



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?

Stunning  
travel  
destinations  
and  
landscapes

Enthusiastic  
tour guides  
sharing local  
stories.



They may share  
their travel  
dreams and  
aspirations with  
friends and  
family

Concerns  
about safety,  
comfort, and  
cultural  
immersion



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?