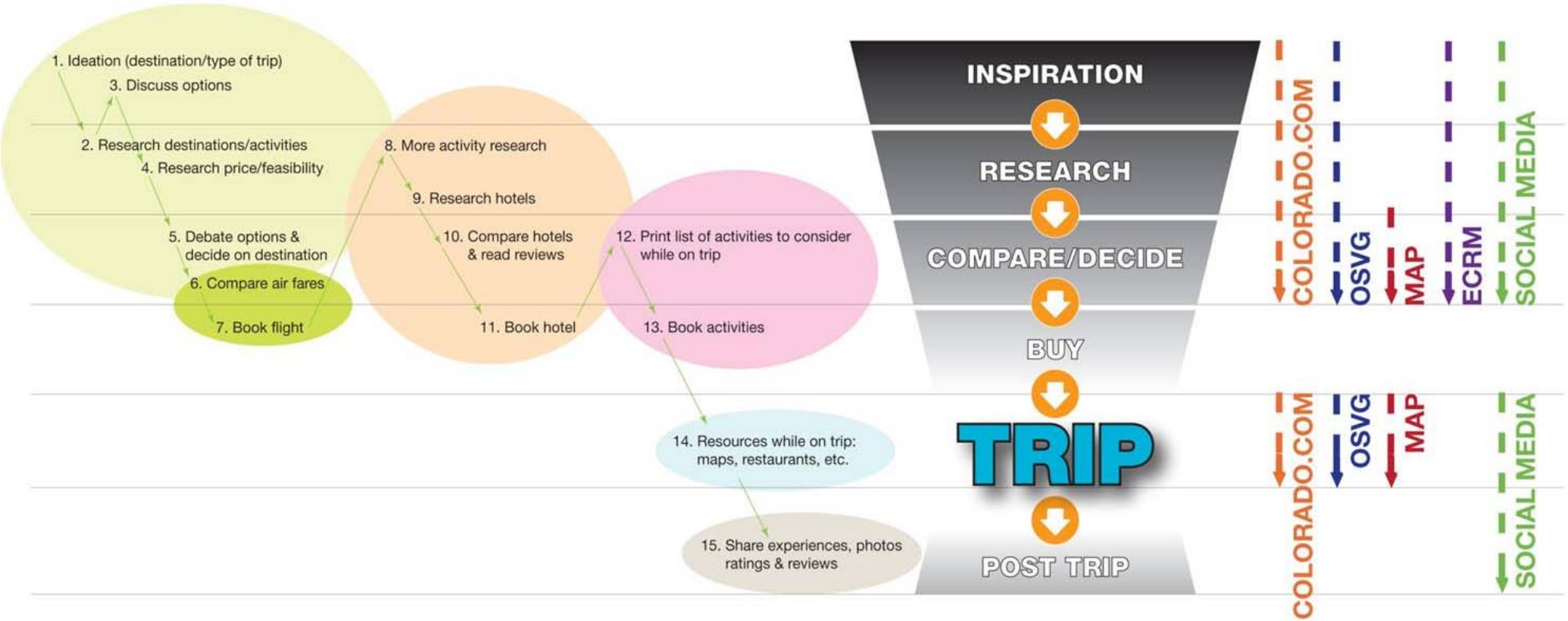
1. Ideation (destination/type of trip)
3. Discuss options
2. Research destinations/activities
4. Research price/feasibility
5. Debate options & decide on destination
6. Compare air fares
7. Book flight
8. More activity research
9. Research hotels
10. Compare hotels & read reviews
11. Book hotel
12. Print list of activities to consider while on trip
13. Book activities
14. Resources while on trip: maps, restaurants, etc.
15. Share experiences, photos ratings & reviews
INSPIRATION
RESEARCH
COMPARE/DECIDE
BUY
TRIP
POST TRIP
COLORADO.COM
OSVG
MAP
ECRM
SOCIAL MEDIA
COLORADO.COM
OSVG
MAP
SOCIAL MEDIA