

Research Approach

Running in-depth hybrid discussions

Set up:

We ran 36 x individual journey mapping interviews per lifestage, followed by 18 x joint discussions

- **Gen Z** (emerging adulthood - 18-27 yo)
- **Couples** (without kids or empty nesters 25 - 70)
- **Families** (with children up to 18yo)

Each were key decision makers who went on a leisure trip and visited one or more paid activities (booked online) in the last three months.

Across 6 markets.



Finds

1. Currently, no activity provider fully supports its customers throughout their entire journey, despite the critical role activities play.
2. **When Travellers head into Unfamiliar Territory (i.e a new destination), the need for guidance becomes clear to set the trip and activities up for success** and instill greater confidence and choose which is the right one for them.
3. With low awareness of OTA activity offerings, there's a perfect window for us to lead the way and set the new standard.
4. **Reviews are a key trust driver**, especially for travelers without local knowledge. Highlighting them early boosts reassurance and conversion.

Opportunities

1. Help customers to decide based on UCG and social proof for multiple options in the same location;
2. Categorise activities based on trip motivations;
3. Provide flexibility and send alerts when favourite activities are selling out;
4. Focus on guiding & reassuring the 'Unfamiliar Territory' customer journey;
5. Increase visibility of activities whilst optimising personalisation to help customers make meaningful activity choices;