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<td>General holiday mishaps – missed connections, losing possessions, theft etc – dampen holiday spirit when they do occur but are not feared in advance</td>
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**Passive inspiration**
- Tend to go for long haul trips, usually in the festive season (Boxing Day sales, etc.)
- “I wish I was there right now…”
- “What if I actually went there right now? What would it be like?”
- “Right, what can I actually do?”
- “I just want to have the best time and have unique experiences that I can tell everyone about!”
- “Are we there yet?”
- “Let’s share our excitement with everyone (and make them jealous)!”

**Active ideation**
- Inspired Curious Hooked
- Excited Boring Optimistic
- Upset Excited Impatient
- Enraged Excited Optimistic
- Buzzing Very excited Optimistic
- Inspired Connected to their element
- Celebratory Proudi Delighted

**Exploring options**
- Want to hear the experiences of other travelers before booking – looking on web forums like TripAdvisor
- Want to work out what is feasible for the budget – and get the practicalities out of the way quickly so they can start immersing themselves in what the destination has to offer
- On lookout for unique, quirky experiences as well as wanting to do [and photograph] the main sights
- Strong desire to feel they are making the most of the trip
- Itching to start their holiday, they are less likely to be on the lookout for new information
- Feeling connected to the people and the idea, they take inspiration from everything around them to flex their plans

**Building itineraries**
- Opportunity to facilitate spontaneous and exciting ‘pioneer’ destinations:)
- Opportunity to find hidden gems where I least expect them
- Opportunity to share their sense of admiration and exciting travels with others, cementing their identity as a fun person who lives life to the full

**Growing anticipation**
- May look further ahead first, but something new/ exciting/ quirky about GB might just catch their eye
- Feeling connected to the people and the idea, they take inspiration from everything around them to flex their plans

**On the ground**
- Buzzing
- Optimistic

**Share & advocate**
- Delighted
- Proud
- Excited
- Escapist
- Buzzing
- Optimistic
- Buzzing
- Optimistic

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**Keywords**
- Inspiration
- Anticipation
- Decision making
- Booking
- Share

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**Notes**
- Seasonal ‘reasons to go’ – best time of year to visit (in terms of weather), Boxing Day sales, etc.
- Google
- Facebook
- TripAdvisor
- Skyscanner
- Emails from airlines

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**Opportunities**
- May look further ahead first, but something new/ exciting/ quirky about GB might just catch their eye
- Opportunity to facilitate spontaneous and exciting ‘pioneer’ destinations:)
- Opportunity to find hidden gems where I least expect them
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**Challenges**
- No sense of urgency
- Inspired by everything (!) – a barrier to moving forward with one destination in particular
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- Inspired by everything (!) – a barrier to moving forward with one destination in particular

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**KPIs**
- Inspiration ‘white noise’ – too many choices
- Google
- TripAdvisor
- Skyscanner
- Facebook
- Emails from airlines

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**Channels**
- Upper
- Medium
- Low
- High

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**Time span**
- Depending on how exotic/faraway it is
- Depending on how exotic/faraway it is
- Longer for long haul trips booked far in advance
- 4-6 weeks
- Depending on duration of trip
- 2-4 days
- 1-2 weeks

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**Triggers**
- Seasonal ‘reasons to go’ – best time of year to visit (in terms of weather), Boxing Day sales, etc.
- Google
- Travel agencies
- Facebook – share imminent departure with others
- Tips from genuine locals (reading comments that suggest unmissable and authentic experiences)
- Return home – will send photos to family and friends on trip, but most sharing is done at home

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**Barriers**
- No sense of urgency
- Inspired by everything (!) – a barrier to moving forward with one destination in particular
- Prospective experience, unique or interesting
- Severe weather
- General holiday mishaps – missed connections, losing possessions, theft etc – dampen holiday spirit when they do occur but are not feared in advance
- Lack of free wifi and data roaming charges mean that most sharing is delayed until return home

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**Using**
- TV programmes, documentaries
- Facebook
- Travel websites (Hotels)
- Travel aggregators (skyscanner)
- Pinterest
- Travel forums (TripAdvisor)

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**Thinking**
- Medium
- Optimistic
- Medium