



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?



"I want to explore new destinations."

"I'm looking for a hassle-free vacation."

"I need a travel experience that fits my budget."

Will this tour be safe and well-organized?"

"I hope I can create lasting memories on this trip."

"I need to make the most of my vacation time."

Researching travel destinations and tour options.

Packing and preparing for the trip.

Booking a tour based on budget and preferences.

Excitement about the upcoming trip.

Anxious about travel logistics and safety.

Anticipation of the unknown and new experiences.



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?