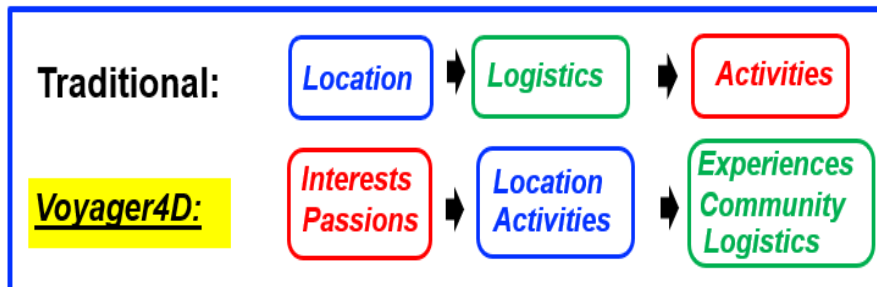


GTI Voyager4D “Ardent” poll on experiential travel

Description and public survey with implications for travel professionals

Agencies / advisors need new approaches to attract and retain clients

- Travel complexity has increased – so have traveler expectations
- Voyager4D turns the traditional travel process upside down!



- Differentiates your organization via unique offerings
- Increase client traffic and justifies your fees
- Expands your “geography” to create new offerings

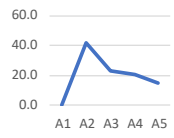
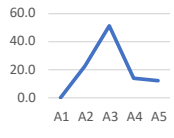
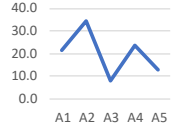
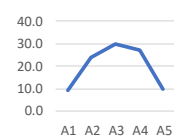
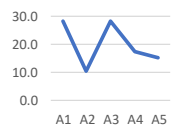
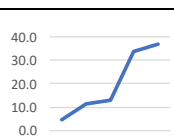
GTI’s Voyager4D app process for travel discovery, planning and immersion with social interaction

GTI Survey: What do “Ardent” Travelers want?

- Our Oct. 2022 survey of 920 US age 25+ adults with above median income found that (65%) could be described as “ardent” travelers, i.e., Recent leisure travel experience with future travel intent and seeking novelty, experience or immersion with the means to do so
- Ardent Traveler General insights:
 - 34% would seek destinations / activities that are “different” or “unique” for their next trip [Q1-A4+A5]
 - 31% would use technology / resources “...that could discover an interesting destination for me that I may not have thought of before” [Q3-A3]
 - 72% would use an app (with a description of Voyager4D) personally to either validate their existing destinations / activities or to help them discover them [Q4-A5]
- What about the role of travel agencies and advisors?
 - 8% “...would seek opinions from travel / advisors on specific regions or activities” for their next trip [Q1-A3]
 - A 63% increase over this suggested by answering affirmatively that I “...would choose a travel agent / advisor who could broaden my destination / activity options using such an app (with Voyager4D description) [Q4-A3 vs. Q1-A3]

Voyager4D adds dimensionality to the travel process, allowing you to grow your business

GTI survey on attitudes towards a travel discovery, experience and tools / resources for destination and activities selection (the “Ardent” traveler)

Question Answers	Results		Distribution
	Count	Percent	%
SQ1 Describe your past (last five years) leisure travel and future (next five years) leisure travel plans A1. I haven't traveled much but I may do so in the future* A2. I've taken some domestic trips (>500 miles) and will likely continue doing so in the future A3. I've traveled domestically and at least once internationally and may continue to do so in the future A4. I've traveled domestically and at least twice internationally and plan to continue doing so in the future A5. I have a significant international travel history and am actively seeking to continue this activity	*	0.0%	
SQ2 If you had the time and money to take several international trips over the next five years, what would be your general strategy? A1. I would focus on domestic travel but would consider international travel to visit relatives / friends or a resort** A2. I would take international cruises or land tours of “classic” places and attractions A3. I would travel globally to different places that have landscapes, cultural or other features that interest me A4. I would seek to “sample” several different regions / countries of the world A5. I would re-evaluate my interests and values and consider “out-of-the” ordinary destinations and activities wherever they might be	**	0.0%	
Q1 How will you choose a destination and activities for your next trip? A1. I already know where I want to go and what I want to do A2. I would do internet searches on various destinations or ask well-traveled friends and family for recommendations A3. I would seek opinions from travel agents / advisors on specific regions or activities A4. I would research places / attractions that are “different” from the types of places that I or my friends/family typically travel A5. I would do in-depth research and perhaps join discussion groups or follow bloggers / influencers to find unique destinations / activities			
Q2 Which best describes how you like to experience travel? A1. Focus on the local food & drink, music, etc. A2. Tour major sights and participate in some of the better-known local activities A3. Establish points of interest beforehand and have detailed itineraries that include tours, activities, etc. A4. Explore on my own with no set itinerary and try to get a “sense of place” A5. Pursue authentic local experiences (festivals / fairs, homestays etc.) and meet locals			
Q3 Let's assume that you have access to a wide array of technology and other resources to help you in travel planning and to enhance your experience once at your destination. Which features would you find the most useful? A1. One that focuses on getting the best fares and hotel rates and/or finding good bars, restaurants, etc. A2. One that focuses on finding and booking organized activities, tours, etc. A3. One that could discover interesting destinations for me that I may not have thought of before A4. One that uses feedback from other travelers with similar interests to mine to gain unique insight into a destination A5. One that will help me immerse myself in the local culture, history, and environment when I'm at my destination			
Q4 What if there was a single travel app that could “discover” travel destinations / activities based on your interests and provide an immersive, “socially-connected” (traveler / blogger curation, reviews, etc.) itinerary? A1. I would have little or no interest in such an app as I know where I want to go and what I want to do A2. I would use a travel agent / advisor or do my own research to find destinations and activities rather than use an app A3. I would choose a travel agent / advisor who could broaden my destination / activity options using such an app A4. I would use the app myself to validate travel destination(s) and activities options that I am already considering A5. I would use the tool myself to discover new travel destination(s) and activities options that match my interests, values, and passions to plan my travel accordingly			
Disqualifying questions: *SQ1-A1 = 13.8% and ** SQ2-A1 = 36.8% (renormalized in tables and graphs)			

Survey conducted 17 October 2022 – ±5% Margin of error

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