

Interviews / Survey

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More than **90%** ask their friends for advice

« *I **follow** some **travel blogger*** »

« *I don't know **which friends** have already been in this country* »

« *When I noted the information, I **forgot** where the information come from* »



Meet Paola

She wants

To ask to trusted people for travel tips

Follow some blogger

She's frustrated

To spend too much time to find a friend for travel tips

When she has to find back the information

