



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 think this place is perfect for the trip.

I am looking for the place where I can enjoy a lot

I am not sure about the weather in this place.

I love how this place makes me feel alive.

I need to find something that has many water places.

I wonder if I can find a destination that embodies the recent travel trends.

Scans the landscapes for vistas and vibrant hues.

Scans the advice of fellow travelers or locals for confirmation.

Eager to discover the perfect match in terms of experience and atmosphere.

Explores various destinations to evaluate the ambience and appeal

Enthusiastic about discovering fresh travel experiences and culture influences.

Hopeful about finding destinations that accenture their 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?