



Says

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

comprehensive  
destination  
knowledge

passport to  
modern and  
trending  
adventure

wide range  
of  
destinations



Thinks

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

time savings  
convinience

exclusive  
access to  
tpotier hotels  
,airlines and  
tour operators

tried and  
tested  
serices

V.Ramamani

Voyage vista illuminating  
insights from uber  
expeditionary analysis

trunk bay,  
st.john u.s.  
virgin islands

river cetina,  
spring  
croatia  
weather

hanauma  
bay is  
crystal clear  
water  
,oahu,hawaii

places on  
earth with  
the bluest

plitivice  
lakes  
national park

unforgettable  
memories



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?