



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?

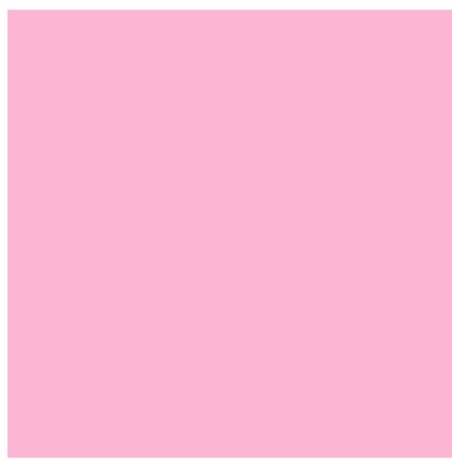
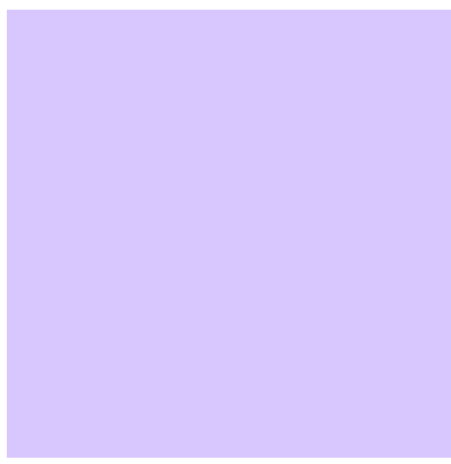
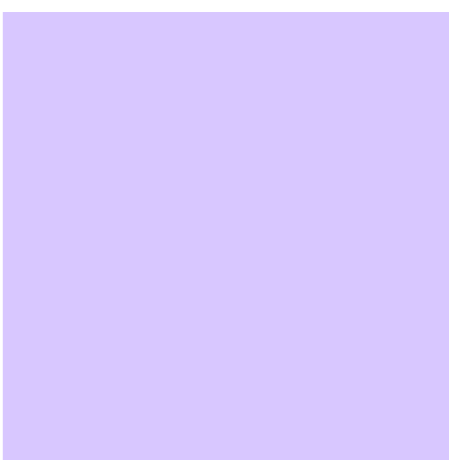
Air transport is currently used in almost all industrial sectors and distribution chains. Most companies use air transport **to market goods and products internationally or to deliver samples and documents related to foreign trade operations.**

All in all, air travel is still expected to see long-term annual growth, but the figure will be **closer to 3%** than to the pre-pandemic 5-6% for the next two decades, with Europe probably seeing the lowest number.

The main characteristics and advantages of air freight transport are **speed, reliability in terms of cargo security, and freedom from limitations to accessing remote locations.**



Persona's name  
Short summary of the persona



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?