

Says

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

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



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

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

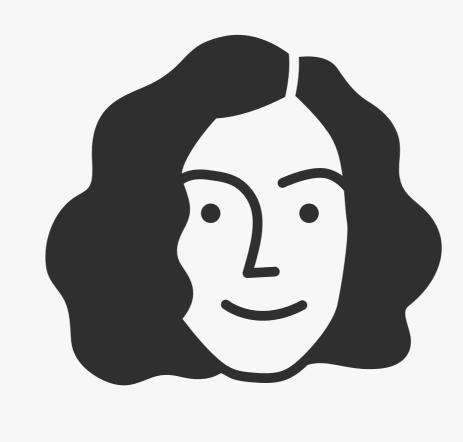
Shows that we are willing to work with our customers and try to resolve things in a positive way

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

Geographical factors, destination, advertising and marketing conducted by tourism

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

Thinks



CANDID GO TRAVEL LTD...

TravelTrax tours

Want to satisfy the customer.

check the website

observes in stores

more research

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

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

Does

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



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

