



Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Travelers express their desire for unique and memorable experiences.

Excitement and anticipation about their upcoming journeys.

A desire for hassle-free travel planning and expert guidance.

They inquire about tour itineraries, costs, and safety measures.



Travelers express their desire for unique and memorable experiences.

Concerns about safety, comfort, and cultural immersion.

They may share their travel dreams and aspirations with friends and family.

A desire for hassle-free travel planning and expert guidance.



Does
What behavior have we observed?
What can we imagine them doing?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?