

Day 2 Execution

This work completes the Consideration block of your Guest Journey Map Framework.

EXERCISE 1: MAP THE CONSIDERATION TOUCHPOINTS

List every place guests go once they are actively considering your hotel.

Examples:

- website room pages
- room comparison pages
- gallery pages
- FAQ pages
- reviews (Google, OTAs, TripAdvisor)
- Instagram grid and highlights
- YouTube videos
- OTAs (even if you do not want them to)

YOUR CONSIDERATION TOUCHPOINTS:

EXERCISE 2: IDENTIFY WHERE DOUBT APPEARS

For each major touchpoint, answer:

TOUCHPOINT:

What question is the guest trying to answer here?

Is that question answered clearly and immediately?

Yes. No.





EXERCISE 3: DEFINE YOUR DECISION ANCHOR

A Decision Anchor is the single element that resolves doubt and tips the decision toward booking.

Examples:

- a clear room tour video
- a side-by-side room comparison table
- a “Who this hotel is for / not for” statement
- a consistent review pattern
- a clearly articulated experiential promise

Principle:

Every booking decision requires one dominant reassurance.

Answer this:

What is the ONE asset or message that should make the guest say:

“This is exactly what I’m looking for.”

YOUR DECISION ANCHOR:

EXERCISE 4: COMPLETE THE CONSIDERATION BLOCK

Using your answers above, **complete the Consideration section of your Guest Journey Map Framework.**

WHERE DOES THE BOOKING DECISION ACTUALLY HAPPEN?

(List the 2–5 most influential touchpoints.)





WHAT DOUBTS STOP GUESTS FROM BOOKING AT THESE POINTS?

(Be precise.)

YOUR DECISION ANCHOR

(The single element that removes the biggest doubt.)

FIXES REQUIRED (1–3 ACTIONS)

(What must change for this Decision Anchor to work?)

END OF DAY 2 OUTPUT

You should now have:

- **A fully mapped consideration journey**
- **Clear visibility** on where **doubt** appears
- **One defined Decision Anchor**
- **The Consideration block** of your Guest Journey Map Framework **completed**

You are now ready to proceed with Phase 3 - Conversion.