

Research

How can booking.com grow its Attractions business by delivering a better customer journey and enhance the social proof experience?

This involves identifying the customer needs, pain points and moments of delight *throughout their attractions journey.*

By gaining insights into these, we can understand what the opportunities are to optimise the customer journey ready to create a Value Proposition for the future.



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.

