Persona split per market
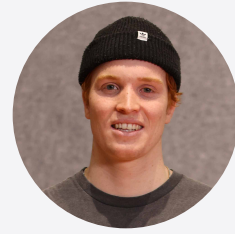
Persona	Description
LOU — Down Pacer	I want to relax and take a break from everyday life. I don't want any pressure, worries or stress. I like to spend time in nature, but also in a spa or taking a walk in the city. With children I have to make sure they enjoy the activities so I can relax.
JO — Active Adventurer	There isn't a day when I don't want to be active, so I choose my destination according to the activities offered there. Sport in particular is important to me. I want to escape from my daily routine and spend time exploring amazing landscapes.
KRIS — Local Explorer	I need to escape my structured lifestyle by discovering authentic cultures and new places. It's all about getting new impulses and experiencing a lot of new things. That's why I spend a lot of time looking for hidden places.
MAX — Highlight Traveller	I want to see the world in a comfortable and well-organised way. I plan in order to see as much as possible in the time I have on holiday. This includes the main sights and traditions of the destination.
QUINN — Pleasure Seeker	I'm an aesthete and a connoisseur. I value exclusive experiences such as exceptional accommodation, inspiring events or luxury purchases. I like to pamper myself and my loved ones.
PAT — Bonding Educator	I'm working on having a balanced life. When I am on holiday, I want to spend quality time and strengthen the bond with my loved ones. It's important for me to offer them enriching experiences.

	% overnight stays (2019)	LOU Down Pacer	JO Active Adventurer	KRIS Local Explorer	MAX Highlight Traveller	QUINN Pleasure Seeker	PAT Bonding Educator
All markets		16%	12%	24%	18%	12%	17%
🇨🇭 CH	50%	24%	9%	23%	13%	8%	22%
🇩🇪 DE	23%	25%	11%	21%	17%	6%	20%
🇺🇸 US	19%	7%	18%	26%	16%	21%	12%
🇬🇧 UK	14%	16%	9%	20%	25%	8%	22%
🇫🇷 FR	9%	14%	10%	37%	15%	8%	16%
BENELUX	8%	22%	13%	19%	18%	8%	20%
🇮🇹 IT	7%	14%	8%	28%	29%	7%	14%
GCC	5%	18%	12%	15%	16%	21%	19%
🇮🇳 IN	2%	10%	19%	24%	12%	24%	12%

Market split (Persona share per market = 100%)

How to read the document: per row is the persona %-distribution per market, total =100%; per column is the degree of importance of each market for a specific persona