

EXPLORERS CUSTOMER JOURNEY



BOOKING

	PASSIVE INSPIRATION	ACTIVE IDEATION	EXPLORING OPTIONS	BUILD ITINERARIES	GROWING ANTICIPATION	ON THE GROUND	SHARE & ADVOCATE
DOING	It's a given that I'll be visiting the UK at some point in the future	Plan the best holiday possible ... taking action & control.	It's about finding the balance between comfort and cost	Planning all the options carefully to select the best option and avoid any future issues	Last preparations (packing, remembering passports) and we're ready	Follow the plan and enjoy the ride	Relive the memories by sharing with family.
THINKING	"I might go there in the future..."	"So nice to figure out where to go and what to do, ongoing process"	"Really important to plan everything properly, I'm going to take my time and check every detail"	"I want to make sure I have explored every option before we decide exactly what we can fit in – I also want to research about the culture"	"Lots to do but excited about the upcoming holiday"	"While we are here, we must make the most of every thing we can do"	"I want to remember and share my trip with others"
FEELING	Inspired to broaden up their horizons and by their memories. Enjoy the discovery process.	Optimistic & excited Taking positive control Determined Focused	Focused Efficient Determined Logical	Pleasurable Excitement Happy Focused Determined	Mild excitement Some stress tension	Excited Happy Busy Determined A bit stressed – lots to do	Nostalgic Relaxed Happy
NEEDS	<ul style="list-style-type: none"> Want to be inspired by something that evokes memories from their youth. 	<ul style="list-style-type: none"> Want : <ul style="list-style-type: none"> personal recommendations Unbiased reliable information 	<ul style="list-style-type: none"> Value is important – need to have enough time to compare things to do at different locations and book in advance. Choice of hotel is secondary 	<ul style="list-style-type: none"> Need help planning logistics to fit in as many activities as possible what how long are the activities Best combination 	<ul style="list-style-type: none"> Check in printouts Pack things Lookup news 	<ul style="list-style-type: none"> Not much to do at this stage, mainly check that everything flows and that they enjoy their plans 	<ul style="list-style-type: none"> Inviting friends over for dinner to share their experiences
OPPORTUNITY	<p>Medium</p> <p>Important to capture their attention and keep the image alive, so that when the opportunity arises, English breaks are top of mind.</p>	<p>High</p> <p>Opportunity to show different location and cultural experiences</p>	<p>Medium</p> <p>Interesting opportunity to help them select the best options and provide good package deals</p>	<p>High</p> <p>Great opportunity for VB to influence in terms of activities and tailored plans</p>	<p>Very Low</p> <p>Trip is planned and the focus is on getting everything ready for the departure</p>	<p>Low</p> <p>Not much space for last minute additions as the majority of things have been usually planned in advance</p>	<p>Low</p> <p>Not much possibility to influence on social media given privacy concerns but could find ways to encourage wider advocacy</p>
USING	<ul style="list-style-type: none"> Family & Friends TV programmes Advertising Tv documentaries 	<ul style="list-style-type: none"> Google – 'top 10 things to do in xxx' Travel guides Travel agents brochures 	<ul style="list-style-type: none"> Tour operators Travel agency Google Calls to the ferry company 	<ul style="list-style-type: none"> TripAdvisor VisitEngland Travel agents Tour operators 	<ul style="list-style-type: none"> People Google maps 	<ul style="list-style-type: none"> Local tourist information bureau Hotel staff Leaflets in hotels 	<ul style="list-style-type: none"> Scrapbook of the trip
TIMESPAN	<p>5 - 6 months</p> <p>Longer depending on their plans</p>	<p>1-2 months</p>	<p>2-4 weeks</p>	<p>6 months</p>	<p>0 - 3 days</p>	<p>2 - 4 days</p>	<p>After the trip</p>
TRIGGERS	Collection of ideas and scraps, mental notes and scrapbooks ready to be consulted when the situation allows.	Confidence that they have all the information that they need, family consensus.	Make sure that they have properly researched and chosen the best option	Make sure that they have properly researched and chosen the best option	Scheduled time to depart	Local recommendations could inspire them to try something new	
BARRIERS	<ul style="list-style-type: none"> Family constraints Budget and time Political situation 	<ul style="list-style-type: none"> The amount of information available is overwhelming, Difficulty in deciding who to trust 	<ul style="list-style-type: none"> Find suitable solutions that work for the whole family 	<ul style="list-style-type: none"> Difficulties in selecting priorities for everyone 	<ul style="list-style-type: none"> Remembering everything, passports, tickets etc.. Dealing with unsatisfied family members 	<ul style="list-style-type: none"> Running out of time Lack of family consensus 	<ul style="list-style-type: none"> Concerned with privacy
CHANNELS							
KPIs							