



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?

Freedom to travel

Full time local office

Extensive local knowledge

Meals are provided by the package

Luggages are transported

Guide with our with our details



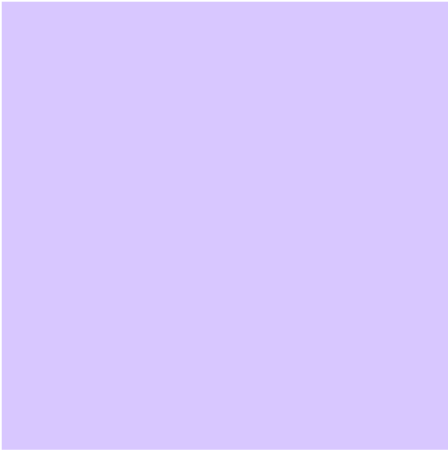
Traveltrax tours

Traveltrax tours

Designing of tour packages

Tour costing and prices

Conducting tours



Marketing and publicity

Booking of ticket

Travel reasearch



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?