

SIGHTSEERS CUSTOMER JOURNEY



BOOKING

	PASSIVE INSPIRATION	ACTIVE IDEATION	EXPLORING OPTIONS	BUILD ITINERARIES	GROWING ANTICIPATION	ON THE GROUND	SHARE & ADVOCATE
DOING	Drawn towards the culture & heritage of the old world... but in search of something new...	...they are looking for ever more authentic experiences	The shared culture with GB will always appeal but previously unvisited parts of Europe can shout louder	Like a packed itinerary with some flex – want to re-visit old favourites as experiencing the new	As organised travellers, the research & itinerary will be completed by now – the focus is on leaving home in good order	Supplementing the itinerary with new and authentic local experiences	Quite a private group – only share with genuinely interested friends & family
THINKING	"It's been too long since I was in Europe – I need a bit of an Old World fix of history & heritage"	"The UK is my second home & I do want to go back... but there is so much of the rest of Europe that I haven't seen"	"There are quite a lot of European countries on my wishlist – which ones make most logistical sense & can I combine a few into the same trip"	"I want to feel I have seen this place 'properly' and really experienced the best of it – if I've been before I must see something different"	"I know what I'm doing when I get there – I just need to get everything straight at home first!"	"Now I want to make as many friends as I can and find the 'true' Brits"	"I'm not sure that all that many people really want to hear all my stories..."
FEELING	Nostalgic Interested Curious Knowledgeable Connected	Optimistic Inspired Torn Wistful Confident	Sensible Logical Hopeful Pragmatic Determined	Excited Open-minded Adventurous Determined Focused	Organised Anxious Excited	Fulfilled Inspired Welcomed / Warm / Connected / At Home	Quietly fulfilled
NEEDS	★ Motivated by 'the big classics', they are drawn to destinations with high cultural interest – particularly European city breaks	★ Want to find out about the history of the place and the quality of cultural offering (museums, etc) ★ Need to feel that they are getting solid, trusted advice	★ Need to define the scope of their trip to ensure a careful, realistic plan can be made later, fitting in as much as possible with enough freedom	★ Most will be on 2 nd / 3 rd / 4 th trip to the UK ★ Need find new & different experiences ★ But will probably re-visit old favourites too ★ Enjoy pursuing family history if relevant	★ Reassurance that bookings have been confirmed and that they have all important documents ★ Check the weather forecast	★ Keen not to miss out on their organised activities – but also willing to flex their plans if an exciting opportunity arises, especially socialising with the locals	★ Will compile photo albums & scrap books for their own enjoyment ★ But unlikely to share outside of their inner circle of friends & family
OPPORTUNITY	High Many are anglophiles who feel GB is a home from home	High Need to keep GB top of mind – enough new & different as well as the remembered highlights	Medium Need GB to offer enough on its own or to dovetail with other European locations	High If they have chosen GB, they will want to fit in as much as possible & will be open to suggestions	Low By this stage they will have plans well in place	Medium Most activities will have been pre-booked, but there is scope to enhance their experience with information	Very Low Not much sharing outside intimate social circle
USING	★ TV documentaries ★ Novels and films ★ Friends & family ★ Newspaper travel sections	★ UK based TV programmes ★ UK literature ★ Press ★ Travel press ★ Friends	★ In addition to previous cell: ★ Airline websites, Eurostar 	★ Travel agents ★ Travel websites ★ Guide books ★ Google & Google Maps ★ TripAdvisor 	★ Own device (phone, laptop) to check bookings	★ Leaflets in hotels ★ Paper guide book ★ Accommodation hosts ★ Local service staff 	★ Offline catch-ups; showing photos over a cup of coffee or apero
TIMESPAN	6-12 mths	A few months	1-2 mths	A few months	1-2 weeks	10 days	Until next trip
TRIGGERS	"Time" for a European trip – too long since the last one	Compelling enough reason to visit one destination in particular, e.g. enough interesting activities and sights	Deals and discounts play a role (although less than for other groups) 	Opportunities to sample the 'authentic life' of a destination – day tours can help bring the possibilities to life	Scheduled time to depart 	Tips from service staff and tour guides can be enough to prompt a spontaneous activity	Returning home – will send photos to family and friends on trip, but most sharing is done at home, either online or offline
BARRIERS	★ No particular sense of urgency ★ If they have visited a destination before, they may not want to return unless there is something new to see or do	★ Money ★ Time ★ No particular sense of urgency – they are free agents who can go when they like 	★ Money ★ Weather (if seasons are highly changeable)	★ Very few	★ None	★ Some anxiety when 'the plan doesn't go to plan' – e.g. missed transport links	★ Not social media natives – usage tends to be fairly minimal
CHANNELS							
KPIs							