

# 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 destination	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