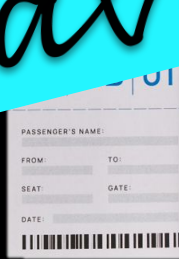
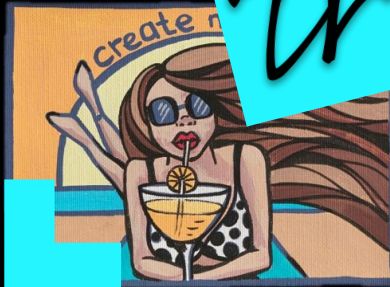
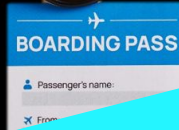


# Re

travel

# frame



A woman wearing a straw hat is leaning over a table, looking at a large map. A camera is visible on the table next to the map. The scene is set in what appears to be a travel agency or a planning room. The background is slightly blurred, showing a patterned rug and a chair.

The value of travel has not changed.

Indeed, we know holidays are more important to  
Australians than ever.

Travel horizons are growing.

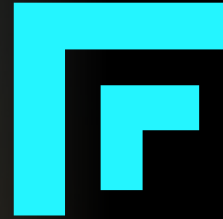
We have more holiday opportunities than ever before.

*But also...*

**More opinions**  
**More pressures**  
**More expenses**  
**More choices**  
**More decisions**

What has changed, are travellers themselves.

Australians have redefined what makes our holidays worthwhile.



Spoilt for choice, people are becoming more discerning when making travel decisions. We increasingly demand more unique, truly exceptional, and more meaningful experiences on holiday.

This means brands and marketers must also lift their game to stand out and connect with travellers.

To help navigate this shift, we draw on more than 2,500 consumer conversations over 18+ months, uncovering what is really driving today's travel decisions.



What Aussie's are anchoring to in travel, is the...

... **Internal Destination.**

*(noun)* the emotional mindset or purpose people seek to achieve or experience when they travel, driving their planning processes and influencing all decisions they make.

# Why focus on Internal Destinations now?



Doing so can maximises your **VALUE** at every step of the decision making journey.

1. Greater potential  
**value capture**  
at the top of the funnel

... with 3 in 5 Australian travellers saying they think about why before where when they are holiday planning.

2. More resonantly  
**communicate value**  
at every touchpoint

...with 60% agreeing that how travel and thinking about travel makes them feel is more important than the destination(s) they visit.

3. Increase your  
**conversion value**  
at the end of the funnel

... with 2 in 3 saying their Internal Destination is must have or deal-breaker criteria when making trip bookings.

These Internal  
Destinations matter  
*more today* than they  
did yesterday.

**And will be even more impactful tomorrow.**

**How do we know?** More than 1 in 2 travellers say their internal destination as more important to their decisions now than it was before.

It has become less important for no-one.



Wait! The 'where' is still important

# A place doesn't create a feeling. But it can *unlock* it.

3 in 4 

agree that a place can trigger strong emotions and feelings.

**Travellers today are looking for meaningful experiences, not locations on a map.**

Destinations become more powerful when framed as pathways to access these feelings, and can also break through the sea of sameness by focussing on the unique experiences that resonate more personally.

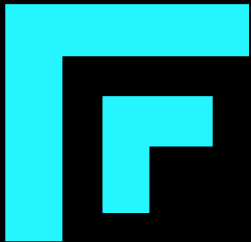


“How I feel is an important part of selecting a travel location. If I want to unwind, or have an adventure it's a totally different decision” (Male, 26-34, DINK)






The reframed travel ask...

 **Where do you *really* want to go?**

We need to **reframe** how we think and talk to travellers about travel choices – destinations, experiences, products and services.

**from travelling outward  
to journeying inward**





Each traveller is chasing their own unique feeling. Their own Internal Destination.

It's *why* and *how* they make decisions.

87%

say travel choices are based on **what makes them happy**, not what's popular, or what others think they should do.

With more than 10,000 cities in the world, and Australians telling us they are expanding their holiday repertoire...


# External destinations can feel like infinite choices. But there are just 7 Internal Destinations.



**Affinity**

Building deeper connection through shared memories.

37% internal destination  
18% supporting goal



**Wonder**

The pursuit to discover awe in (almost) every moment.

18% internal destination  
35% supporting goal



**Indulgence**

A journey to relax, reward and revel in the finer things.


18% internal destination  
22% supporting goal



**Security**

The conscious and focussed pursuit of holiday peace of mind.


9% internal destination  
36% supporting goal



**Growth**

Stepping into the unknown and embracing a challenge.


8% internal destination  
29% supporting goal



**Self**

Reflecting inward to (re)discover clarity and recharge self.

8% internal destination  
21% supporting goal



**Ideals**

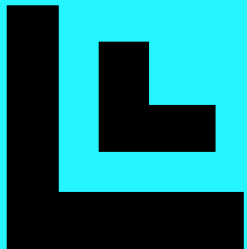
Travelling with purpose, and being guided by values.

2% internal destination  
14% supporting goal



# The Internal Destinations Guidebook

**Where do, and where should, you play  
to win with Aussie travellers?**



Destination:

**Affinity**



Destination: Affinity

 **What *defines* this destination?**

# Building deeper connections through the power of shared memories

Affinity is about all travellers seeking meaningful moments, made special, because they are being experienced together.

Whether it's families seeking to create lasting memories, friends getting away together, or individuals connecting with new companions - the desire for connection transcends all types of travel.

The memories they create linger well past the holiday itself, and this is the driving intention behind all decisions they make.

**37%** describe Affinity as their primary **internal destination**  
+  
**18%** say it is also a supporting goal for them when travelling.  
**55%** say Affinity is more important to them now than 5 years ago.

**“Affinity to me is connecting around a fireplace. It’s the warm cozy easy going feeling of being surrounded by friends and family. I had a number of those moments on my recent trips and all are still with me even after the more exhilarating moments have faded.”**

(18-25, Male, SINK)





# How it shows up:

## 3 in 5 are focussing on *friends/family*.

Connecting and strengthening relationships with travel companions.

## Half also desire to pursue *own passions*.

Doing what you love and finding time to (re)connect with self.

## 2 in 5 seek out *sentimental moments*.

Connecting to the past by spending time with old friends or revisiting meaningful locations. Visiting locations you feel a connection with (culture, religion, heritage, nostalgia).

## 3 in 10 value pursuing *new connections*.

Meeting friendly local residents to learn more about the location and culture/history. Meeting new people and building new relationships. Positive experiences with travel services providers (e.g. hotel staff, drivers, tour guides).

# What can undermine it:

**Conflicting expectations and interests.** Ignoring, negotiating and compromising can lead to a lack of harmony.

**Challenging budgets.** Costs (flights, accommodation, activities) add up, especially with multiple traveller expectations.

**Time and opportunity.** An inability to balance everyone's wants and needs, not allowing individuals their own time or space.

**OTT Expectations.** Travellers may have unrealistic or outdated expectations of places or their travel companions, which can lead to disappointment and resentment.

**Logistical issues.** Situations (unavoidable or not) can blow up and lead to people missing out or tension within the group.

**Confidence and social opportunities.** A lack of encouraged and welcoming social interaction or even own shyness.

**Lack of authenticity.** Overly commercialised settings can prevent travellers from forming genuine connections with the destination and its people.

Destination: Affinity

 **What *signals* this destination?**

# They are travellers who relish in sharing the experience in the moment and long after.

## Who they are...

*It's more about who they're travelling with than their profiling*

Across all audiences, with skews to Gen X and Family or Empty Nest households.

Tend to travel with others, or to meet up with them.

- Many travelling with their extended family, not just immediate

## Their interests...

*Lean into content that is often more conversational and socially relevant*

Over-index to Lifestyle content.

- TV, music, movies
- Shopping
- Wellness and fitness
- Local and community events and updates
- Healthcare

## Their travels...

*Prefer more basic travel plans, that are easy to manage for everyone*

Open to destinations and modes ... although lean into accessibility of home-state travel and road-trips.

More likely travelling for:

- General Sightseeing
  - Attractions (theme park, wildlife, etc)
  - Outdoors
  - Milestone celebrations and nostalgic trips
- ... less interested in Resort, Spa, Historical sites/tours.



Destination: Affinity

 **How to meaningfully connect with this destination.**

# Connection without sacrifice.

At its best, Affinity travel can expand on the joys and pleasure of an experience – happiness shared is happiness doubled.

However, travelling with others brings an inevitable collision of perspectives, interests and priorities.

The challenge is in stabilising the needs of the individual with the needs of the group - especially when there are different ages, backgrounds and interests all competing for the same precious time and investment.



## UNLOCK:

### Shared moments.

Create opportunities for travellers to create memories with you, themselves, and each other, without a need for anyone or anything to compromise.

## WATCHOUT:

### Strained relations.

Trips that place pressure on relationships through inflexible experiences and services that do not fairly cater to everyone.

# Strategies to connect: Focus on getting the groundwork right, so that travellers can discover true connections in the moment



## Family & Friend Fundamentals

Affinity-seekers are looking to travel without feeling undue compromise.

Ensuring you give them ready information and options around logistics, relevant activities and budgets that help them prepare will endear you to them.



## Remove the effort

Think about how you can help streamline the decision and planning process and position offers to meet the needs of diverse traveller situations, such as leveraging Tech/AI created itineraries or package deals with 'pick-your-own- adventure' options.



## Create new connections

Showcase experiences, meetups, and itineraries that deliberately connect travellers, with each other and with locals - such as families meeting other families, or individuals connecting over shared hobbies and interests.



## Togetherness traditions

Travel can be an opportunity to build lasting traditions.

Think about how you can nurture the nostalgia, recognise and deepen the relationship with returning travellers, and excite them with fresh experiences that keep them engaged and coming back.



# Your guide to growth: Help make the trip seamless so travellers can focus on what matters; connection

## **Inform them through:**

*Empower travellers with the details, ensuring they know every option/inclusion...*

## **Rational details are primary:**

- Accommodation
- Booking T&Cs
- Included / on-site and nearby attractions
- Nearby facilities (e.g. retail, healthcare)
- Costs/ deals, especially for parents
- Payment information.

**They're not focussed on personal or 'extra' cost offers** e.g. fitness, sustainability information, luxury upgrades.

## **Inspire them with:**

*Sincere and honest stories of other travellers shared holiday moments...*

## **Reassuring stories that reflect their travel goals**

- Genuine moments, ups and downs, silly and serious
- Vibrant and fun family/social photos and videos.

## **Tailored experiences**

- The ability to move from together to apart
- Flexible terms, inclusions.

## **Lean into language and imagery that tugs on the heartstrings**

- Candid, Heartfelt, Touching
- Cherish, Meaningful, Nostalgic
- Nurturing, Intimate.

## **Show and tell about...**

*The joy of togetherness in every image and story, showcasing possibilities...*

## **Focus on ease and accessibility:**

- Deals and value options
- Activities with tiers/options
- Guided group tour benefits
- Engaging with locals
- Souvenirs and memories.

## **Accompanied by images of:**

- Groups, families, closeness
- Happy people together
- Tour guides
- Bustling, yet safe, scenes.

## **And avoid depictions of:**

- Travellers by themselves, or isolated and empty scenes
- Hardship, struggle, challenge.

## **Connect with them via:**

*Insights from respected, in-the-know sources to give travellers confidence ...*

## **Relatable advice from people like them, who they can trust:**

- Traveller experiences, tips, and testimonials
- Endorsements
- Discussion forums
- Influencers

## **Backed by official publications and expert content creators:**

- Newsletters
- Branded websites/pages
- Advertising online/TV
- Podcasts/Vodcasts

**Consider limiting content that is too polished and perfect.**

Destination:

# Wonder





Destination: Wonder

 **What *defines* this destination?**

# The pursuit to discover awe in every moment

For Wonder-seekers, travel is about deeply personal, awe-inspiring moments - those not shared with the masses of other travellers and social media posts. They want to see what there is to see - but also break free, explore the unknown, and experience it all their way.

While many travellers may seek wonder in their escape from their everyday, it's amplified for Wonder-seekers. Their journeys are solely focussed on discovering the extraordinary of every holiday moment.

**18%** say Wonder is/was their primary **internal destination**

+

**35%** also say it is a supporting goal when on their holiday.

**51%** say Wonder is more important to them now than 5 years ago.

**“Wonder means visualising something unfamiliar and fantasizing about it. Being curious of what you think it might be like and then finding out what it is by exploring it. It’s a sense of excitement and anticipation to explore the unknown.”** (45-54, Female, Family)



# How it shows up:

## 1 in 2 seek out the world's *pure wonders*.

Breathtaking natural environments and scenery. Not over commercialised, overcrowded or touristy, rich in historical and cultural significance.

## 1 in 2 also like to *share and show off*.

Shared experiences with others that inspire and/or elevate awe, experiences that are everything hoped or more, and not left underwhelmed.

## 3 in 10 looking for *meaningful impact*.

Personal insight expanding or enriching your perspective, experiences that feel thrilling or exhilarating through pushing boundaries.

# What can undermine it:

**Inauthentic and over-hyped.** Detracts from the personal experience, and dilutes the awe.

**Lack of spontaneity.** Strict schedules, time limitations, or too much pre-planning reduce the opportunity for exploration and enjoyment in the moment.

**Not living up to the hype.** Too much information spoiling the fun or poor delivery often leads to disappointment.

**Missing out.** Poor planning or preparation that stops them having the desired moment

**Cost isn't matching the value.** Affordability is critical, as is perceived value - travellers aren't willing to pay (let alone advocate) if it's not actually *wonderful*.

**Security concerns.** Being worried about personal safety or locations which feel dangerous overshadow the sense of discovery and excitement.

Destination: Wonder

 **What *signals* this destination?**

# Curious knowledge-seekers, looking for expansive and enlightening experiences abroad

## Who they are...

*Reflective of travellers of all ages and backgrounds*

Somewhat confident and experienced travellers.

Slight skew to Gen X and singles/couples without kids at home.

Make the time and have the means to travel - with full-time jobs and mid-high income.

## Their interests...

*They like to keep educated and entertained across a spectrum of categories*

Interested in reading and watching content on:

- Travel
- Entertainment
- International news and updates
- Sports results, teams and updates
- Weather and climate .

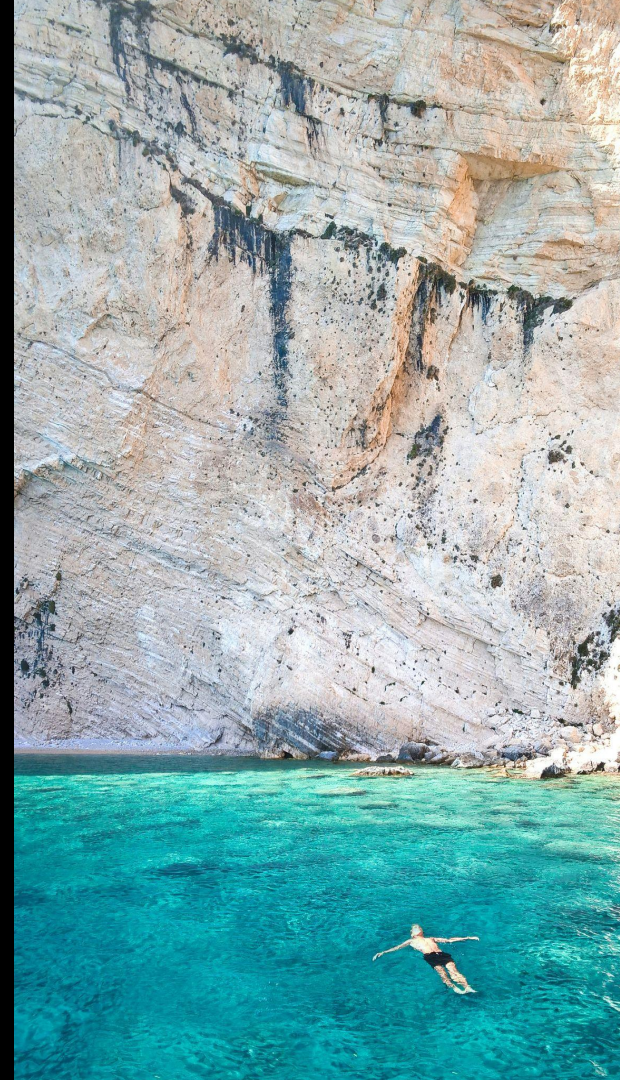
## Their travels...

*Seeking overseas trips to truly broaden the sense of adventure*

Mixing well known sights / destinations, with off the beaten track experiences.

Looking for:

- General sightseeing
- Attraction visits (e.g. landmark, safari)
- Cultural heritage/history
- Outdoors adventure.



Destination: Wonder

 **How to meaningfully connect with this destination.**

# Always in awe, and entirely my own

In an information-overload world, where everything seems already documented and discussed, true Wonder is increasingly hard to find.

The shift away from “bucket-list” tick-box destinations sees travellers looking outside of the cliché and finding it in moments and experiences that feel unique to them.

Travellers want to be able to experience things in their own way, no matter how familiar or famous the location. They don't want to feel as though they're just next in line to take the same photo.

## UNLOCK:

### Personalised Paths.

Deliver moments of wonder that are designed to feel amazing and personal, so that every travel experience can feel unique.

## WATCHOUT:

### Copy/Paste Perfect.

Over-hyping experiences and offerings, or providing templated experiences that look and feel the same for everyone.

# Strategies to connect: 3 key things you can do that will enable travellers to discover their own wonder moments



## Unexpected the expected

Planned activities and experiences are often what sets high expectations - but the unexpected discoveries are what provide the most memorable wonder moments.

Tease them and keep some secrets and surprises, to encourage travellers to discover for themselves such as self-guided tours or unique transport and accommodation options.



## Go beyond Insta

Even experiencing something first-hand and for the first time can lose its lustre by being over-saturated e.g. on social media, as well as in the mainstream media.

Offer adjacent experiences that are off the tourist track, not in the brochures, and encourage travellers to set their expectations and tech aside - to be unencumbered to just 'experience'.



## The mini moments

Focussing towards the big 'wonder' puts a lot of pressure on delivery. Provide and guide travellers to find wonder in the small (and inexpensive) in-between moments - such as local interactions, meals, and shared moments with companions.





# Your guide to growth: Wonder-seekers are looking to be awestruck, but be careful of not to overstimulate them with hype

## **Inform them through:**

*Provide essential facts and logistics, making awe-filled experiences practically accessible...*

### **Detailed travel logistics that get them there**

- Transport and transfers
- Accommodation
- Guides, tours and passes.

### **Personalisable options to make it extra special**

### **Regulations and protocols that make it accessible**

- Local customs
- Dress codes / guides
- Accessibility considerations.

## **Inspire them with:**

*The must-see experiences they seek, and also those that open their eyes to hidden gems and surprises...*

### **Curated 'best of' content, but on their own algorithm**

- The "must see" is the hero
- Plus a compelling new twist or 'side tour' to stand out
- Time to pause and appreciate.

### **Evocative language suggesting a range of awe:**

- Surprise, Amaze, Excite, Alive
- Stunning, Breathtaking
- Iconic, Symbolic, Famed
- Relaxed, Zen, Transformed
- Exploration, Discovery, Fun.

## **Show and tell about...**

*A journey that literally needs to be seen to be believed, and that they can't miss out on...*

### **Provoke with powerful images and accounts of...**

- Natural sites and scenery
- Historical sites/landmarks
- Unique cultural scenes, local streets/shops and people
- Fragility of the place
- Playful opportunities

### **Avoid depictions of...**

- Crowding and queues
- Commercialism
- Unreal or unobtainable access
- Overly administrative requirements.

## **Connect with them via:**

*Expert insights through credible sources to assure them they won't miss a thing...*

### **Professional curated content**

- Online stories and articles (with photos, videos)
- ... less focussed on 'others' experiences or reviews.

### **Travel expertise making it possible (and tangible)**

- Deals and packages
- Travel Brochures
- Travel expos, events, fairs.

### **Immersive teasers**

- 3D tours and walkthroughs.
- Real and raw

Destination:



**Indulgence**

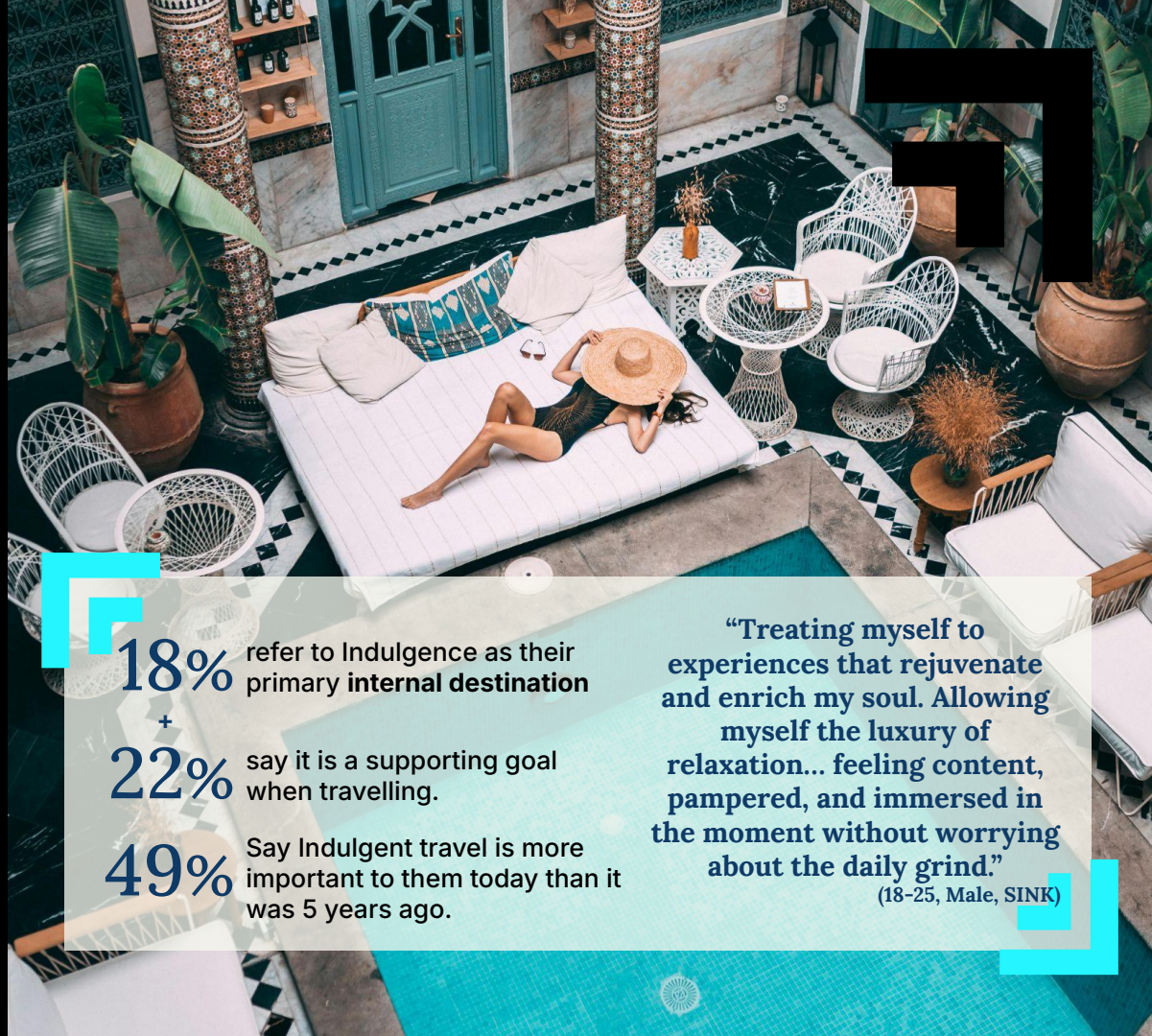
Destination: Indulgence

 **What *defines* this destination?**

# A journey to relax, reward and revel in the finer things

The need for indulgence can come from many triggers - an escape, a reward, a reason to celebrate, or even show off.

Regardless, it's an active decision made (especially in a challenging cost of living context) to treat themselves (and loved ones) and live life to the fullest.



**18%** refer to Indulgence as their primary **internal destination**

+

**22%** say it is a supporting goal when travelling.

**49%** Say Indulgent travel is more important to them today than it was 5 years ago.

**“Treating myself to experiences that rejuvenate and enrich my soul. Allowing myself the luxury of relaxation... feeling content, pampered, and immersed in the moment without worrying about the daily grind.”**

**(18-25, Male, SINK)**

# How it shows up:

## **2 in 3 are indulging in time.**

Enjoying leisure time as a break from their (busy, stressful, managed) daily routines.

## **Almost half seeking first-class service.**

Highly attentive, personalised and caring service from staff. Experiences which deliver to, or beyond, standard inclusions. Receiving complimentary upgrades or unexpected freebies.

## **2 in 5 looking for the elevated amenities.**

Luxurious accommodation and comfortable stays. High quality and unique culinary experiences. Exclusive activities, rare and personalised experiences.

## **1 in 3 committed to being extravagant**

Experiences that are worth spending money on and deliver a return on your investment. Indulging in upgraded experiences or shopping without worrying about the costs.

# What can undermine it:

**Travel disruptions preventing peace.** Cancellations, delays or poor weather can disrupt a sense of peace and indulgence. Poor management and a lack of alternatives in these scenarios can also limit the overall experience.

**Miscommunication and poor service.** Mix-ups or errors, sub-par service and snooty attitudes can erode indulgence, particularly in luxury settings.

**Disconnect in reality.** The delivery not matching the promises of luxury/exclusivity is a major issue for travellers.

**Tacky and fake.** Indulgence-travellers seek genuine, meaningful moments - encountering over-exaggerated or replica displays of luxury feel contrived and disappointing.

**Unexpected costs or overpricing.** Indulgence comes at expected higher costs - however hidden fees and sneaky charges undermine real luxury and interrupt the feeling.

Destination: Indulgence

 **What *signals* this destination?**

# Busy professionals interested in the world, they like to splurge while they explore

## Who they are...

*Travellers with the means and a reason to indulge themselves and loved ones*

Reasonably confident travellers, but avoiding complicated itineraries

Travelling with partner and/or with family

Typically Millennials, many have kids under 12yrs

Busy working professionals

## Their interests...

*They are interested in cultural topics that are also experiences*

Most interested in living and lifestyle content:

- Travel
- Entertainment
- Shopping

Also over-index on:

- Fashion & beauty
- Technology

## Their travels...

*Seeking to make the most of holiday indulgences*

Least likely to stay close to home, the majority travelling internationally

Choosing luxury and upgrades for comfort/ease

Designing their trip for:

- All-inclusive resort
- Spa / Wellness
- Food and wine experiences

... and least interested in cultural experiences and going off the beaten track



Destination: Indulgence

 **How to meaningfully connect with this destination.**



# Freedom to Pamper

Saving up and “splurging” brings not only pleasure, but also a sense of accomplishment and reward.

But investing more means that there’s more at stake if the experience doesn’t deliver. This is particularly acute in a cost of living crisis, where people are more aware of value and cost.

Travellers who have given themselves permission to indulge need the freedom to let go and relax into the experience, with the comfort of knowing every moment will be “worth it”.



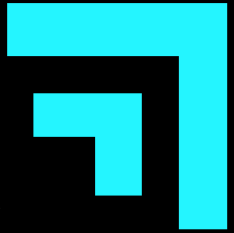
## UNLOCK: Micro Moments.

Build in indulgences at every stage of the experience, so the value of the investment is continually present.

## WATCHOUT: Big Bangs.

Relying on a single experience to justify the investment, so that the let-down if it doesn’t meet expectations colours everything.

# Strategies to connect: Turn every interaction into an opportunity to show an investment well made, and experiences that are priceless



## The extra touches

People remember the details. While you need to showcase outward luxury - not everything needs to be 'on the tin'.

Allow travellers to discover the finer details for themselves - from amenities in bathrooms, to bespoke customer service and exclusive upgrades.



## VIP treatment

Exclusivity makes a big impact for indulgent travellers. Whether it's being given access to something that others don't usually get, jumping the queue or having a better quality of product/service/food etc.

But - while some will like to show off their VIP badge, others want to be more quiet about it.



## It's all about me

Recognise, remember and reward travellers with touches that reflect their preferences and make them feel special, and valued.

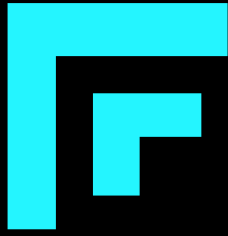
Focus on remembering their name or their favourite drink, or suggesting a private tour aligned to their own interests.



## Permission to spend

Empower travellers to feel comfortable spending. Be transparent on prices and give them options to choose from. Then celebrate their decisions.

Unexpected upgrades or extras also help them feel the investment is well worth it.



# Your guide to growth: Infuse every image, message and touchpoint with your signature version of opulence

## **Inform them through:**

*The finer details of premium inclusions, help them see it's truly indulgent, and worth it...*

### **Experiences that elevate beyond the standard:**

- Upgraded accommodation and transport features
- Dining and beverage menus
- Exclusive events and entertainment
- Fitness and wellbeing info/activities

**Lean into the latest trends**, for in the know and first access.

**And set clear price guides and expectations.**

## **Inspire them with:**

*Promises of an exceptional holiday beyond experiences and even expectations...*

### **Unique and premium inclusions**

- Let them choose with customised itineraries
- High-end accommodations in beautiful locations
- Culinary delights
- Personalised deals/upgrades
- Exclusive experiences

### **Be emotive and talk up the aspirational and experiential...**

- Effortless, needs anticipated
- Bespoke, personal, unique
- Treated, deserving, worthy
- Welcome, valued, understood
- Safe, relaxed

## **Show and tell about...**

*Experiences that are worth the extra spend (and hint at extra benefits/rewards)...*

### **Showcasing the offer to its best potential:**

- Luxury inclusions - from seats, to pillows to toiletries
- Premium foods and drinks
- Name-names where you can (brands, chefs, designers)

### **Hint at exclusive offers**

- Tickets and tours
- Upgrades and treats

### **Avoid showing or describing:**

- Cramped or 'cosy' spaces
- Disorder, grittiness, confusion
- Paperwork, effort, work

## **Connect with them via:**

*Tailored content that always looks and feels a cut above...*

### **Personalised messages and recommendations via**

- Email, SMS
- A named point of contact
- Exclusive access to premium content, deals, bonuses

### **Visual storytelling**

- Photo and video content
- Official websites and pages
- High production value

**Avoid emphasis on reviews or advice** (whether professional or traveller-generated) ... they want to know its worth it, but also needs to feel bespoke and special

Destination:

# Security

NOTES®

48-Page Memo Book  
Durable Materials / Made in the U.S.A.

Destination: Security

 **What *defines* this destination?**

# The conscious and focussed pursuit of holiday peace of mind

Feeling safe and protected is a baseline need for all travellers. Without clear cues, all travellers will look elsewhere.

Yet for some Security is more than a factor, it's the **primary destination and the driving force** behind every travel decision.

These Security-seekers prioritise being informed and in control, avoiding risk and knowing they are well-cared for allows them to relax and gives them permission to immerse in the holiday experience.

**9%** say Security is/was their primary **internal destination**  
+  
**39%** say it is a supporting goal when travelling.  
**56%** believe that Security is more important now than 5 years ago.

**“Security when travelling to me means calm, peaceful, clear, open, and non-threatening. It means being prepared and protected”**

(55-64, Male, Family)

# How it shows up:

## 9 in 10 focus on cues to *personal security*.

Feeling safe and protected physically from threats or harm by others. Maintaining hygiene and protecting personal health while traveling.

## 8 in 10 seek *financial certainty*.

Safeguarding of finances, and ensuring sufficient funds to cover expenses and emergencies without financial stress.

## 4 in 5 look for *assurances of delivery*.

Certainty and trust in travel plans or quality of offering. Being looked after, respected and helped through the process.

## 2 in 3 value cues to *emotional security*.

Ensuring emotional and mental wellbeing and stability during travel. Feeling welcome in a place no matter what a person's identity, gender or cultural heritage is.

# What can undermine it:

**Inadequate safety measures.** Low visible standards of security (e.g. at accommodation or on transport).

**Health and hygiene concerns.** Anxiety over general cleanliness, food hygiene, risk of illness or injury, or feeling unsure about accessibility and quality of healthcare.

**Losses.** Theft, scams, fraudulent payments.

**Extra fees and penalties.** Paying more than expected will hinder trust - whether mix-ups or delays, to hidden charges.

**Lack of service and support.** Slow, insufficient or non-responsive assistance, exacerbated in times of need, leaves travellers feeling powerless.

**Missing information.** Being ill-informed, or misled, about what they're getting (inclusions, amenities), or what is needed (e.g. language, culture, visas).

**Cultural / environment risk.** Fears for safety and comfort in large crowds, pickpockets and having to walk through areas that feel risky, particular at night and/or remote.

Destination: Security

 **What *signals* this destination?**



# Mature with less to spare, they are eager to be organised and updated with what's going on

## Who they are...

*Seasoned travellers who have come to prioritise trips matching their pace*

Experienced travellers, who know what they need - and adapt their planning.

Most are travelling with their partner, but many are solo travellers.

Tend to be older, majority are Boomers+.

Have a lower income, with majority being retirees.

## Their interests...

*They care about keeping informed on key issues going on around them*

Topics they're most interested in include:

- Australian breaking news
- International news
- Weather & climate
- Sports news
- Economic updates

## Their travels...

*They're seeking easy and familiar getaways closer to home*

Lean towards accessible destinations, interstate and overseas.

Look for comfortable modes of transport (fly or cruise, avoiding lengthy road trips).

Most likely to travel for:

- Seeing and learning the sights, history
- All-inclusive and/or pre-organised tours
- Milestone celebrations



Destination: Security

 **How to meaningfully connect with this destination.**

# In Control vs Being Controlled

In a context of heightened anxieties and uncertainty, and the resulting need to feel safe, tech advancements mean people can plan and organise their travel down to the smallest detail.

But how can travellers find the balance between feeling secure and allowing space for adventure?

Brands have a role to play in finding this "sweet spot" – in helping people feel secure enough to let go of control and seek out adventure, knowing that they'll be well protected and have an amazing holiday.



## UNLOCK: Assured Adventure.

Give travellers peace of mind and a feeling that they've ticked every box so that they feel confident to let go and explore.

## WATCHOUT: Rigid Roaming.

Travel plans that are locked in so tight, spontaneity and flexibility isn't possible.

# Strategies to connect: Establishing trust early is the key to unlocking engagement with Security-driven travellers



## Brilliant basics

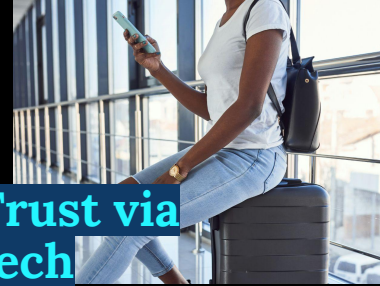
It's the small details that make the biggest impact, but also can let them down.

Master the essentials of information transparency, visible safety protocols, and minimum cleanliness/hygiene standards. These are essential post-covid and with older and family travel.



## Support systems

Core to peace of mind is having a strong support network. Whether it's a responsive customer service team, a seamless support network, or well-documented group based experiences, these elements offer reassurance and a sense of being looked after as and when travellers need it.



## Trust via tech

Consider the role of technology as a valuable tool for Security-conscious travellers.

From AI-generated itineraries and packing lists, travel planner apps and secure VPNs, to real-time translators - digital solutions can transform how travellers plan their journey.



## Peace of mind package

Think about how you can work with travellers to provide a total worry-free booking and trip experience, with all the details covered (or easily addressed).

From comprehensive travel insurance and guarantees, to all-inclusive packages, and dedicated local contacts, it's all about feeling covered and in control.



# Your guide to growth: Clear cues at every touchpoint, to ensure Security travellers feel and truly are well looked after

## **Inform them through:**

*Offer the details that build confidence and create a deep sense of care...*

### **Fundamentals of trip logistics:**

- Lists and checkboxes for what, where, when, how, etc.

### **PLUS dialled up safety/security:**

- Health/medical & Insurance
- Travel regulations, local laws
- Accessibility considerations.

### **Giving them the financial and secured booking confidence:**

- Clear T&Cs and penalties
- Payment and currency
- Secure payments / holds
- Insurances, warranties and guarantees

... note: it isn't about cost or deals, more on money management.

## **Inspire them with:**

*Motivate them by maintaining focus on practical content that reassures and also empowers them to truly enjoy the trip ...*

### **Tap into thirst for knowledge**

- Travel guides - the must see/do, and must know
- Link to formal resources, e.g. government, tourism bodies
- Guidance on emergency services including phone coverage, wi-fi.

### **Emotive language that suggests control and comfort**

- Recommended, Validated
- Safe, Familiar, Welcoming
- Trust, Reputation, Legitimate
- Hygienic, Clean, Healthy
- Well researched / informed.

## **Show and tell about...**

*Clear examples of a seamless, safe, and well-supported travel experience...*

### **Proactively talk about and share:**

- Stringent safety precautions
- Familiar brand names
- Planners, budgets, lists
- Verified booking platforms
- Reviews and testimonials
- Insurances, warranties

### **Show images of...**

- Familiar sights and scenes
- Bright, clean, open spaces
- Safe and calm situations
- Friendly faces
- Subtle security measures (staffing, passes, cameras).

**Avoid suggestions of chaos, surprise, and mess.**

## **Connect with them via:**

*The most trusted people and organisations...*

### **Real people they know and trust**

- Experiences of other travellers
- Verified reviews/feedback
- Endorsements.

### **Your expertise, professionals having done due diligence:**

- Newsletters
- Official boards / advisories
- Print advertising.

### **Real time updates and alerts:**

- Emails, SMS, notifications.

**They are sceptical of content and sources that appear too polished, edited or skewed** (e.g. videos, podcasts, TV ad/segments).

Destination:

**Growth**



Destination: Growth

 **What *defines* this destination?**

# Stepping into the unknown and embracing a challenge

These travellers are explicitly looking to challenge their own (and their travel companions) status quo and elevate their everyday perspective.

They seek novelty and transformation. Growth-travellers seek to have more knowledge, more perspective, more experiences than when they started the travel journey.

**8%** say Growth is their primary internal destination

+

**29%** also say it is a supporting goal when travelling.

**62%** believe Growth focus is more important now vs 5 years ago.

**“When I think about growth on holidays, I think about going beyond my comfort zone and trying something I’ve never tried before or tasting something I’d never consider eating, learning something totally new.”**

**(18-25, Female, SINK)**



# How it shows up:

## 2 in 3 seek out *meaningful moments*.

Opportunities to immerse and grow in genuine places and situations. Expanding perspectives and maturing emotionally.

## 3 in 5 explicitly want *personal impact*.

Enough to challenge whilst still being safe and comfortable. Learning new skills and pushing your boundaries. Acquiring new knowledge and learning new skills.

## 1 in 2 look for *authentic connections*.

Deepening your understanding of different cultures. Building new social relationships and/or strengthening existing ones. .

# What can undermine it:

**Price is out of reach.** Perceived high travel expenses or unaffordable prices reduce engagement and access.

**Fear and discomfort.** Unfamiliar places and experiences can be too jarring, preventing openness to participate and limiting travellers possibilities for immersion.

**Logistical issues and poor planning.** Unexpected changes or scheduling conflicts can create rushed and missed experiences.

**Lack of novelty.** Experiences which are repeated or restricted limit opportunities for freshness and personal growth.

**Cultural barriers.** Language differences and unfamiliar customs or norms can create uncertainty or embarrassment.

**No room to grow.** Overwhelming situations (e.g. overcrowded venues, confronting local people/practices or touristy experiences), reduce the extent to which they can find growth.

Destination: Growth

 **What *signals* this destination?**

# Confident, adventure-seekers who crave enriching, shareable experiences abroad

## Who they are...

*Travellers seeking to explore, and to share that experience*

Travelling with immediate family - partner and/or kids.

Broadly confident and experienced travellers.

Predominantly SINKS and Family households.

Over-index as Millennials.

## Their interests...

*Expanding their horizons in multiple and personal ways, including travel*

Engaged with Lifestyle topics and content (notably magazines), including:

- Parenting
- Food
- Home/Garden
- Hobbies
- Travel

## Their travels...

*Leaning into trips that give them easy opportunities to experience and learn*

Travelling predominantly overseas, fly / touring.

And those which are more exploratory:

- Cultural / Heritage
- General Sightseeing
- Outdoor / Adventure
- Attraction based
- Food/Wine
- ... likely with a Resort stay for comfort/ease



Destination: Growth

 **How to meaningfully connect with this destination.**

# Challenge, with comfort

Growth requires travellers getting outside the familiar - it doesn't always have to be extreme adventure, but it should excite the senses and the mind.

Pushing and challenging in the most personal and meaningful ways leads to growth, however, for many travellers this can also bring with it heightened risk and anxiety.

People need to feel supported in their journey into the unknown, but not in an overly constrained way.

## UNLOCK: Safety Net.

Provide encouragement to and assurance that you have their back when outside their comfort zone.

## WATCHOUT: Free Fall.

Keeping boundaries too loose or too forceful, where people feel uncomfortable, afraid or are unhappy.



# Strategies to connect: There are 4 ways to give Growth travellers the safety they need when planning the adventures they desire



## Cultural immersion

Going beyond the tourist track and giving travellers a real taste of a culture, a place and/or its people. This is an opportunity to learn and challenge their everyday perspectives.



## Surprise and delight

Constantly encourage travellers to try and to explore. Guide them towards unique, lesser-known destinations or activities - from trying a new food and drinks, to taking a walk around town speaking the language, or encountering local wildlife.



## The known unknown

Ensure travellers feel well prepared, confident and capable ahead of time. Information and a friendly, knowledgeable contact can ensure they feel supported enough to immerse and experience.



## Breaking down barriers

Address concerns and barriers around price, availability and accessibility. Give travellers options and information, with tips to optimise their travels. Dial up the intangible value from investing in a potentially 'once in a lifetime' experience.



# Your guide to growth: Empower them to to forge their own path, embracing adventure on their terms and at their own pace

## **Inform them through:**

*Help travellers get acquainted with potential experiences, so they feel comfortable and confident to embrace them...*

## **Travel logistics:**

- Payment information
- Health, medical and safety
- Transport and transfers
- Travel insurance
- Packing guides/ lists.

## **Local customs and culture:**

- Travel regulations or protocols
- Local custom and laws / regulations.

## **All the things to do:**

- Tours and attractions / access
- Immersive encounters
- Self-guided options.

## **Inspire them with:**

*Craft emotive messages that inspire easy exploration but still leave space for personal discovery...*

## **Messages that centre on personal experiences:**

- Seen to be believed
- Outcomes and impacts
- Authentic accounts - both positive and negative
- Opportunities for small-group or private experiences

## **Use enchanting language that suggests transformation, eg:**

- Immerse, explore, involve
- Discover, seek, try
- Learning, discovery
- Evolve, expand, empower
- 

## **Show and tell about...**

*Showcase the diversity of travel opportunities they can explore, both familiar and unexpected ...*

## **Describe experiences in terms of impact and outcomes:**

- Educational, informative
- Significant (e.g. culturally, historically, environmentally)
- Unique, exploratory.

## **Show imagery that is:**

- Vibrant and active
- Nature-centric (outdoor, plants, animals)
- Authentic and local (crafts, food, communities, buildings).

## **Avoid overly-familiar depictions of tourist sites and big groups.**

## **Connect with them via:**

*Content channels that are easily accessible, with relatable stories and travel tips for broadening perspectives...*

## **First hand experiences:**

- Traveller reviews and ratings, documenting the journey.

## **Published expert content:**

- Journalist articles and stories
- Influence blogs or stories
- Tourism boards and partners

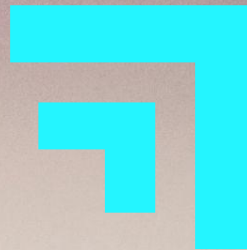
## **Virtual and immersive media:**

- Images, Video, 3D tours
- Travel expos and events
- Vodcasts & Podcasts
- Print advertising, Brochures.

**They're more averse to curated or perceived hyped-up sources.**

Destination:

**Self**





Destination: Self

 **What *defines* this destination?**

# Reflecting inward to (re)discover clarity and recharge self

Wanting to relieve stress and recharge from work or study, people aim to reflect on life and break free from everyday pressures.

They don't have to travel alone, but they do need time for themselves. It's not about being selfish, but about self-care.

Their holiday is a time for (re)discovery, personal development, and possibly healing, with a focus on prioritising their wellbeing and resuming being their best selves.



**8%** say Self is/was their primary **internal destination**  
+  
**21%** describe it as a supporting goal when travelling.  
**33%** believe Self focus is even more important than 5 years ago (*but it's always mattered to them*)

**“Traveling allows me to pause from my everyday life and listen to my inner self ... connecting to myself on holiday is important as it allows me to regroup and take time out for my own mental health and well-being.”**

45-54, Male, Family

# How it shows up:

## **3 in 4 are seeking out *restful escape*.**

Taking a break from daily life and responsibilities, having peaceful and comfortable experiences and situations.

## **7 in 10 moments of *mindful sanctuary*.**

Being in the moment, reconnecting with nature to feel grounded. Having Experiences that allow disconnection, focus and quiet.

## **Half are looking at ways to *dedicate to self*.**

Looking inwards to find peace and self-awareness, contemplating the past while considering the future, learning more about yourself through others.

# What can undermine it:

**Uncomfortable contexts.** Staying in places or accommodations that do not provide a pleasant or perceived safe environment, can make it hard to let go.

**Crowded and loud environments.** Too much noise can prevent self-connection and create anxiety or distraction.

**Overscheduling or lack of flexibility.** A tightly packed itinerary with little room for anything else can prevent travellers from taking necessary time to reflect and pause.

**Technological distractions.** Being able to disconnect from their usual online bad habits (work, social media, messages) distracts from time to reflect on oneself.

**Constant worries about everyone else.** Being focussed on what others are doing, or trying to take care of everyone else, means they aren't spending time on their own travel goals.

**Down-time vs boredom.** Too much time or empty time can be jarring, and a lack of inspiration or plans can lead to boredom.

Destination: Self

 **What *signals* this destination?**

# Experienced travellers, looking for a genuine break from the intense daily grind

## Who they are...

*Young yet well, travelled, looking to unwind from busy lives*

Very comfortable and confident travellers.

Many travel alone - but they are also social travellers, going with friends/groups.

Younger age groups, tend to be Millennials and Gen Z, and SINK/DINK households (travelling widely pre-kids).

Busy professionals.

## Their interests...

*Interested in light topics and things that make them feel good*

Lean into leisure and self-care:

- Travel
- Entertainment (TV, music, movies)
- Pets & Animals
- Shopping
- Wellness/Fitness

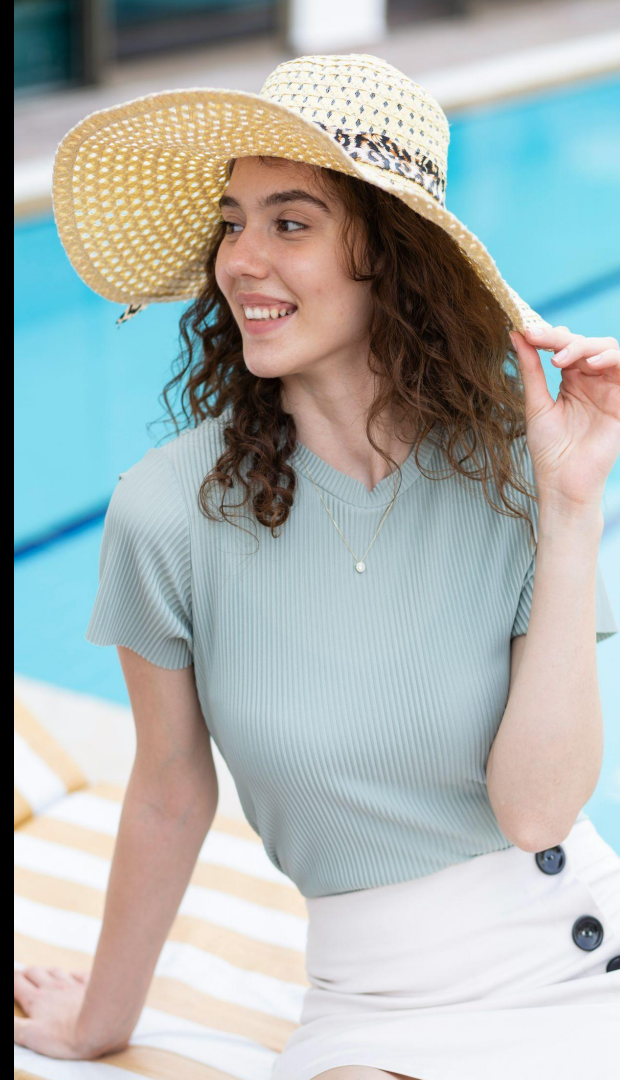
## Their travels...

*It's all about an enjoyable trip, wherever they find it*

They're travelling near and far, enjoying their own home state more than others.

Seeking a trip they can revitalise and switch off:

- All inclusive resort style
- Luxury escapes
- Food and wine
- Sightseeing / cultural tours



Destination: Self

 How to meaningfully connect with this destination.

# Pausing with momentum

Travellers want to use a holiday as a break from the everyday, to look inwards, or even just finishing that book that's been sitting next to the bed for over a year.

However, taking a pause shouldn't be confused with pure down time - just like meditation isn't falling asleep, even if it sometimes looks like it.

The risk is about letting yourself (or travel companions) down, taking the time out but not seeing any change or growth as a result. A sense of stagnation rather than re-set.

## UNLOCK: **Soul Searching.**

Encourage opportunities for disruption from routine and space to pause, while supporting personal growth goals so that there's still a sense of forward momentum.

## WATCHOUT: **Stagnant Stillness.**

Avoid focussing too much on down-time that's only about relaxation (*switching off*), not transformation (*switching on again*).



# Strategies to connect: Give travellers the space and freedom to turn inward through travel experiences that are uniquely theirs



## Feelings over features

With comfort and peacefulness key drivers, focus on tapping into feelings - think about what experiences can enable this for them and why it's worthwhile, rather than just what you offer.

For example, is it a bathtub with a view - or a personalised space to unwind, luxuriate and watch the world go by for a little while.



## Focus on today

Travellers are looking to get away from busy lives at home, and the intensity of future plans and dreams - help them make it all about right now, no regrets.

Think about experiences that are fun or even silly to help unleash their inner child, experiences that are indulgent or different than usual, or nature-based moments that focus on taking a breath of fresh-air.



## Dedicated 'me' time

Many travellers will need an extra push to focus inward and be 'selfish'. Make it easy and permissible for them to carve out personal time and space to be free from outside distractions - especially as the majority are travelling with companions.

Encourage purposeful focussed time in the itinerary, to visit the gym or spa, go for a walk, even just read by the pool.





# Your guide to growth: Guide them towards specific moments and experiences to see and do that are solely for themselves

## **Inform them through:**

*Practical guidance on planning and activities that naturally ladder to moments for self-focus during the trip...*

## **How to travel smartly:**

- Deals and special offers
- Managing money and spend
- Accommodation options
- Packing guides/lists
- Travel regulations
- Environmental / sustainability information.

## **Things to do that they personally enjoy and/or want to try:**

- Events and entertainment related to their interests
- Shopping guides
- Fitness/wellbeing activities.

## **Inspire them with:**

*Spotlight experiences that talk to escape, while giving them the confidence and space to focus inward...*

## **Travel opportunities which feel open and exploratory:**

- Flexible options and terms
- Their choice - moments for quiet alongside moments for fun/adventure.

## **Use active language that leans into positive self-care:**

- Health, wellness
- Time, peace, dreams
- Reflection, purpose, clarity
- Lush, cosy, pampering
- Pleasure, joy, fun.

## **Show and tell about...**

*Demonstrate the variety of fulfilling ways they can revel in the luxury of time away from the routine...*

## **Talk to the value of:**

- Investing in time for self - they deserve / need it
- Enough time to do it all, to not feel stretched.

## **And show supporting images of:**

- Relaxed people
- Comfy space and furniture
- Natural scenery (eg. water, mountains, forests, sunset)
- Wellness, meditation
- Food and drinks.

## **Avoid any polarising imagery:**

- Crowds and bustling spaces
- Loneliness, isolation.

## **Connect with them via:**

*Engage through visual formats that feel real and accessible, highlighting personal journeys travellers can relate to...*

## **Immersive storytelling formats:**

- Video content
- Podcasts / Vodcasts
- 3D tours or walk-throughs.

## **Visual collateral that both inspires and informs on value:**

- Travel brochures
- Video content
- Online interactive articles
- Advertising online and TV
- Deals and offers / packages.

**Less interested in traditional and 'official' guides** (e.g. print articles and ads, tourism boards/bodies, newsletters) that are less personal.

Destination:

**Ideals**



Destination: Ideals

 **What *defines* this destination?**

# Travel with purpose, and guided by values

Respect for people, planet and place is key. They want to travel in alignment with how they live (or aspire to live), making ethical, moral and sustainable choices that feel 'right' for them, where and when they can.

Taking a trip doesn't mean travellers should have to discard or sacrifice what's important to them. However, maintaining their values and beliefs away from home and familiar contexts can be challenging to navigate, and even feel totally out of reach.

**2%** say Ideals is their primary internal destination  
+  
**14%** describe it as an additional key goal when on their holiday.  
**35%** say Ideals are more important to them now than 5 years ago (but has always mattered).

**“For me, this means making travel decisions that resonate with my beliefs and principles. Integrity. I like to choose culturally ethical options during my trip as respect is an important value to me.”**

**(45-54, Female, Family)**

# How it shows up:

## 3 in 4 seek **inclusive thoughtfulness**.

Treating people with kindness and consideration. Welcoming and available to all travellers (e.g. across age, ability, lifestyle).

## 7 in 10 look for **respect and responsibility**.

Culturally engaging, honouring and respecting local customs, cultures and traditions. Being mindful of and reducing environmental impact.

## 7 in 10 want to be and feel **involved**.

Making a positive contribution to the wellbeing of places visited. Developing personally and aligning with values/goals.

# What can undermine it:

**Unwelcoming.** Messages and actions which don't genuinely show care for or diversity of people, identity, culture and environments.

**Disrespectful service experiences.** Interactions that don't feel inclusive or accessible.

**Poor practices.** Incongruent and unexpected practices around sustainability or humanitarianism, sometimes cases of greenwashing and inauthenticity.

**Values tensions.** Faced with options that contradict own values, or local customs that feel too jarring.

**Cultural and language disconnect.** Different backgrounds, and difficulties in communication can hinder alignment.

**Safety and political concerns.** Instability and horror-stories are impacting people's feeling of safety when travelling, even if the values align - the practices may not.

**Budget constraints.** Lack of financially accessible options limiting travellers opportunities to want to participate.

Destination: Ideals

 **What *signals* this destination?**

# They're confident and engaged individuals, valuing experiences tied to people, purpose and place

## Who they are...

*Mature knowledgeable travellers who know what matters to them*

Very comfortable and discerning travellers.

Most travelling as a couple, but also skew to solo and group travellers.

Older travellers who are retired - they have the time and means to pursue ideals.

## Their interests...

*Socially engaged and interested in global current affairs*

Avid hard news consumers

- International News
- Australian Breaking News
- The Economy, banking and finances
- Local community updates
- TV, Music, Movies
- Travel

## Their travels...

*Seeking to make real connections to the world through travel*

Most travelling interstate or internationally.

Seeking all types of travel and trips, ensuring there is a sustainable/ethical lean.

... although over-index to nature and cultural or humanitarian focussed trips.



Destination: Ideals

 **How to meaningfully connect with this destination.**



# Effortless alignment

Aligning values-based expectations can often prove easier said than done.

Finding the information, trusting it, and knowing the right thing to do is harder in unfamiliar environments.

Travellers may compromise in some instances, however a fundamental misalignment of values can detract when making decisions and bookings, and also in enjoying the journey.



## UNLOCK: Easy Ethics.

Signpost value-led options across the travel touchpoints, so that it's easy for people to do what they think is right, when it's right for them.

## WATCHOUT: Staged Sincerity.

Travel experiences and services that claim to be value-led but are performative empty promises or harmful.

# Strategies to connect: Signpost and celebrate your values and actions, so that travellers can easily align themselves to you



## No-guilt trips

Inform travellers about the ways they can easily access eco or culturally friendly products and services while travelling - avoid green-hushing.

Consider how your offering integrates values seamlessly - from recycling and waste minimisation, to conservation, and fair-trade practices.



## Living like a local

Ideals-travellers want to immerse and have meaningful authentic moments.

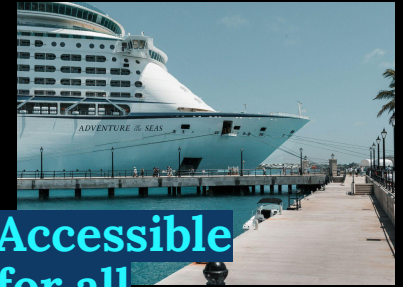
Inspire them with less touristy options, and think about how you can guide them on ways they can experience like a local - such as transport, food, language and accommodation.



## Giving back

Motivate travellers with ways they can positively support the places and communities they visit in their travels.

Establish partnerships with and advocate for local tourism providers, connecting travellers with opportunities to volunteer, shop and participate.



## Accessible for all

Additionally - catering to all people of all needs and identities along the whole experience from dreaming, booking and on-trip is crucial.

Clarity around suitability and mobility (and crucially, providing alternatives) will help endure you to these travellers.



# Your guide to growth: Build credibility by delivering messages that explicitly reflects their values and aligns with your own

## **Inform them through:**

*Details that are easy to identify and credible so they aren't surprised or forced to compromise in the moment...*

## **Policies and certifications that recognisably align with values:**

- Environmental/ sustainability practices including transport and transfers
- Local customs knowledge
- Company/Brand purpose
- Local laws and regulations.

## **Relevant practicalities:**

- Financial; cost/promotions, payment information
- Health, medical and safety
- Dress and behaviour
- Physical accessibility considerations.

## **Inspire them with:**

*Share the possibilities to make a tangible difference, see positive change, and be a part of meaningful impact...*

## **Describe the trip around:**

- Respectful engagement and experiences
- Positive impact travel - giving back and contributing (beyond just guilt free)
- Demonstrated impacts and implications.

## **Language that shows care and consideration:**

- Respect, responsibility
- Authenticity, connection
- Mindful, care, considered
- Education, communication.

## **Show and tell about...**

*Capture their attentions by showcasing accessible ways to adhere to their important values while on the trip...*

## **Aspirational ways of travelling:**

- Best in class sustainability travelling
- Spending mindfully
- Back to basics encounters
- Ways of tracking how sustainable their trip is.

## **Show examples in imagery:**

- Ethics in practice
- Nature and culture
- Shared experiences
- Learning opportunities.

## **Avoid depictions of:**

- Denigration and disrespect
- Disaster-based tourism.

## **Connect with them via:**

*Communicate transparently, via expert-backed, credible sources, guiding travellers towards informed choices...*

## **Clearly demonstrate initiatives through all collateral:**

- Articles and newsletters
- Brand websites and pages
- Impact statements, case studies
- Brochures, Expos and Events
- Video and immersive formats.

## **First hand testimonials, proving values in practice**

- Reviews, ratings, testimonials
- Traveller shared experiences.

## **Backed formally through:**

- Endorsement and affiliations
- Official partners / certifications.

With all that in mind.  
**What are the 3 key things you can do today, that  
will have a more potent impact tomorrow?**

# The *key takeaways* for travel marketers



## 1. Recalibrate your message hierarchy

**Lead with the internal destination.**

You can then talk to place and experience as the keys to unlock the feeling travellers want to have.

## 2. Remember, it's "my holiday"

**Align to personal goals and aspirations.**

Tap into key moments that matter, identify signals that reveal their needs and stage, and shape your messaging.

## 3. Strike the ideal balance

**Set expectations, deliver exceptionally.**

Be mindful of over-promises and under-delivery, leading to disappointment.

Equally, watchout for under-promising as this can mean missed opportunities.

# The most powerful ways to unlock Internal Destinations, but you need to be wary of balance



**THE**  
*growth*  
**DISTILLERY**