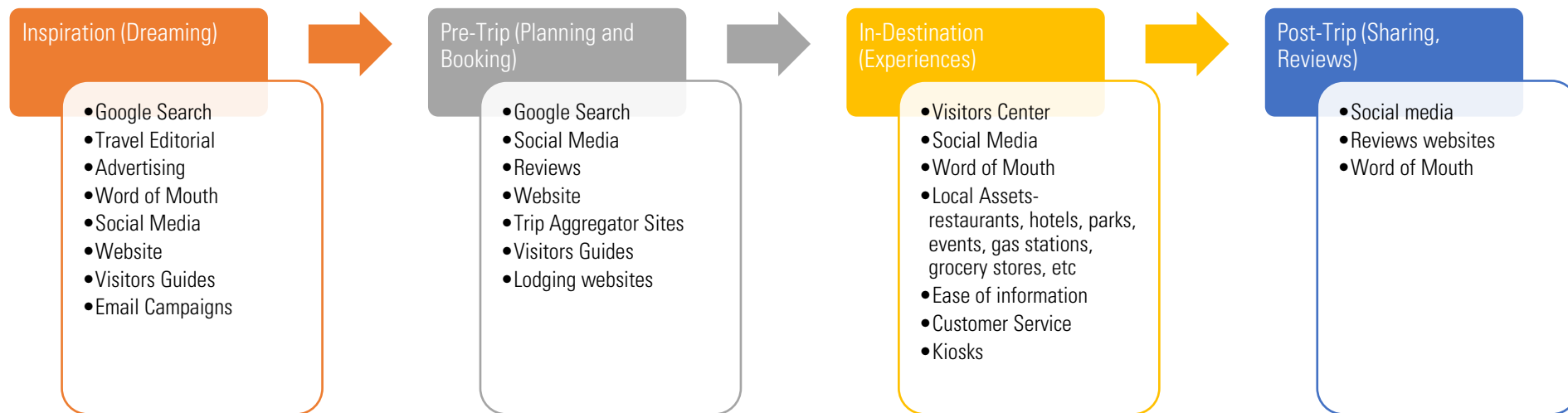


Destination Touch Points



Aggregator Site: a website that searches for deals across multiple websites and shows you the results in one place

Review Sites: TripAdvisor, Google, Yelp

“What are the questions, problems, or needs the customer is attempting to have resolved at each step in the journey?”

