

Customer Journey Map

Once you have profiled your Ideal Customer(s), use this Customer Journey Map to help determine key barriers and questions your customers may have, how you can solve them, and where you can best share this information. Complete a Journey Map for each of your Ideal Customer personas.

Stage of Travel	Dreaming	Planning	Booking	Pre-Travel	Experiencing	Post-Travel
	How are your potential customers finding out about the Canberra region and your experience?	How do potential customers engage with your experience before booking and visiting?	What do potential customers need to know to be able to make a booking?	What do your customers need to know/do before travelling?	How can you help your customers to have the best possible experience?	How can you encourage your customers to become advocates for your business and wider Canberra region?
Customer Action	Decide where to go on their next trip.	Assess if your experience is the best option for their needs.	Confidently decide their itinerary inclusions and then book relevant products/experiences before travel.	Organise themselves and have everything ready to go. Starting to imagine themselves on their trip and doing your experience.	Ensure they have the best time possible on their trip, not missing out on any of the hidden gems.	Share their story with friends and family.

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Barriers and Questions What questions or barriers does a customer have to overcome at this stage of travel?						
Touchpoints Where are they looking to find this information? (e.g. websites, social media, newspapers and magazines, word of mouth, etc.)						
Opportunities What are some of the obvious marketing opportunities for your product/experience at each stage?						