## Booking

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<td>I just need</td>
<td>Tourist helpdesk</td>
<td>Talking to family and friends</td>
<td>Many stay in a ‘safe zone’</td>
<td>Difficult to sort through all activities</td>
<td>Want to relax – and sleep as much as possible</td>
<td>Want other people to admire their holiday lifestyle</td>
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### Needs

- **Eager**
  - Envious of others’ experiences
  - Excited – want to share ideas
- **Confused**
  - Looking for high-end experiences
  - Want reassurance to help with decision-making

### Opportunity

- **High**
  - UK is high on the shopping list – they just need inspiration
  - Need to give inspiration & reassurance to help persuade friends
  - Tend to be quite lazy – will rely upon the easiest to use sources
  - Have device (phone, laptop) to check bookings

- **Medium**
  - By this stage they will have plans well in place, but will need help with directions to hotel, understanding travel options etc.
  - Own device (phone, laptop) to check bookings
  - Will tell anyone who will listen about their trip & show off on FB etc. but unlikely to leave reviews

- **Low**
  - The fewer changes they have to make the better – shopping & relaxation fill any empty moments
  - Staff in hotels – they like to stay in or around the hotel area so very dependent on staff

### Timespan

- **1 – 2 years**
  - Takes time to find the people to travel with
  - Can take a long time as they want to get it all into a schedule

- **3 – 7 days**
  - May take longer if there are issues with getting visas
  - Can take a long time as they want to get it all into a schedule

- **A few months**
  - Agreement of draft ideas from travel companions
  - Final agreement with all travel companions
  - Promos & special offers in stores

- **2 – 4 weeks**
  - Takes time to assemble photographs & record ideas after the trip
  - Promos & special offers in stores
  - Celeb racers

### Triggers

- **Taking advantage of promos, currency depreciate/ visa free access**
  - Chinese New Year, Labour Day, National Day – peak time to travel but get more time off so may plan to coincide with these

- **Agreement of draft ideas from travel companions**
  - Enough money in place

- **Final agreement with all travel companions**
  - When all the bookings are made and paid and the passports and visas returned

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### Barriers

- **Can’t find anyone who shares their dreams**
  - Can’t find anyone who can get the same time off work / enough budget

- **Can afford it**
  - Major frustrations with getting agreement from all
  - Depends on price sensitivity – but most is in place by now and they want to get on with it

- **Medium**
  - The fewer changes they have to make the better – shopping & relaxation fill any empty moments

### Channels

- **WeChat**
  - Baidu Search
  - Midnight Sun
  - Chinese apps don’t have good maps & not used to Google maps – worries about getting lost

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### Share & Advocate

- **Excited**
  - Have lots of ideas but I want an easy way to compare them all

- **Frustrated**
  - Looking for high-end experiences
  - Want reassurance to help with decision-making
  - A checklist of everything that they will need

- **Trusting**
  - Detailed logistical info
  - Ideas for shopping – key holiday activity – specialty / famous stores

- **Excited**
  - Certainty
  - Relaxed
  - Travel companions

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- **Excited**
  - Have lots of ideas but I want an easy way to compare them all

- **Frustrated**
  - Envious of others’ experiences
  - Excited – want to share ideas

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