

# TECHNOGRAPHICS: TRAVEL

The most valuable view of your travel customers...

...that's hiding in plain sight.

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Why did we land here?



Our foundational technographics research revealed that demographics is no longer adequate when designing delightful customer experiences.

Customers with similar demographic profiles can be very different in how they use technology in their lives and in their attitudes to technology.

Treating them the same because they fit the same age group, means a missed opportunity in tailoring marketing, products & services in a way that correlates more with consumer needs.

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Yet, we continue to use 'tech-agnostic' traits to architect where and how brands show up.



We've broadly ignored the growing hesitancy  
and trust in technology.





...and we discount the often 'hidden' frictions created in digital environments.

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Inadvertently, we force customers into journeys that simply *don't* delight.

Enter:

**TECHNOGRAPHICS**

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It's our 'posture'  
towards technology.

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It's a combination of

Behavioural  
Engagement

x

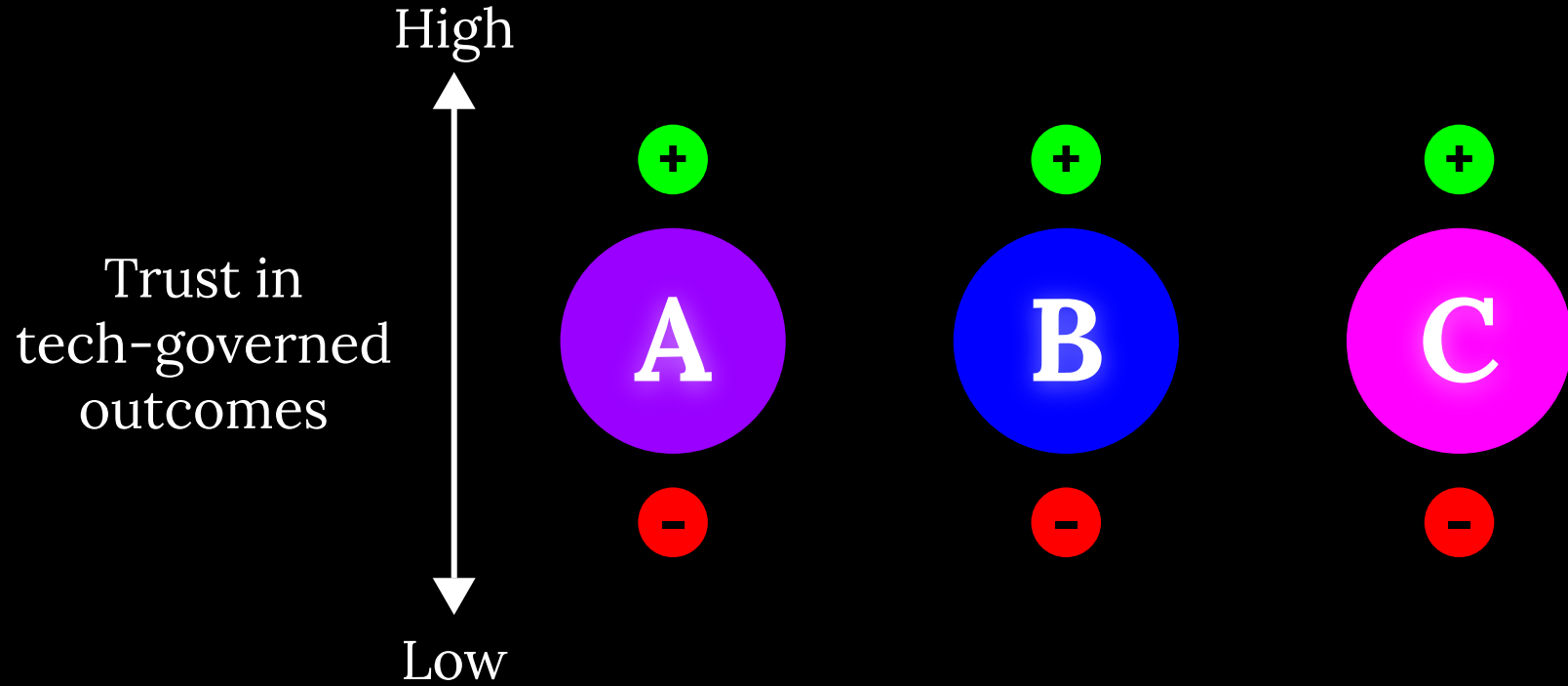
Trust In  
Tech-Governed  
Decisions

How integrated technology is in our lives

Are we comfortable with technology making  
some (or all) of the choices we make







Live and love technology. It's deeply integrated, and at the forefront of their decisioning.



**A+**

**A-**



Highly engaged but equally skeptical. They're conscious of protecting themselves online.

Appreciate using technology to enhance their lives and are broadly trusting of it.



**B+**

**B-**



Moderately savvy, but are nervous users of technology who need reassurance.

Less enthusiastic (and confident) with technology, but trusting once they adopt.



**C+**

**C-**



Tech rejectors... As much as they can, they prefer human interaction.

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Travel industry stands to gain the **MOST**  
from adopting a technographic approach.

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Travel is no longer a luxury,  
it's our most essential good.

8 in 10

Australians consider being  
able to travel is very  
important to them

79%

say travel plays a key role  
in their overall sense of  
happiness & wellbeing

But while travel delights,  
booking does NOT.

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## SEARCH FLIGHTS

Round trip One way

Departure place



Arrival place

Period



1 Passenger Economy

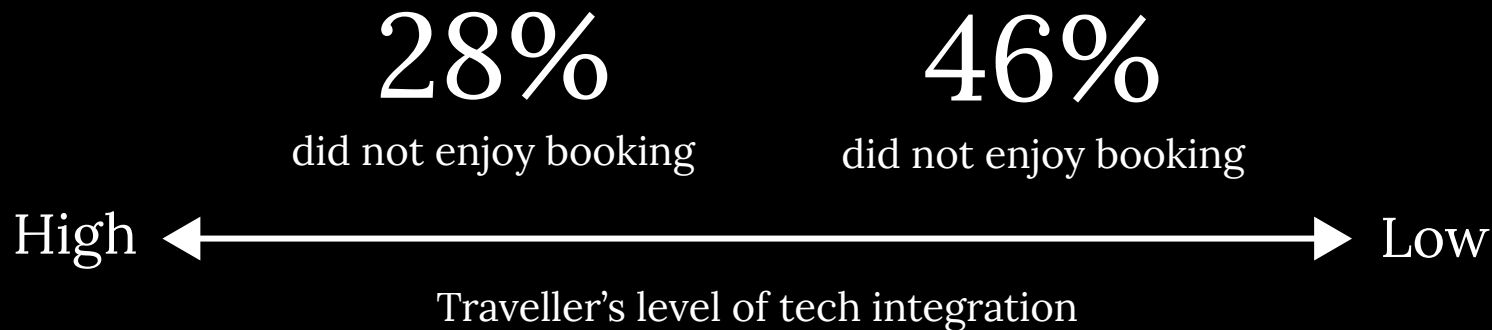
# 4 in 10

travellers don't enjoy  
the booking process

A negative booking experience doesn't just sour the mood — it causes a deceptive undercurrent of anxiety and stress.



In fact, booking is the BIGGEST friction point in the travel purchase journey especially in international travel with travellers who are less tech-integrated feeling this more acutely.



A man and a woman are smiling and laughing together outdoors. The man is wearing sunglasses and a striped shirt, and the woman is wearing sunglasses and a white lace top. They are both holding towels. In the background, there is a swimming pool and lounge chairs.

With the emotional stakes so high,  
joy plays a *much* bigger role.

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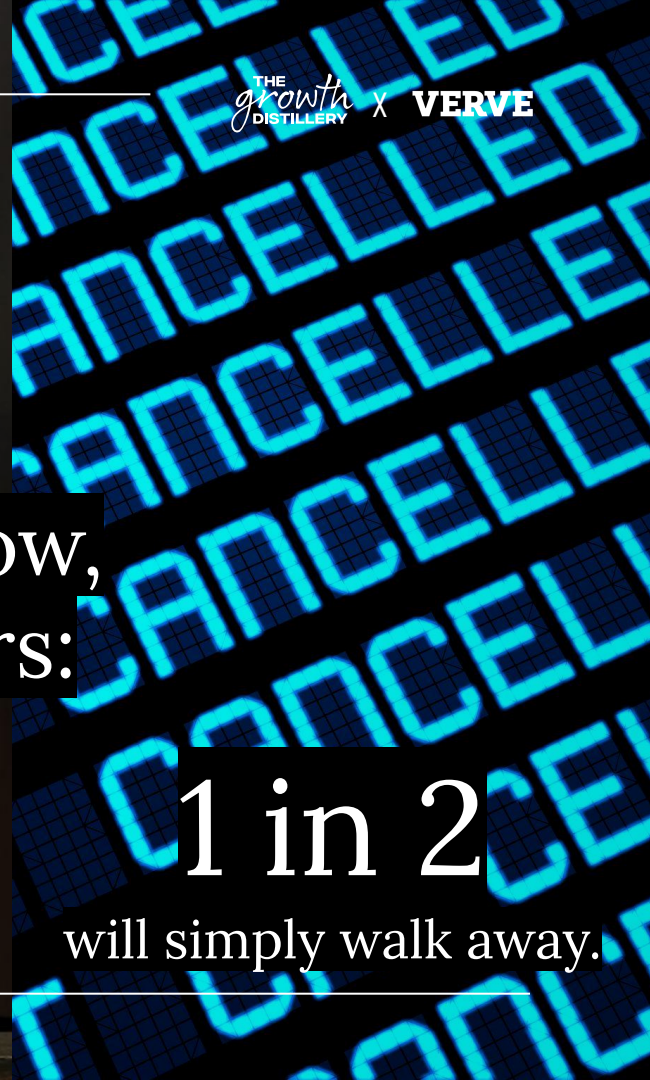


When enjoyment is low,  
everything else suffers:

1 in 3  
will defer purchase.

2x  
likely to reduce basket.

1 in 2  
will simply walk away.








Their 'next purchase' likelihood is  
**HALVED.**

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Consumers are  
**conflating**  
associations between product,  
brand, and enabling technology.

And if the process is frustrating or overwhelming, then the whole experience feels that way – no matter how good the destination is.

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Our exploration has also shone a light on some

*heightened*

dynamics in travel...

# So why does 'posture' matter in travel?

## Level of Integration (A, B, C)

Influences actions: where travellers seek inspiration, where they book and how likely they abandon cart.

## Level of Trust (+/-)

Influences mental space during booking journey e.g. sceptics tend to feel more overwhelmed and gravitate towards mental shortcuts and familiar sources vs. new options.

In travel, tech-integration has the greatest impact on booking enjoyment and purchase behaviour.

Tech-trust plays a crucial role in brand conversion, loyalty and retention.



B+

Travel frequency and age  
do NOT guarantee tech  
comfort and preference.

- Only iPhone and laptop
- Travels fortnightly for work
- Enrolled in multiple loyalty programs
- Automates price updates & books online
- Tap and pays with phone
- Happily inputs booking information online

A-

- Latest iPad & Apple Watch
- Travels only a few times a year
- Enrolled in multiple loyalty programs
- Would rather book in store
- Debit card user
- Sceptical on data privacy because has had information leaked before

A traveller's level of trust in technology is just as important to consider in journey design.

49%

of travellers have negative  
tech postures (A-, B-, C-)

- want reassurance and detail
  - are almost 2x as likely to rely on travel expert recommendations when booking internationally
  - are more likely to buy a product or service if it is recommended by person or organisation they trust
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Our technographic 'posture' informs  
*where* technology will enable, or inhibit,  
effective decision-making.


To engage all postures: travel brands must build trust for some, empower others...

- Use familiar cues and reassuring language to win over tech-negatives (A-, B-, C-)
- Provide the tools and sense of control to give tech-positives (A+, B+, C+) the feeling of truly maximizing the benefits they'll get from their trip

Once trust is established with cautious users and empowerment is given to confident ones, brands can drive conversion through limited-time offers or “free” value adds. These create urgency and help move consumers from dreaming to booking travel.

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An aerial photograph of Paris, France, taken from a high vantage point. The Eiffel Tower is prominent in the upper right quadrant. The city is densely packed with buildings, and many trees with yellow autumn foliage are visible in the foreground and middle ground. A large black rectangular box is overlaid on the lower half of the image, containing white text.

The opportunity is clear:  
design for enjoyment...

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# Cater to diverse needs across the journey:

## Dreaming Phase

Lean on traditional travel sources that are familiar & trusted by most.

Online aggregators appeal to the tech-integrated due to choice and control they provide, but do not appeal to the less tech-integrated.

## Booking Phase

Simplify and streamline process to reduce cognitive load - this means:


- Autonomy for the tech-trusting and tech-integrated
- Social proof and trust signals for the tech-sceptics
- Ease for the less tech-integrated

## Post-Booking, In-Trip

Consider AI's untapped potential.

While adoption is still low, AI can enhance experiences if done right. Trust-building, personalisation, and cognitive ease are necessary. AI should mimic human-like guidance rather than force automation.

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A close-up photograph of three people smiling and embracing each other. On the left is a man with a mustache wearing a yellow headband and a yellow shirt. In the center is a woman with long brown hair, smiling broadly. On the right is a woman with curly brown hair and purple lipstick, also smiling. They are all looking towards the camera. The background is a bright, slightly blurred outdoor setting.

Technographics is increasingly the *most* potent  
signal to curate joy for travellers.

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# Want to know more?

Ready to unlock the growth potential of your brand? Good, so are we. The Growth Distillery pulls marketers out of chaos and cuts through the clutter, providing the 'need to know' of consumer behaviour.