## COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS

**STORY** 

## No of scenes of story:

- More than anything I'd call this a pacing question, and check that against a writer's overall style.
- Some periods just need to take more time—it could almost be a paradox of:if none of the real plot has started yet, skip forward to when it hasbut when the plot's just underway, then show more of the journeyonce things are moving toward high gear, skip to the good stuffand then when the important scene's near, once again show the approach to it