

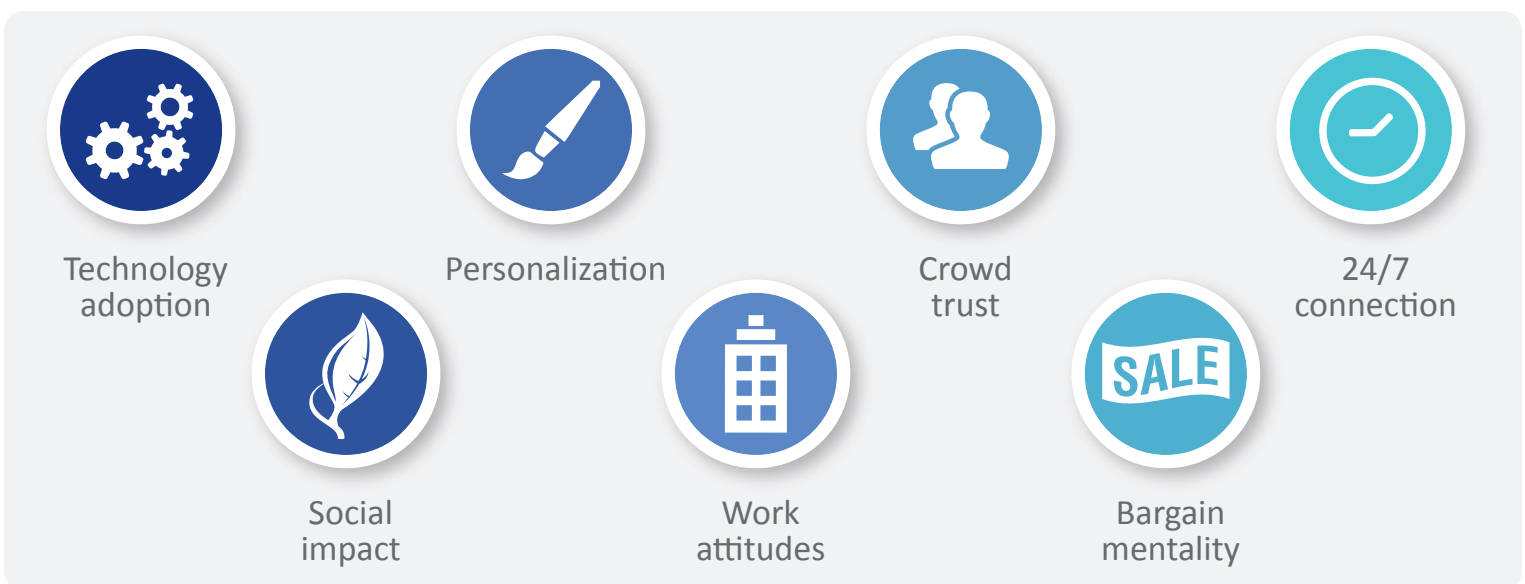
What do you do when your success depends on your travelers' behaviors?



Understand **why** they do what they do



Lots of **forces** shape travelers' **decisions**



Guide and engage travelers to support your goals

There are many ways to influence your travelers – but where do you start?

Just pick a couple and focus on them



Empower and engage travelers to make smart decisions

The rewards are **huge!**



So, **how** does it work?

