



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?



Adventure-Seeking DURGA  
Relaxation-Seeking KEERTHANA  
Family-Centric PRIYANGA  
Budget-Conscious JACKULINE

1. DURGA (Adventure-Seeker): Thrill-seeker looking for exciting, challenging adventures, with a focus on safety and recommendations from fellow adventurers.  
2. KEERTHANA (Relaxation-Seeker): Seeks peace and relaxation on vacations, prioritizing serene destinations and good accommodations to rejuvenate.  
3. PRIYANGA (Family-Centric): Wants family-friendly vacations with top-tier kid-friendly activities, emphasizing safety and memorable experiences for the entire family.  
4. JACKULINE (Budget-Conscious): Cost-conscious traveler seeking affordability, carefully comparing prices, and relying on recommendations from fellow budget travelers.

"I want thrilling experiences and off-the-beaten-path adventures."

"I want a family-friendly vacation that caters to everyone's needs."

"I need an affordable vacation that won't break the bank."

"I need a stress-free vacation where I can unwind."

"Is this tour challenging enough for me? Will it push my limits?"

"Is this tour peaceful? Will it allow me to rejuvenate?"

"Will this tour be suitable for my kids? Are there family-friendly activities?"

"Is this tour within my budget? Are there any hidden costs?"

Searches for budget-friendly tours, compares prices, and reads reviews.

Researches extreme activities, checks for adrenaline-pumping options in tours.

Searches for serene destinations, spa options, and quiet accommodations.

Looks for tours with kid-friendly attractions, accommodations, and meals.

Concerned about finding a cost-effective travel option

Excitement, anticipation, and a bit of fear.

Excitement about creating lasting family memories

Desire for tranquility, relaxation, and peace of mind.



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?