



## From whom to why, understanding customer's intention with the use of persona

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Mots-clés	Customer Experience [2], Customer's intention [3], Persona [4], Tourism Industry [5] The aim of this paper is to propose an alternative solution to the who segmentation. By using the persona tool, it has been possible to develop a why segmentation based on customers' intention(s) - motivation(s). Following qualitative interviews, three personas have been created: the first persona is firstly interested by the hotel's characteristics and services, the second persona is attracted firstly by the place where the hotel is located, and finally, the third persona is looking for both elements. To conclude the paper suggests implications for hotel's managers and proposes a model regarding the quality of the hotel's experience.
Résumé en anglais	
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### Liens

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