



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?

Travelers express their desire for unique and memorable experiences.

They inquire about tour itineraries, costs, and safety measures.

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

Excitement and anticipation about their upcoming journeys.

A desire for hassle-free travel planning and expert guidance.

Concerns about safety, comfort, and cultural immersion.



Preparation and Maintenance of ZOHO books for TravelTrax Tours

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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?