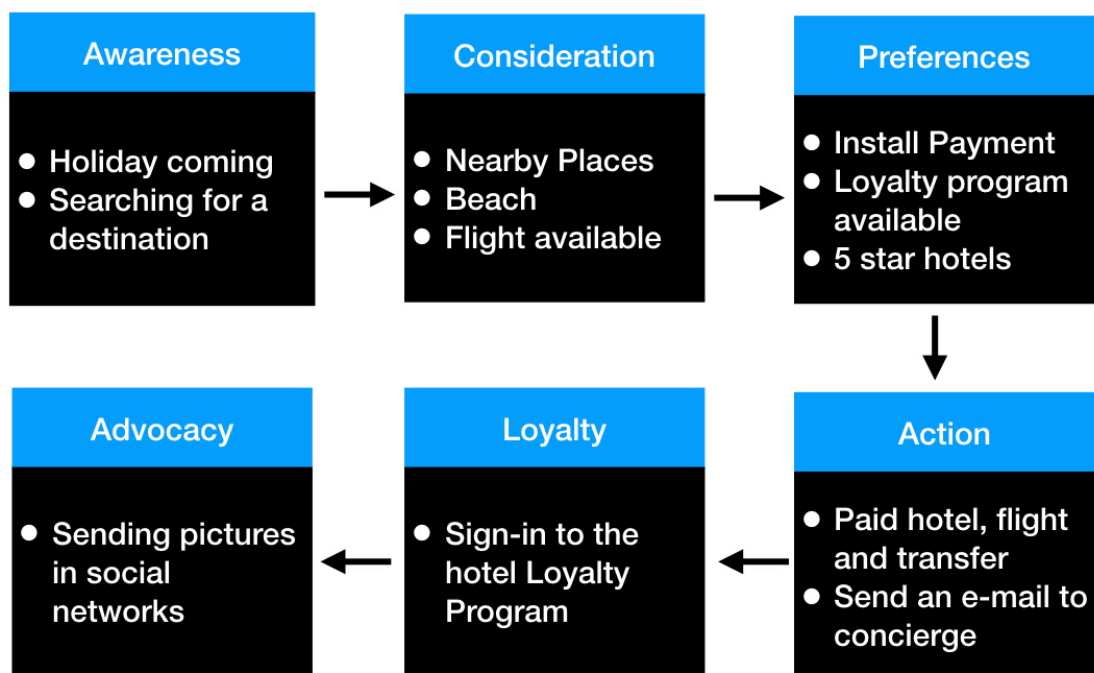


PATH TO PURCHASE

Purchase:

Holiday Travel

Map:



What was your final decision? What brand or company or travel destination did you settle on?

We went to the Maldives, staying in the Conrad Hotel (Hilton).

Which touchpoints or interactions were most influential in making that decision?

- Install payment

- hotel services
- hotel website
- loyalty program
- brand
- hotel localization
- flight
- nature
- food

Which touchpoints could have offered a better experience from the companies you considered?

More transparency with hidden costs.

Did you (or would you) advocate for the brand you ultimately chose? Give reasons to justify your response. For example, did you share or talk about it on any digital media platform? If so, how did you share your own experience and your decision with others in a way that might potentially influence them?

I did share pictures of our moments on social networks, like Facebook and Instagram, and with friends and family using WhatsApp. By showing such a beautiful place and including the name of brand it's possible that a few friend may want to go there to know the hotel, the activities, the restaurants and the nature of the place.