



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?

"Discovering new places, one trip at a time."

"Your adventure is here – explore, experience, enjoy."

"Explore the world with our amazing tours."

"We make travel memories that last."

"Where your travel dreams come true."

We make new and exciting travel ideas.

We connect people from all around the world.

We plan trips just for you, the way you want.

Our trips change how you see things.

We care about the Earth when we travel.



TRAVEL TRAX TOURS

We plan trips that are easy and fun.

We work with locals to show you real experiences.

We create memories that stay with you forever.

We travel in a way that helps the planet.

We help you learn and connect with new cultures.

Get excited to explore new things.

Trust that your trip will be great and safe.

Be thankful for the chance to see amazing places.

Feel connected to others and the world's beauty.

Feel brave and curious about new cultures.



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?