Customer persona - Dark Sky tourism offering

Describe your most usual or most desired customer to whom dark skies might create value when traveling.

Who is your customer?
Define their approx. age, lifestyle, other things that you see important when defining your customer.

What are your customer's values?
Values drive both customer's research and decision making, and are helpful when you want to communicate your product efficiently.

What are your customer's expectations when it comes to traveling?
Eg. state of accommodation, activities vs. relaxation, natural or urban environment. Try to really get inside their mindset and find their motivation.

What are their fears, or hinderers for the decision making?
Defining the pain points helps see the ways you can improve customer's experience. Not everything is under your control though.

What are the channels of communication that they follow and are influenced by?
Do they follow social media influencers, or are they more interested in traditional media? Where they get their recommendations when planning a trip?

What are their hopes and dreams?
What could change for your customer thanks to succesful travels? What are the highest hopes they have for upcoming experiences?