Customer Journey Map

| DISCOVERY | DECISION & BOOKING | ON-SITE EXPERIENCE | PAYMENT & DEPARTURE | LOYALTY & ADVOCACY |
|------------|--------------------|--------------------|---------------------|--------------------|
| UCHPOINTS | | | | |
| CTIONS | | | | |
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| MOTIONS | | | | |
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| AIN POINTS | | | | |
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| DLUTIONS | | | | |
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