

Says

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

Thinks What are their wants, needs, hopes, and dreams?

know your

audience

wants ease

conversation

and

of trip

target

values cost

worth to visit

and time

officency

What other thoughts might influence their behavior?



research the corrent market and trends

i need a tourism guide during travelling Thinks

the pakege is and best quvalites

i went to proformence bussinees out line

very lees cost



create a

brand image

as a travel

agent

Consumer

this agency safe security low budget travel experience

create a travel business plan and company name

look into travel tools and ensure you have the necessary skills searching for feedback and comment

make a budget translate the not understable launguage

> wasting for time and energy

obtain all necessary licenses registrations

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Does

What behavior have we observed? What can we imagine them doing?

