



Dreaming Awareness

Research Consideration

Planning Booking

Adelaide Hills Trip

Advocacy



Holiday – Bucket List

WOM

TV, Blogs, Photos, Videos

Online Search

Uber?

F&W, Coffee, Gin, Hiking, Mountainbiking, Events

WOM, UGC, Social Media

Activities  
Actions

Empty box for recording activities and actions.

Motivations  
Expectations

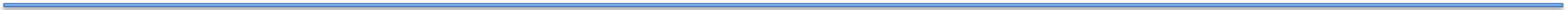
Empty box for recording motivations and expectations.

Questions  
Thinking  
Barriers

Empty box for recording questions, thoughts, and barriers.

Emotional  
Journey

Negative - Positive





Dreaming  
Awareness

Research  
Consideration

Planning  
Booking

**Adelaide Hills Trip**

Advocacy

**TOUCHPOINTS**

**One Way** Communication (e.g. digital ads, blogs, website, Google search, You Tube videos, guidebooks, visitor guides, brochures, testimonials, welcome notes/gifts)

**Two Way** Communication (e.g. social media – Facebook, Instagram, Snapchat, online chat, apps, email, phone)

**Distribution Partners** and **Booking Channels** (e.g. website direct, referral sites, OTA's, Visitor Information Centre, retail travel agents, wholesalers)

**Delivery of experience** (attractions, wineries, gin distilleries, trendy bars/restaurants/cafes, AirBnB, hostels, glamping, hiking and MB trails, FREE WIFI etc.)

Tourism  
Operators



Opportunities  
Actions



Dreaming  
Awareness

Research  
Consideration

Planning  
Booking

**Adelaide Hills Trip**

Advocacy



WOM



Mag's



IG



TV, Blogs, Videos



Search



Self Drive, Coffee, F&W, S/S, Wildlife, Fruit Picking, Walking

Family  
Friendly



WOM via Social Media

Activities  
Actions

Blank box for recording activities and actions.

Motivations  
Expectations

Blank box for recording motivations and expectations.

Questions  
Thinking  
Barriers

Blank box for recording questions, thinking, and barriers.

Emotional  
Journey

Negative - Positive

Blank box for recording the emotional journey, with a vertical scale from negative to positive.





Dreaming  
Awareness

Research  
Consideration

Planning  
Booking

**Yorke Peninsula Trip**

Advocacy

**TOUCHPOINTS**

**One Way** Communication (e.g. digital ads, blogs, website, Google search, You Tube videos, guidebooks, visitor guides, brochures, testimonials, welcome notes/gifts)

**Two Way** Communication (e.g. email, phone, social media – Facebook, Instagram, online chat, apps)

**Distribution Partners** and **Booking Channels** (e.g. website direct, referral sites, OTA's, Visitor Information Centre, retail travel agents, wholesalers)

**Delivery of experience** (wildlife parks, family friendly wineries and pubs, caravan park, farm stay, farmers market, fruit picking, sightseeing, activities, FREE WIFI etc.)

Tourism  
Operators



Opportunities  
Actions





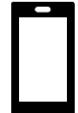
### Dreaming Awareness

### Research Consideration

### Planning Booking

# Adelaide Hills Trip

### Advocacy



Search VG, WOM, TV, Videos, Mag's

G, TA, Online, Phone

Scenic Routes, Fine Dining, Arts, History, Culture, Luxury

WOM, Social Media

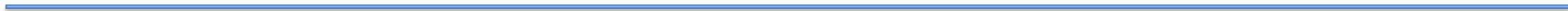
Activities  
Actions

Motivations  
Expectations

Questions  
Thinking  
Barriers

Emotional  
Journey

Negative - Positive





Dreaming  
Awareness

Research  
Consideration

Planning  
Booking

**Adelaide Hills Trip**

Advocacy

**TOUCHPOINTS**

**One Way** Communication (e.g. digital ads, blogs, website, Google search, You Tube videos, guidebooks, visitor guides, brochures, testimonials, welcome notes/gifts)

**Two Way** Communication (e.g. social media – Facebook, Instagram, Snapchat, online chat, apps, email, phone)

**Distribution Partners** and **Booking Channels** (e.g. website direct, referral sites, OTA's, Visitor Information Centre, retail travel agents, wholesalers)

**Delivery of experience** (attractions – arts, culture, heritage, award wining wineries, gin distilleries, luxury accommodation & restaurants, scenic routes, walking trails)

Tourism  
Operators



Opportunities  
Actions