

# Final integration



## THE IDEAL GUEST JOURNEY MAP

Complete each section using the work from previous phases.

### AWARENESS

**CLARITY TRIGGER:**

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**PRIMARY FIRST-TOUCH ENTRY POINTS:**

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### CONSIDERATION

**DECISION ANCHOR:**

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**PRIMARY DOUBT REMOVED:**

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## CONVERSION

COMMITMENT ASSURANCE:

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PRIMARY FRICTION REMOVED:

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## LOYALTY

MEMORY ANCHOR:

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RETURN TRIGGER:

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## ADVOCACY

SHARE MOMENT:

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**COMMUNITY ACKNOWLEDGEMENT:**

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**INTEGRATION CHECK**

*(Read the journey left to right)*

**Does the journey feel coherent from first contact to advocacy?**

Yes.  No.

**Does the same emotional promise carry through every phase?**

Yes.  No.

**WHERE DOES CONFIDENCE FEEL WEAKEST?**

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**CONFIDENCE DROP TEST**

**IF ONE PHASE FAILED TOMORROW, WHICH WOULD COST THE MOST?**

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**WHICH ELEMENT FEELS LEAST PROTECTED TODAY?**

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## OWNERSHIP & ALIGNMENT

Who owns each phase?

**Awareness owned by:**

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**Consideration owned by:**

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**Conversion owned by:**

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**Loyalty owned by:**

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**Advocacy / Community owned by:**

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**Conversion owned by:**

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**WHERE DOES RESPONSIBILITY CURRENTLY BLUR?**

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## THE COMPASS STATEMENT

Summarise your Ideal Guest Journey in **one clear statement**.

**“Our guest journey is designed so that...”**

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## PRIORITY ACTIONS

Based on this integration, list the three actions that matter most.

1.

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2.

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3.

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## FINAL CONFIRMATION

This Guest Journey Map is now our reference point for:

- Marketing decisions
- Content creation
- Partnerships
- Guest experience design

**Visibility creates interest.**

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Date completed

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Owner