

Travel Industry Customer Journey Mapping Template

Overview

Campaign Name:

Enter campaign name

Description:

Short description of the automation campaign

Customer Segments

Segment	Persona	Needs	Automation Triggers
e.g. Leisure Travelers	e.g. Families, Couples	e.g. Looking for vacation	e.g. Browsed vacation pa

Customer Journey Stages

Stage	Customer Actions	Automation Opportunities	Key Messages
e.g. Awareness	e.g. Searching destinatio	e.g. Send destination guide	e.g. Inspire to explore

Channels & Touchpoints

Stage	Channel	Touchpoint Example	Automation Type
e.g. Consideration	e.g. Email	e.g. Abandoned cart remi	e.g. Automated follow-up

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KPIs & Metrics

Stage	Key Metric	Target
e.g. Booking	e.g. Conversion Rate	e.g. 5% increase