## EXPLORERS CUSTOMER JOURNEY

### PASSIVE INSPIRATION

- **Drawn in by cultural splendour...**
- "There really are some amazing things to see in the world..."
- "Breath-taking sights and a wonderful culture... have to experience it!"
- "Time to start planning and making this real..."
- "I want to feel I have seen this place properly and really experienced the best of it!"
- "Just need to check that the bookings are all sorted and everything is set to go in place."
- "How let’s enjoy everything this place has to offer?"
- "Tell’s share our experiences with everyone -- we can give them tips for when they want to go!"

### ACTIVE IDEATION

- **Inscribed:***
  - **Inspired:***
  - **Awed-struck:***
  - **Magnetized by ‘the big draw’; they are drawn to destinations with high cultural interest -- particularly European city breaks

### DOING

- **High:**
  - **Already familiar with GB, they are open to being inspired (from ancient history to the Swingin’ Sixties)**
  - **Already familiar with GB, they are open to being inspired (from ancient history to the Swingin’ Sixties)**
  - **Enough to prompt a spontaneous activity**

- **Medium:**
  - **Opportunity for VB to be a friend and ally in providing last-minute tips & tricks (e.g. currency converter) and reassurance**
  - **Opportunity for VB to be a friend and ally in providing last-minute tips & tricks (e.g. currency converter) and reassurance**
  - **Earliest possible opportunity for sharing is offline**

- **Low:**
  - **Free museums are a big draw, particularly when coupled with some historic cultural curiosities**
  - **Free museums are a big draw, particularly when coupled with some historic cultural curiosities**

### THINKING

- **Inspired:***
  - **Logical:***
  - **Passionate:***
  - **Focused:***

- **High:**
  - **Can help bring the ‘authentic life’ of a destination before, during and after the trip**
  - **Can help bring the ‘authentic life’ of a destination before, during and after the trip**

- **Low:**
  - **Showing photos over a cup of coffee or apero**
  - **Showing photos over a cup of coffee or apero**

### FEELING

- **High:**
  - **Happy & Fulfilled:***
  - **Anxious & Excited:***
  - **Hopeful & Fulfilled:***
  - **Hopeful & Fulfilled:***

- **Medium:**
  - **Excited & Fulfilled:***
  - **Excited & Fulfilled:***

- **Low:**
  - **Anxious & Fulfilled:***
  - **Anxious & Fulfilled:***

### OPPORTUNITY

- **High:**
  - **Google & Google Maps**
  - **Google & Google Maps**
  - **Time to start planning and making this real...**

- **Medium:**
  - **Google & Google Maps**
  - **Google & Google Maps**
  - **Google & Google Maps**

- **Low:**
  - **Google & Google Maps**
  - **Google & Google Maps**
  - **Google & Google Maps**

### USING

- **High:**
  - **TV documentaries**
  - **Newspaper travel sections**
  - **Using:***
    - **Television travel programmes (Routard, Albert)***
    - **Using:***
      - **Newspaper travel sections**
      - **Using:***
        - **Newspaper travel sections**

- **Medium:**
  - **Google & Google Maps**
  - **Google & Google Maps**
  - **Google & Google Maps**

- **Low:**
  - **Google & Google Maps**
  - **Google & Google Maps**
  - **Google & Google Maps**

### TIMESPAN

- **High:**
  - **6-12 mths**
  - **4 weeks**
  - **2 days - 4 weeks**
  - **Until next trip**

- **Medium:**
  - **2-4 mths**
  - **1-2 months**
  - **12 weeks**
  - **Depending on duration of trip**

- **Low:**
  - **A few months**
  - **A few months**
  - **A few months**

### TRIGGERS

- **High:**
  - **Compelling enough reasons to visit one destination or another, e.g. enough interesting activities and sights**
  - **Compelling enough reasons to visit one destination or another, e.g. enough interesting activities and sights**

- **Medium:**
  - **Deals and discounts play a role (although less than for other groups)**
  - **Deals and discounts play a role (although less than for other groups)**

- **Low:**
  - **No particular sense of urgency**
  - **No particular sense of urgency**

### BARRIERS

- **High:**
  - **Most activities will have been pre-booked, but there is scope to enhance the experience with information**
  - **Most activities will have been pre-booked, but there is scope to enhance the experience with information**

- **Medium:**
  - **Leaflets in hotels**
  - **Leaflets in hotels**

- **Low:**
  - **Paper guide book (Routard)**
  - **Paper guide book (Routard)**

### CHANNELS

- **High:**
  - **Using online channels to check bookings**
  - **Using online channels to check bookings**

- **Medium:**
  - **Sharing online and offline**
  - **Sharing online and offline**

- **Low:**
  - **Direct booking with tour operators**
  - **Direct booking with tour operators**

### LEADS

- **High:**
  - **Opportunity for VL to be a friend and ally in providing last-minute tips & tricks (e.g. currency converter) and reassurance**
  - **Opportunity for VL to be a friend and ally in providing last-minute tips & tricks (e.g. currency converter) and reassurance**

- **Medium:**
  - **Most activities will have been pre-booked, but there is scope to enhance the experience with information**
  - **Most activities will have been pre-booked, but there is scope to enhance the experience with information**

- **Low:**
  - **Paper guide book (Routard)**
  - **Paper guide book (Routard)**

### KEY PERFORMANCE INDICATORS

- **High:**
  - **Most activities will have been pre-booked, but there is scope to enhance the experience with information**
  - **Most activities will have been pre-booked, but there is scope to enhance the experience with information**

- **Medium:**
  - **Option for booking online and offline**
  - **Option for booking online and offline**

- **Low:**
  - **Sharing online and offline**
  - **Sharing online and offline**

### ON THE GROUND

- **High:**
  - **Can help bring the ‘authentic life’ of a destination before, during and after the trip**
  - **Can help bring the ‘authentic life’ of a destination before, during and after the trip**

- **Medium:**
  - **Using online channels to check bookings**
  - **Using online channels to check bookings**

- **Low:**
  - **Direct booking with tour operators**
  - **Direct booking with tour operators**

### SHARE & ADVOCATE

- **High:**
  - **Most activities will have been pre-booked, but there is scope to enhance the experience with information**
  - **Most activities will have been pre-booked, but there is scope to enhance the experience with information**

- **Medium:**
  - **Option for booking online and offline**
  - **Option for booking online and offline**

- **Low:**
  - **Sharing online and offline**
  - **Sharing online and offline**