

GOING TO NATURE  
TOUR

MAY BE I  
CAN SEE  
SOME  
WILD LIFE

I FEEL  
SAFER IN  
A GROUP

NATURE TO  
USUALLY  
OVER  
PRICED

THINK  
AND FEEL

HEAR

IT'S NOT AS  
FUN AS AN  
ALL  
INCLUSIVE  
BEACH HOTEL

IT'S  
UNCOMFORTABLE

CUSTOMERS

SAY AND  
DO

SEE

COMPARE  
PRICES

ASK FRIENDS  
WHO HAVE  
DONE IT  
BEFORE

CHECK  
NATURE  
TOURS  
ONLINE

BUY  
PROPER  
CLOTHES /  
EQUIPMENT

PERSONALIZED  
ADS ABOUT  
ADVENTURE  
TOURS

FLYERS IN  
THE GYM

NATURE  
ADVENTURE  
POSTS ON  
SOCIAL MEDIA  
BY FRIENDS

pains

- i like being nature, but i don't feel safe
- may be i can spend that money on something more conventional

GAINS

- safe way to experience nature
- budget friendly tour
- photos to share on socialmedia

 See an example