**JOURNEY MAP TEMPLATE**

### PHASES

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<thead>
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<th>BEFORE</th>
<th>DURING TRAVEL</th>
<th>AFTER</th>
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<tr>
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<td><strong>Travel Booking</strong></td>
<td><strong>Travel from home</strong></td>
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<td>Travel from home</td>
<td><strong>Airport</strong></td>
<td><strong>Plane</strong></td>
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<tr>
<td><strong>Plane</strong></td>
<td><strong>Airport</strong></td>
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<td><strong>Hotel</strong></td>
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### PHASE DESCRIPTIONS

**BEFORE PHASE**
- **NEEDS**: What are the needs of the traveler to achieve their goals?
- **EXPERIENCE, SATISFACTION**: How the traveler feels about their experience.
- **GOALS**: What the traveler tries to achieve.
- **TOOLKIT/THEORETICAL FRAMEWORK**: What activities take place during this phase.

**DURING TRAVEL PHASE**
- **TOOLKIT**: What stakeholders can do or offer.
- **TIPS/CHALLENGES**: What are the challenges and tips for success.
- **PHASE PHASE**: What are the touchpoints.
- **EFFICIENCY**: How to be efficient during this phase.

**AFTER PHASE**
- **EXPENSES**: Financial considerations.
- **SATISFACTION**: How satisfied the traveler is with their trip.
- **EXPERIENCE**: How the traveler feels about their overall experience.

### KEY EVENTS

**PHASE PHASE**: What activities take place during this phase.

**GOALS**: What the traveler tries to achieve.

**NEEDS**: What are the needs of the traveler to achieve their goals?

**EXPERIENCE, SATISFACTION**: How the traveler feels about their experience.

**TOOLKIT/THEORETICAL FRAMEWORK**: What activities take place during this phase.

### PHASE PHASE

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- **TIPS/CHALLENGES**: What are the challenges and tips for success.
- **PHASE PHASE**: What are the touchpoints.
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