

The Consumer Vacation Decision Journey

Understanding your role in the consumer vacation decision journey lets you get involved in each step of the process and create a consumer-centric experience.

Marketing

Ideation

"The Spark"
Rational &
emotional
triggers

Contemplation

"Stars Align"
Dreaming
vs. reality

Selling

Booking

"Let's Do It"
Booking the
'big rocks'

Maximization

"Take It Up" Add special experiences

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Anticipation

"Can't Wait"

Building

excitement

Vacation

"We're Here"

Vacation

arrival

Advocacy

"Let's Talk"
Sharing
the magic

Generate Lead

Ideation

 Marketing messages "spark" the idea of a Disney vacation in the minds of consumers.

Contemplation

 Vacation ideas grow as the consumer begins thinking about the kind of Disney vacation he or she would like to take.

When your marketing effort is successful, you have generated a lead — a consumer who contacts you to book a vacation.

Design

Design

"My Vacation"

Create

my trip

 The client contacts you to begin designing the vacation he or she has imagined.

Close Sale

Booking

 The client books the vacation, making the primary decisions about dates and destinations.

Maximization

 You propose options and add-ons to create an experience that meet's the client's unique needs.

Anticipation

· The client eagerly awaits their experience.

When your selling effort is successful, you have closed the sale and the client is excited about their Disney vacation.

Vacation

 The customer experiences the magic of a Disney vacation.

Repeat Business

Connecting

Advocacy

 You reach out to the client and invite him or her to share the magic and imagine future Disney vacations.

When you connect with the client and build a relationship, you increase the likelihood of repeat business.