



Says

What have we heard them say?
What can we imagine them saying?



Thinks

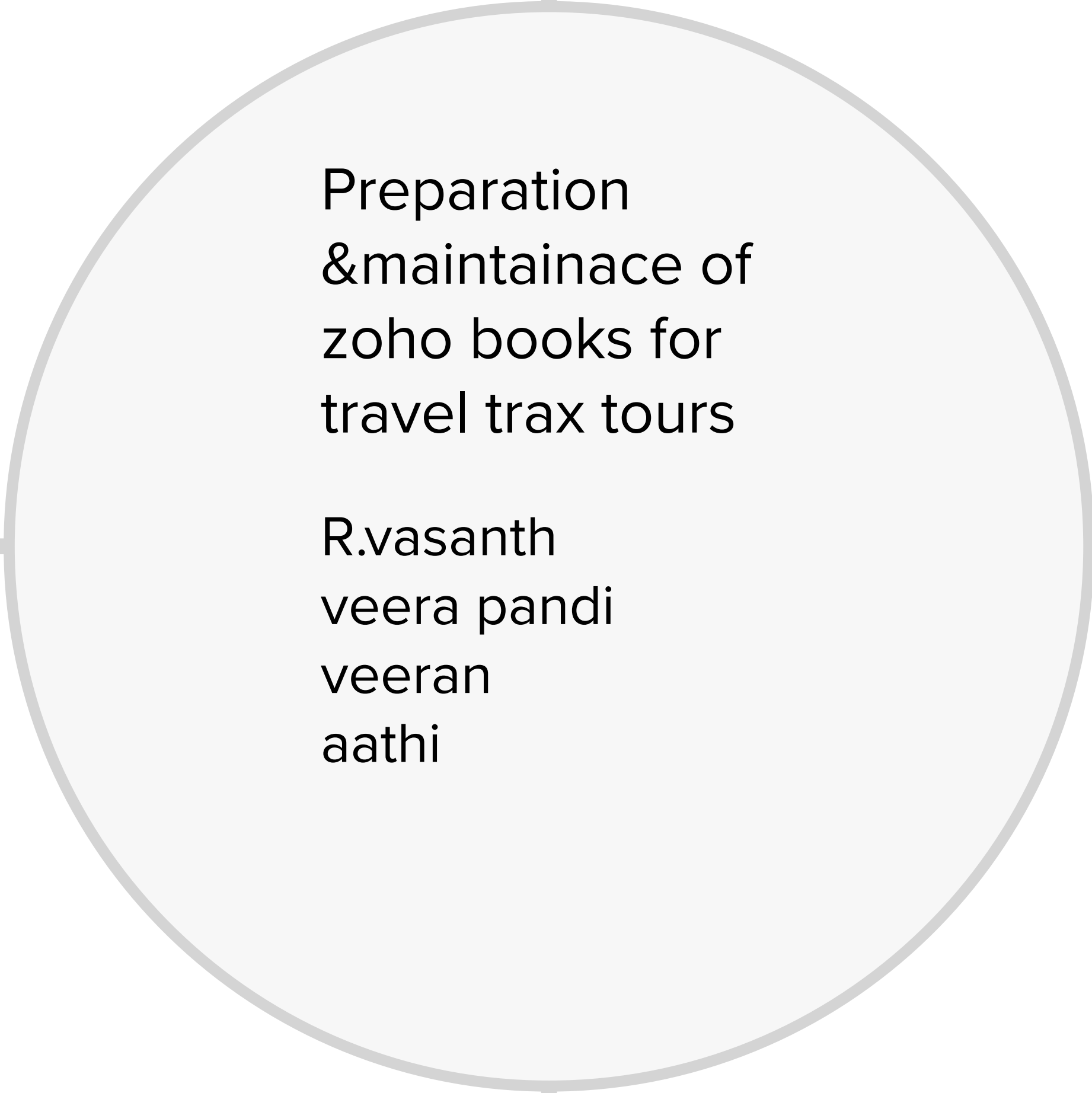
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

says;stunning
travel
destinations and
landscapes

traveltrax
tours
webside and
brochures

Enthusiatic
tour guides
sharing
local
stories

Travelers
excitedly
disussing their
upcoming trips



they inquire
about tour
itineraiies costs
and saftey
measures

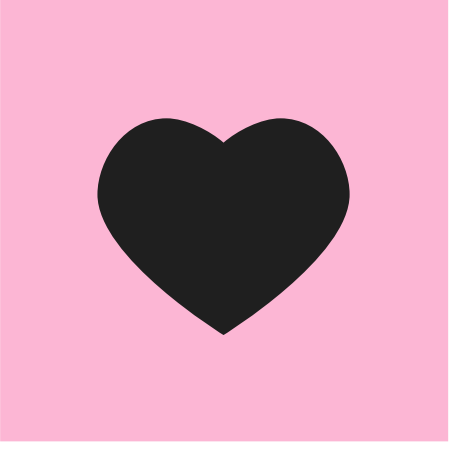
Travelers exprees
their desire for
unique and
memorable
experienecess

a desire for
hassle free
travel planning
and expert
guidance



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?