"It is important to explore and learn from others and cultures
I have been dreaming of going there for years... is possible yet?
Can we definitely afford this? Do we have enough money into account?
I want to be certain that we will all see the main British things and that nothing can go wrong?
I want to explore & find out about local people's lives
I want to record it all a well as I can & to mark how the trip changed my life

Interesting
Curious
Eager
Open-minded
Envious of others'

Want to find the most interesting and educational locations
Want to know if it is historically and financially possible
Often search tour options for groups

UK is high on the list – they just need inspiration & reassurance

WeChat
Movies, TV programmes set in UK
Anecdotes from friends

Travel notes on Mafengwo, Ctrip
Tour group bookings
Tour group booking details
Travel maps and books

High
High
High

Need to keep Gb at top of the list, providing lists of history and culture to maintain focus

Need to define the scope of their trip to ensure a careful, realistic plan with no possible nasty surprises

Many will have chosen a package tour option &/or will stick to most obvious attractions – but still open to ideas

Low
Medium
Medium

By this stage they will have plans well in place, but will need help with directions to hotel, understanding travel options etc.

Most activities will have been pre-booked

On device (phone, laptop) to check bookings
Leaflets in hotels
Paper guide book
Accommodation hosts
Local service staff

Do leave reviews and notes to help other people in the future

WeChat for the moment (and light showing off)
Weibo / travel note section of Qyer, Ctrip and Liuma for leaving reviews afterwards

1 – 2 years
A few months
3 – 7 days
A few months
1 – 2 weeks

Enough money saved
Chinese New Year, Labour Day or 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 travelting companions
Destination will have been chosen in previous stage but wait for good flight / accommodation deals
Detailed itinerary in place
Finding an all-in-one package solution

Scheduled time to depart

Tips from service staff and trip guides can be enough to prompt a spontaneous activity

WeChat for in the moment

More detailed records are part of the holiday come down

Getting visas
Weather

Money
Travel companions can't agree / can't afford it

Major frustrations with getting agreement from all
Difficult to sort through all the many sources of information – need help getting it all into a group to compare options

Difficult to buy the tickets / book online many activities
Maps are not detailed enough and no access to Google Maps (Banned in China)

None

Majority of activities booked in advance and can't be changed
Language difficulties mean they can't ask for ideas as much
Chinese apps don't have good maps & not used to Google maps – worst about getting lost

Privacy concerns
Difficulties expressing their thoughts and feelings at the profound level that they wish for