



—○—
Guest

P E R S O N A S

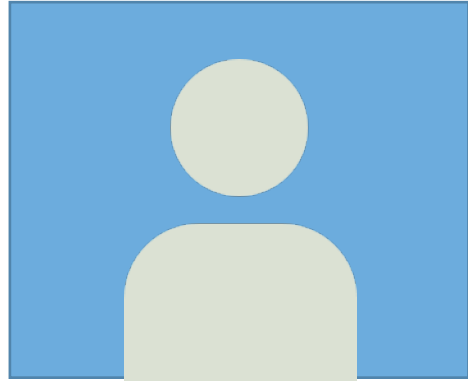
WORKSHEET

www.HMGHospitality.com



Guest Persona Worksheet

**Guest Category (wedding.
Group, business, etc):**



Demographics
Age:
Gender:
Income:
Location:
Education:
Family:
Other:

Values
1.
2.
3.

Goals and Challenges
1.
2.



How We Can Help

1.

2.

3.

Fears

1.

2.

3.

Objections to Purchase

1.

2.

3.

Our Unique Value Proposition (UVP) for this specific persona:



About HMG Hospitality

Based in San Diego, HMG Hospitality has a keen eye on all the variables involved in the hospitality arena, we evaluate and improve each of the properties that we manage to maximize their share in the market, and their attractiveness outside of that region. Core strategies developed over the years merge with the latest in performance modules, operating efficiency and customer satisfaction. It's a dynamic situation that's constantly monitored and managed.

HMG's dedicated leaders hold a combined experience that totals more than a century. With their hunger for perfection, HMG Hospitality is the ideal balance of solid experience and modern sophistication.

Allow the spirit of HMG Hospitality to show you how to achieve long-term sustainable success through environmentally responsible business practices, an optimized web presence, unbeatable marketing strategies, and superior investment management.



How is your asset performing?

Let our HMG Performance Analysis Team evaluate that for you.

Contact Young Yoon at 858-673-1534 or email YYoon@hmghospitality.com