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?

i am looking good value for money

i want memorable travel experience

i hope the tour is well organised

i have a question about the accomdations

heading...

i need help with my itineray

i want to book a tour

reads reviews and rating

ompares prices and itineraries

excited to explore new destinations

Travel trax

tours

Short summary of

the persona

eager to learn about different cultures

anxious about travel arrangements

browsers available toures



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?



