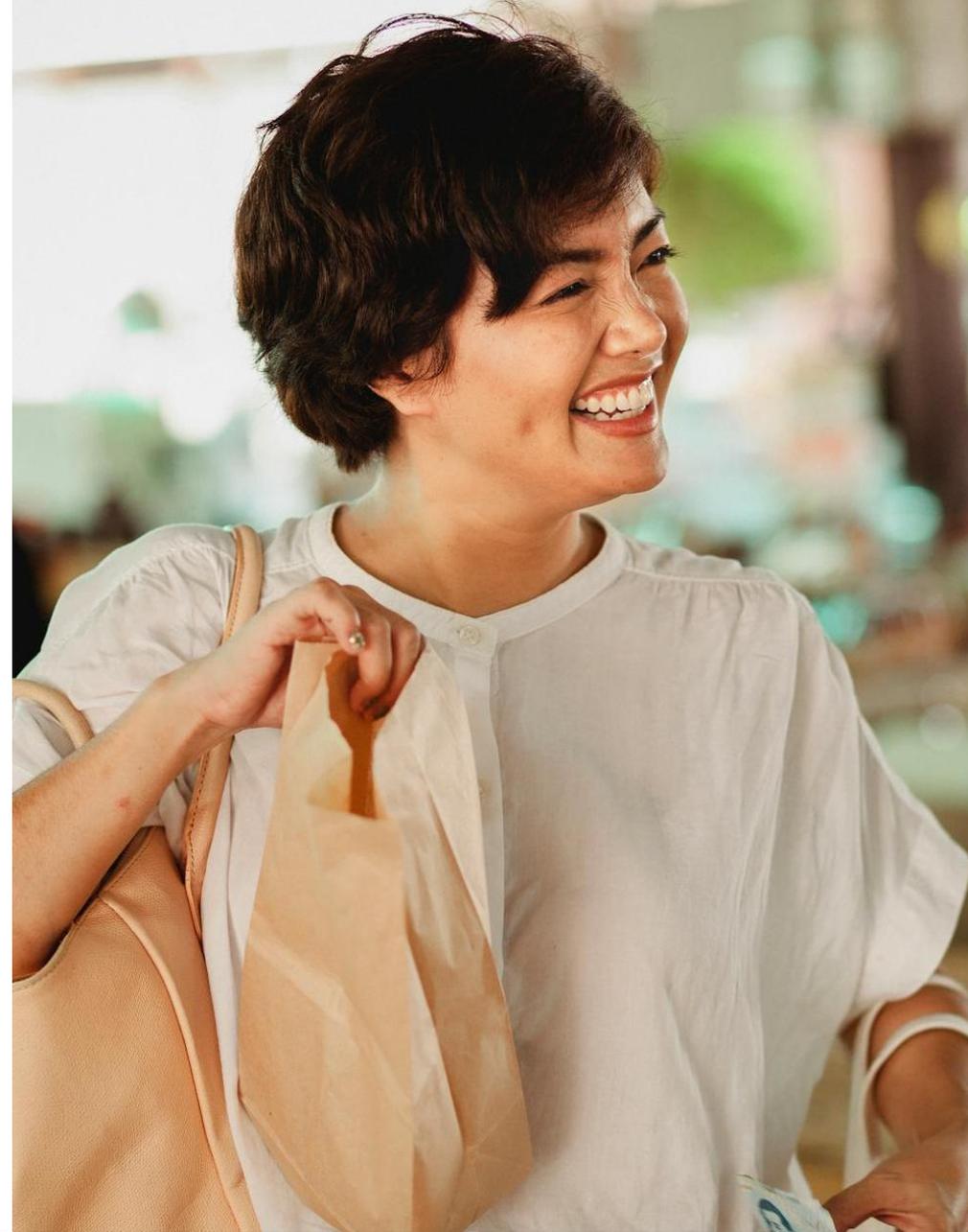
WHAT IS A PERSONA?

And why do I need one?

WHAT IS A PERSONA?

- A foundational tool for marketing
- Use raw data like demographics, travel trends & market stats
- A human-centered profile
 - What motivates them
 - What they value
 - Why they travel

Meet Lisa!



WHY PERSONAS MATTER IN YOUR MARKETING

1. Help focus your message
2. Humanize your audience
3. Connect emotion to strategy
4. Help you make smarter marketing choices.
5. Can reveal new opportunities
6. Align your entire team





HOW TO CREATE AN AUDIENCE PERSONA

PERSONA PROFILE STEPS

1. Identify your audience
2. Add in demographic data
3. Explore their pain points & barriers
4. Relate your insights to real experiences
5. Shape your key messages
6. Put them to use: test & refine





STEP 1: IDENTIFY YOUR AUDIENCE

**Which target audience will
you work on today?
(put in chat)**

STEP 2: FILL IN SOME DEMOGRAPHICS

- How old are they?
- Where do they live?
- How much disposable income do they have?
- Where do they get their information?
- What is their education level? Career?
- Do they have a family?



STEP 3: EXPLORE THEIR PAIN POINTS & BARRIERS

- What are they concerned about?
- What gets in their way?
- What other interests might they have? This is a whole person!



STEP 4: BUILD OUT A FULL PERSONA WITH TAP'S TEMPLATE

- Who they are in a nutshell
- What are their pain points
- Why they would choose you
- Why they might not choose you
- Demographics





BUILDING PERSONAS WITH AI

WATCH OUT FOR ONE-DIMENSIONAL PERSONAS!



**THE JUDGY GREEN
NEIGHBOUR**



LIVE DEMO

Creating a Persona

VOLUNTEERS PLEASE

Target Audience GPT



YOU TRY IT

Create a Persona

[Click for TAP's Audience Persona GPT](#)

Prompt: We are building a persona for *[organization]*.

The persona is *[demographics information]*

Barriers:

Other Interests:



STEP 5:
KEY MESSAGES
Write down 3-5 points
this person needs to
know about you



STEP 6: PUT THE PERSONA TO USE

TIME TO WRITE: MARKETING TO YOUR PERSONA

Sample Writing Ideas

- An email newsletter introduction this persona would open and read
- A blog idea that would interest them
- A webinar topic they'd sign up for
- A social post they would like – and better yet, share!
- A digital ad they would click on

SHARING / Q&A

2025 VIRTUAL EVENTS

Community Conversations
Oct. 1 – Collaboration

Hands-On Workshops
Oct. 23 – Barcelona Principles

Replays
Cross-Border Tourism
Welcoming All 2.0

Replays
Getting Started with AI
AI Efficiencies

Scan or click to
access the
Community
Conversations



Scan or click to
access the AI
workshops