

Customer journey - Dark Sky tourism offering

Experience creation and utilising the dark to add value for the customer.

BEFORE THE SERVICE:
Inspiration, motivations,
driving values, marketing

BOOKING:
Easy/difficult, follow-
ups, sense of security

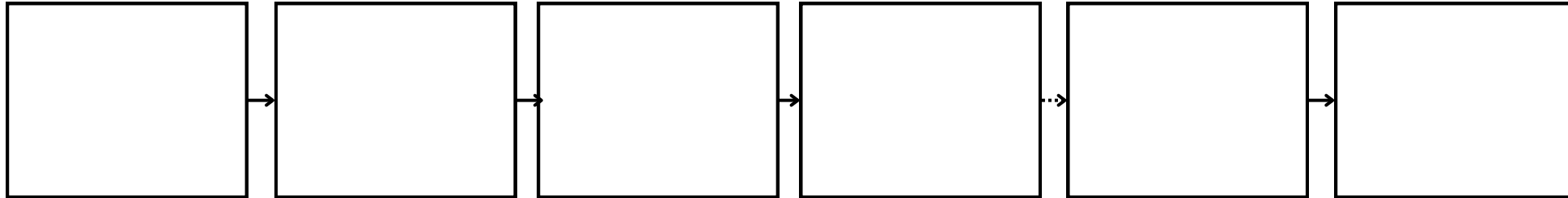
THE BEGINNING:
How is your customer
welcomed to premises?

THE EXPERIENCE:
Add three main steps your
customer goes through in
your service.

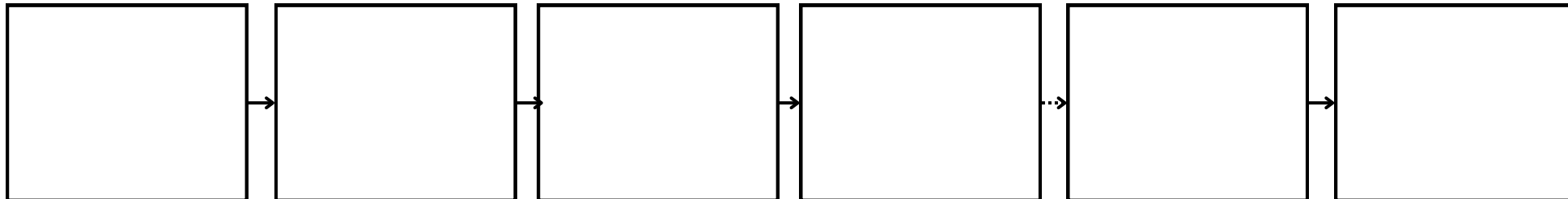
THE END:
Escorting from the
experience: leaving the
premises

AFTER:
Follow-up, experience
sharing

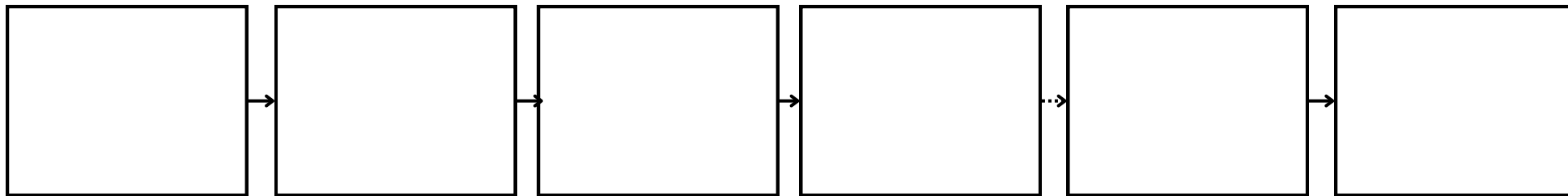
Customer actions:
What they do
and experience
in each step



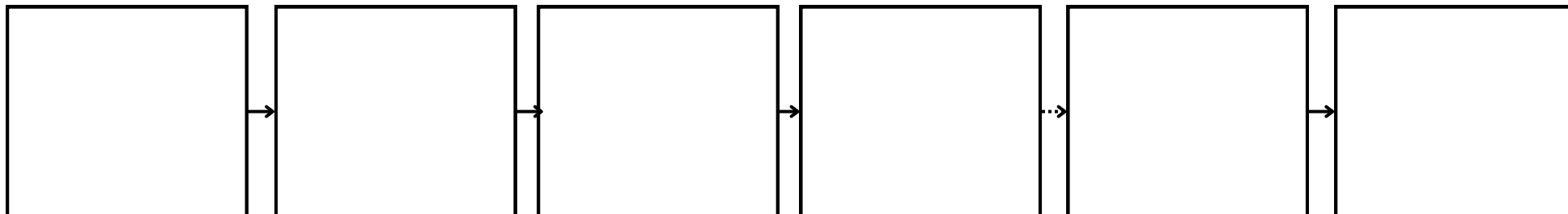
Contact points for the customer:
people,
electronic
platforms, etc.



Experiences & stories:
Where and how
can darkness
add value?



Foresight:
Risks and
opportunities at
different stages
of the service in
customer's point
of view



What is the highlight of the service in your opinion? What about the customer?
How can you define if the service has been successfully delivered?