## Customer Journey Map

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