The Traveler Journey
how guests find & book your property

The traveler journey is the path that each potential guest follows when planning a trip. Understanding this journey is critical for hoteliers and hosts because it helps you deliver the right messages, to the right guests, on the right channels, at the right time.

**PHASE 1: Dreaming**
Travelers are looking for inspiration and are open to ideas. They may consider several destinations and compare options across websites such as Google, Tripadvisor and social media channels.

**PHASE 2: Planning**
The decision-making stage where travelers narrow down their options by visiting OTAs and review sites to compare location information, amenities, pricing, and reviews.

**PHASE 3: Booking**
Travelers have narrowed down their options and are ready to book. They will revisit numerous sites like OTAs, metasearch platforms, and hotel websites to compare pricing.

**PHASE 4: Experiencing**
The guest has made it to your property!
Guests are eager to share their experience through word of mouth, on social media, or online reviews.

**PHASE 5: Sharing**

Learn more about how Cloudbeds can help you reach more travelers and deliver a remarkable guest experience.

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