# Business
# traveller tribes

Decoding the future: a guideline
on how to meet the needs of
different traveller types

CWT

# Why tailor-made offers for traveller tribes should be on your to do list

French fashion designer Coco Chanel famously said **"In order to be irreplaceable one must always be different"**. None of us want to fit in the same box or be a cliché but rather we see ourselves as unique.

This feeling doesn't stop when we hop on a flight or step on a train for a business trip, so why do so many travel policies squeeze their employees into the same standard boxes? You're essentially saying the majority of your employees all have the same needs, habits and travel behaviours... how about profiling employees based on a wide variety of data giving numerous profiles that are unique to your business and your business only?

AT CWT we can use three sets of data for that — information from us the TMC, expense data from the traveller and your HR data — to profile traveller types and give you more understanding about what kind of travellers your company has.

Profiling helps you address issues in certain groups and create targeted communications rather than blanket emails. You can be so much more effective when you make your messages specific for your different types of travellers.

A clearer picture of your travelling employees is also the first step to meet their needs and create a more specific and unique travel programme that reflects all of your traveller tribes.

The following are more common profiles that only scratch the surface of what you can create to give you a clear picture of your entire traveller base and design a policy that works for your company.

## Executive-top-traveller-suite
**time-poor Masters of the Universe**

## Collaborative FOMOs
**the ultimate networking traveller**

## Content Tsars
**the new-experientials**

## Rigit-digit
**digitally focused flyer**

## Travennials
**the next-gen road warrior**

# Meet 5 common traveller tribes

**Executive-top-traveller-suite:**
Time-poor Masters of the Universe

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**Collaborative FOMOs:**
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**Travennials:**
The next-gen road warrior

**Content Tsars:**
The new-experientials

# Executive
## top-traveller-suite

## Time-poor Masters of the Universe

### Characteristics

These travellers belong to the executive-top-traveller suite (like the CEO, the CMO, CTO, CFO). They hold senior roles in an organisation, tend to be older and are time-poor but long-standing road warriors. Their time overseas can make or break companies – so they are crucial for every travel manager. What differs them from other groups is their lack of technology affinity – they feel that numerous tech solutions, apps, travel offerings and options have made their life more complicated. That's why they also tend to outsource their travel bookings to their assistants or travel agents.

### What is important to them?

The time-poor Masters of the Universe want less choice not more; this group prefers a bundled all-encompassing consumer-like experience. They are looking for as much simplicity as possible and managed travel as they can get. The observance of their personal preferences is also very important for them.

# Executive top-traveller-suite
## Time-poor Masters of the Universe

## Opportunities when dealing with this tribe?

This group has enough airmiles and hotel nights accumulated to create a detailed picture of their patterns and therefore complex data analysis can give a good picture of future plans. If you offer them a convincing, fast and easy-to-use booking tool, you might see them change towards self-booking.

## What services could you offer them?

Of course they can always rely on CWT's competent travel consultants, but the myCWT web and app offering meets their need to have a simple, consumer-like one-stop tool and includes their personal profile preferences at the same time.

**76%** of our test clients state that flight booking look & feel is better on the myCWT app than their OBT and **62% book in 3 mins.**

**How to deal with this tribe?**
CWT expert tip

''Anything and everything you can do to optimise their time and minimise their effort will get you kudos from this tribe. Personalise their content so they (and their EA's) spend less time scrolling. Get them a shorter connection time, a more comfortable layover, a pass that gets them through security, or any other kind of waiting time more quickly, and you've scored loyalty points.''

# Collaborative
## FOMOs

## The ultimate networking traveller

### Characteristics

The Collaborative FOMOs can be found in the middle-management. They are engaged, use travel for maximum collaboration and enjoy business trips. This tribe is using technology to the max and searches for all available resources to stay well informed. They value the human element over a commoditised and impersonal experience.

### What is important to them?

These travellers are not very picky when it comes to accommodations as long as they have a place to work and a great wifi connection. The collaborative FOMO tribe covers a whole spectrum of traveller types from those who want a travel manager or TMC on 24/7 speed-dial to those who will quite happily turn to an app, a website or a virtual assistant to sort out an issue.

# Collaborative FOMOs
## The ultimate networking traveller

### Opportunities when dealing with this tribe?

They relish the thought of more opportunities to interact, such as the continued proliferation of virtual assistants. Therefore this group will be happily willing to test the latest apps or new services because not only are they tech savvy, they also love to give feedback.

### What services could you offer them?

CWT's hotel offers meets their need to book via various channels, have wifi included and to share their hotel reviews and recommendations with their colleagues.

Our hotel review tool offers

# 100%

validated colleague reviews

Special RoomIt Rates offer discounts of up to 20% off BAR and often include additional amenities like wifi.

**How to deal with this tribe?**
CWT expert tip

''Surprise this tribe with the newest means for staying connected. Whether it's an app with booking, messaging, and click-to-call capabilities, or a new app that connects to similar-minded people in an airport, or a demo for a better mobile video-conferencing experience. Ask for their feedback afterwards. Make sure you nudge them towards using online tools, you'll be doing them a favour.''

# Content
## Tsars

## The new-experientials

### Characteristics

The Content Tsars are the executives who travel less than other groups and are sometimes even reluctant travellers. They belong to the group of millennials and are less interested in travel as a means to escalate the corporate ladder and more interested in travel as an experience.

### What is important to them?

For this tribe, work-life balance is key. That's the reason why they value bleisure – mixing leisure and business trips. They're looking for something bespoke and are seeking out a very specific set of criteria when it comes to their trips. They value 'content' and 'meaning' over baseless brands and bottom lines and enjoy creative environments and co-working spaces.

# Content Tsars
## The new-experientials

### Opportunities when dealing with this tribe?

Even though these travellers are the most likely ones to book out of policy they are easily pleased with good content and the ability to combine work with experiences. Considering more customised content and bleisure trips is key.

### What services could you offer them?

RoomIt by CWT offers aggregated content from multiple sources. So travellers have access to a lot more than just the typical chain hotel accommodation — including independent hotels and alternative lodgings. We can provide personalised emails for upcoming trips with suggestions of policy-compliant preferred hotels — making it quick and easy for them to stay in programme.

Travellers can find the right room at over

# 800,000

properties.

**How to deal with this tribe?**
CWT expert tip

"This group requires a bit of homework. Make sure you keep up to date on the best (boutique) hotel experiences in the destinations that these content tsars typically go to. Give them tools that help them experience their surroundings when they travel i.e. an app that allows them to get restaurant recommendations. Be able to talk about them in a convincing manner and ensure peer reviews and policy are both clearly incorporated in booking tools to help them make the right choices."

# Rigid
## -digit

## Digitally focused flyer

### Characteristics

These travellers belong to the Generation X and beyond. They are always well prepared and very focused on work. They don't tend to book outside of policy and use their earned airmiles and loyalty points well. They're quite happy to test new apps and services if it makes the trip even easier.

### What is important to them?

They love speedy boarding; security fast-track and any other services or digital apps that allow them to rigidly create a seamless business travel experience. They're happiest when a brand or sub-brand is meeting their direct needs in the least fussy way possible.

# Rigid-digit
## Digitally focused flyer

### Opportunities when dealing with this tribe?

The rigid-digit can be directed fairly easily if their basic needs are met and they are good at following policies. They see technology and travel management services as the oil that greases the travel that allows them to do business. Therefore they could be used as some kind of role-model within the company.

### What services could you offer them?

myCWT meets their need for a useful and excellent digital tool they can use before, during and after their trip including hotel loyalty point campaigns.

The myCWT app is a three time top travel app winner with a

# 4.5
# star rating

### How to deal with this tribe?
CWT expert tip

"Favour speed and efficiency over originality with this traveller. Ensure they have the information they need at their fingertips, with an app that alerts them in advance of delays or cancellations. Because they value miles and loyalty points, consider using bonus miles/points as incentives to thank them for doing the right thing when they book."

# Travennials



## The next-gen road warrior

### Characteristics

These travellers belong to the group of millennials and are the next-generation road warriors – that makes them an important target group for travel managers. They travel far and often and are true digital natives. Therefore they deal perfectly with complex travel systems and aren't led by convention, mass trends, traditional advertising or marketing. They're young and question things.

### What is important to them?

These digital natives and nomads are happy with remote, flexible working. They don't mind trading data capture for direct benefits. They are bored of traditional loyalty programmes and prefer immediate gratification. The Travennials enjoy bleisure trips but they care less about the experience and more about the novelty of them.
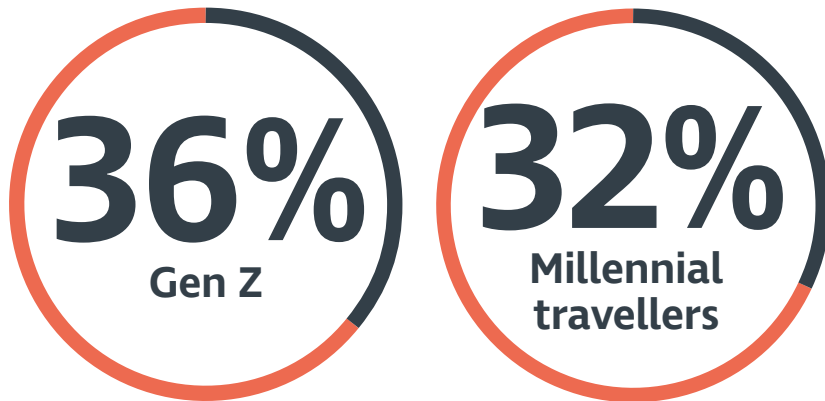
# Travennials
## The next-gen road warrior

### Opportunities when dealing with this tribe?

These travellers have a high tech and app adoption and don't shun complex travel systems. They are perfect to test gamification approaches and new technology. Every company or travel manager that simplifies and streamlines their travel is bound to win their approval.

### What services could you offer them?

Look out for the introduction of myCWT messaging — a new way for employees to connect with CWT to manage their travel while continuing to go about their day. Initially available through the mobile app employees simply message CWT and an AI (artificial intelligence) enabled chatbot provides an immediate response.

**36%**
Gen Z

**32%**
Millennial travellers

believe chatbots or digital assistants would make for smoother booking.

**How to deal with this tribe?**
CWT expert tip

''Watch, listen and learn! Why? Because Travennials are probably not well understood yet, but they represent the future, therefore analyse them and get their feedback so you can identify the irritants in their travel experience, and remove them. They're unlikely to read a travel policy so ensuring that it's clearly incorporated into booking tools is a must.''

# What traveller type
# are you?

Take our short and fun online test.

**CLICK HERE TO FIND OUT**

"Don't be like
**the rest of
them darling"**

Coco Chanel

CWT