



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?

Customer that have had a positive experience with your services in the past will gain a positive expectation for the next time they book.

Shows that we are willing to work with our customers and try to resolve things in a positive way

To be able to accept last time bookings via your website,social media,or OTAs will help ease the overall booking process.

Tourist expected to visit a particular place related to culture,architecture,etc

Tourist needs attractive places, accessibility , accomodation, amenities,affortability.

Geographical factors,destination,advertising and marketing conducted by tourism



Want to satisfy the customer.

Its the feeling of the unknown,being surrounded by the unfamiliar people in an unfamiliar setting.

Travel helps your mind and body reboot in a way you can't achieve at home.

observes in stores

more research

check the website



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?