



Dreaming Awareness

Research Consideration

Planning Booking

Yorke Peninsula Trip

Advocacy



Holiday



WOM



TV, Blogs, Photos, Videos



Online Search



Uber?



Glamping, Cocktails, Surfing, Snorkeling, Kayaking



WOM, UGC, 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, thoughts, and barriers.

Emotional  
Journey

Negative - Positive





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**TOUCHPOINTS**

One Way Communication (e.g. website, search, collateral, advertisement, guidebook, videos, wholesale brochures, testimonial welcome notes/gifts etc.)

Two Way Communication (e.g. blogs, social media, call centre, email, online chat, apps, etc)

Distribution (e.g. retail, wholesale, ITO's, OTA's, direct call centre, website)

Delivery of experience (ferry, small coach, tour guide, meals, accommodation, sightseeing, attractions, wildlife encounters, kayaking, sand-boarding, walks, WIFI etc.)

Opportunities  
Actions





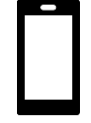
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WOM

Guidebook TV, Blogs, Photos, Videos

Search Hire car

Coffee, Beach, Sightseeing, Wildlife, Golf, Icecream

WOM, UGC, Social Media

Activities  
Actions

Empty box for Activities/Actions

Motivations  
Expectations

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Questions  
Thinking  
Barriers

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Emotional  
Journey

Negative - Positive





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**TOUCHPOINTS**

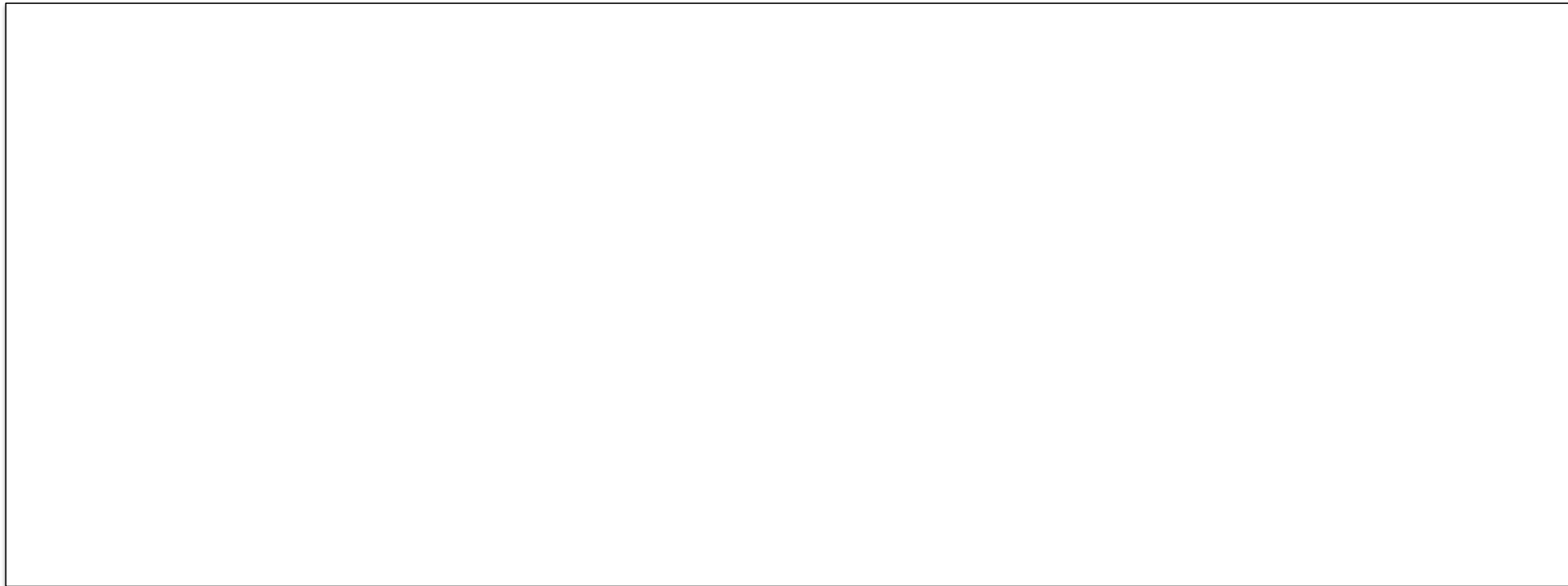
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Two Way Communication (e.g. blogs, social media, call centre, email, online chat, apps, etc)

Distribution (e.g. retail, wholesale, ITO's, OTA's, direct call centre, website)

Delivery of experience (ferry, 4 WD, tour guide, picnic lunch, sightseeing, Seal Bay, attractions, wildlife encounters, beach, walks, etc.)

Opportunities  
Actions





Dreaming  
Awareness



Research  
Consideration



Photos, Videos Search

Planning  
Booking



Shack



Boat



Self-Drive



Sightseeing, Fishing, BBQ, Beer, Sunbathing



WOM, UGC, Social Media

Advocacy

**Yorke Peninsula Trip**

Activities  
Actions

Blank box for Activities/Actions

Motivations  
Expectations

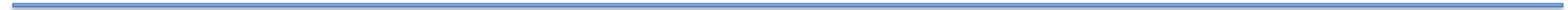
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Emotional  
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Negative - Positive





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**TOUCHPOINTS**

One Way Communication (e.g. website, search, collateral, advertisement, guidebook, videos, wholesale brochures, testimonial welcome notes/gifts etc.)

Two Way Communication (e.g. blogs, social media, call centre, email, online chat, apps, etc)

Distribution (e.g. retail, wholesale, ITO's, OTA's, direct call centre, website)

Delivery of experience (ferry, self-drive, KI Wilderness Resort, breakfast, sightseeing, attractions excl., wildlife encounters, walks, beach etc.)

Opportunities  
Actions

