**Growing Your Business in the Digital Era:**

**A Course on Using Technology for Adventure Travel Tour Operators**

**Discover and Explore more about the customer journey - Resources:**

[**Phocuswright**](https://www.phocuswright.com/)**:** Phocuswright is a global travel market research authority that provides valuable insights into traveler behavior and tourism trends.

[**Skift**](https://skift.com/)**:** Skift is a media company that provides news, research, and marketing services for the travel industry.

**Think with Google:** Google's platform for industry trends and insights often has articles and reports on the customer journey in various industries, including travel.

<https://www.thinkwithgoogle.com/feature/travel-customer-journey-in-2020/>

**Google.**  How do we decode the messy middle of the consumer purchase journey?

<https://youtu.be/_xGmA7SeoqA>

[**McKinsey & Company**](https://www.mckinsey.com/)**:** This global management consulting firm often publishes industry-specific reports, including ones on customer journeys in the travel industry.

[**HubSpot**](https://www.hubspot.com/)**:** HubSpot offers a range of marketing, sales, and service software products, and its blog often has articles on customer journeys in various industries.

[**Forrester**](https://www.forrester.com/bold)**:** Forrester is a market research company that provides advice on the potential impact of technology, including how it influences the customer journey in various industries.

[**Harvard Business Review**](https://hbr.org/) **(HBR):** HBR covers a wide range of topics, including the customer journey in the travel industry.

[**Nielsen**](https://www.nielsen.com/): Nielsen is a global measurement and data analytics company that provides insights & data about what people watch, listen to & buy.

[**Insider Intelligence | eMarketer**](https://www.insiderintelligence.com/)**:** eMarketer is a market research company that provides insights and trends related to digital marketing, media and commerce.

[**Econsultancy**](https://econsultancy.com/)**:** Econsultancy offers insights, analysis, and practical resources for digital marketing, including guides on customer journey mapping.

*Please note that while these resources cover a broad range of topics, they often feature articles or reports on the customer journey in the travel industry.*