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VOLT

London, 29 November 2021



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The trend: Personality Traveller Type Test

By [Jenny Southan](#)

In July, bespoke luxury travel company Brown + Hudson launched a new Values Interests and Personality Traveller Type Test (VIP TTT) to help potential clients find out who they are as a travellers, and what kind of trips would most suit their unconscious needs and desires, writes [Jenny Southan](#).

Brown+ Hudson says that the VIP TTT is the “first science-based assessment to focus exclusively on an individual’s travel personality: their travel type, values and interests”. Composed of a list of 77 questions, the evaluation was designed with the help of two eminent travel psychologists: Dr Jaime Kurtz, a professor of psychology at James Madison University, in Harrisonburg, Virginia, US; and [Andrijana Pujic](#), a Serbian expert in the area of psychometrics and the design of personality trait assessments.

The test takes about 15 minutes to complete, after which users will receive a profile report explaining their particular travel type, as well as an extract from Brown’s upcoming book, REVISIT: The New Art & Science of Luxury Travel. In beta research, the company said that 95% of test subjects found the results insightful and valuable, and 89% found the process enjoyable.

I decided to take the VIP TTT to see how it worked. Questions were framed with statements such as “It is important to me to...” followed by responses such as “Feel the rush of excitement and adrenaline”, to which participants then have to say how much they agree with the statement by using a sliding scale from “Not me at all”, to “Up to a point” and then “That’s me”. It was interesting to me to consider how important it is to me to “Feel worthy and dignified”, “Be admired”, “Feel good about myself”, and “Participate in great things”.

Other test sections focused on things people would or wouldn’t enjoy such as facing a wild animal, dressing up in national costumes, making friends with new people, talking to a homeless person, contemplating the causes of human behaviour, and solving puzzles and riddles. The evaluation also asked things like: “Is travel a cost or an investment to you?” “How do you normally fly long-haul?” “Do you own a yacht?” And “Which is your priority: saving time, saving money, living well or something else?”

At the end of the test there was an quote from organisational psychologist [Tasha Eurich](#), who said: “People who are high in internal self-awareness tend to make choices that are consistent with who they really are, allowing them to lead happier and more satisfying lives. Those without it act in ways that are incompatible with their true success and happiness.” This definitely resonated with me.

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So what kind of traveller am I? Apparently I am a “Spiritualist”. According to the report I received via email, I am “motivated by opportunities to realise my potential and work on personal growth”. I think this is definitely true. It also said: “You cannot be motivated by material things. You like challenging tasks as they make you test your limits learn new things and explore your own nature. You have a general feeling of empathy towards humanity. You are willing to listen to every person you meet. You are creative, curious and drawn to new things.” All true, however, it also said I don’t like mixing with people from other cultures which (as a travel journalist) is clearly wrong.

So what kinds of trips does it recommend? The report suggests meditation retreats, volunteer travel, solo travel and “back to roots” trips. What I really liked were the travel concepts that Brown + Hudson proposed. For me as a Spiritualist, suggestions included: “Meta Travel”, “The Everyday Lives of Others” and “A Journey With No Destination”. Once clients have completed the test, they then work with Brown + Hudson to correct any inaccuracies in the assessment, before proceeding with designing the perfect trip using “[Psycho Personalisation](#)”.

Philippe Brown, founder of Brown + Hudson, said in a statement: “For too long, luxury travel professionals have been obsessed with the ‘where’ of travel. Knowledge of destinations, hotels and the ‘stuff’ of travel has been the value they added. This is no longer enough. It’s the kind of work that AI can already do rather well.

“The travel professionals who will survive and thrive in the future will shift their focus from where, when and how many people, to why, who and how.” Brown said that he also hopes that other travel companies and agents will license and use the test, which in turn will move the entire industry forward.

“They’ll make being close to their client their priority. They’ll be a hybrid of therapist and an investigative journalist. Therapist in terms of how they get to know their clients and journalist in terms of their curiosity, and approach to the destination. The VIP TTT is a valuable therapeutic starting point. It tackles the important question of who is travelling and helps them get better outcomes from their precious time away from home.”

Brown + Hudson senior private travel advisor Ben Lavender concludes that the VIP TTT provides a deeper understanding of people’s purpose when travelling, and helps them gain a more developed insight into how and why they personally should travel rather than focusing on where. He said in a statement: “I think users will derive huge benefit from this. This is the art and science of travel.”

Website: <https://www.browndanhudson.com/takethetest>