

TRAVEL



KANTAR

NEEDSCOPE®

“Once the travel bug bites there is no known antidote, and I know that I shall be happily infected until the end of my life”

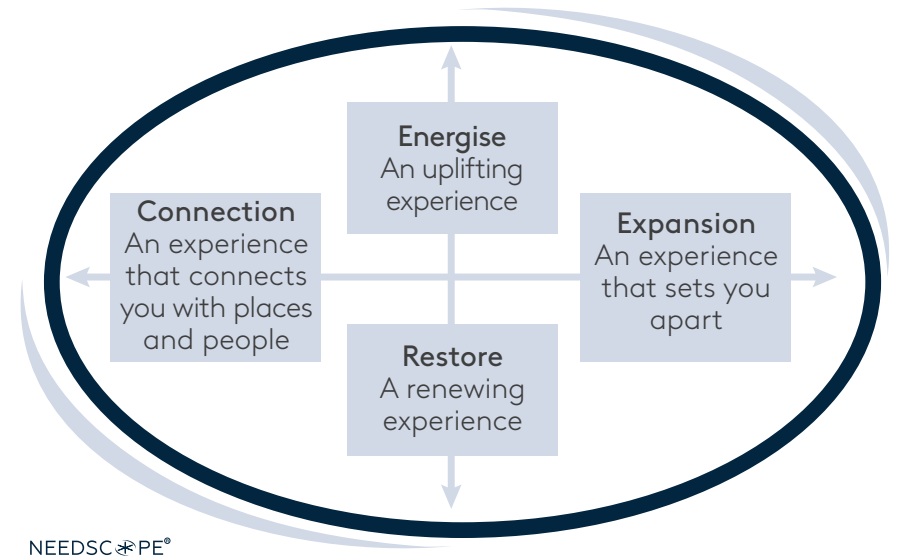
Michael Palin

WHAT IS TRAVEL?

Humankind has been crossing borders and conquering new territories from the beginning of time. This fundamental drive will never leave us. With advancements in technology, travel opportunities are right at our fingertips. Travel experiences are a greater part of our lives than ever before.

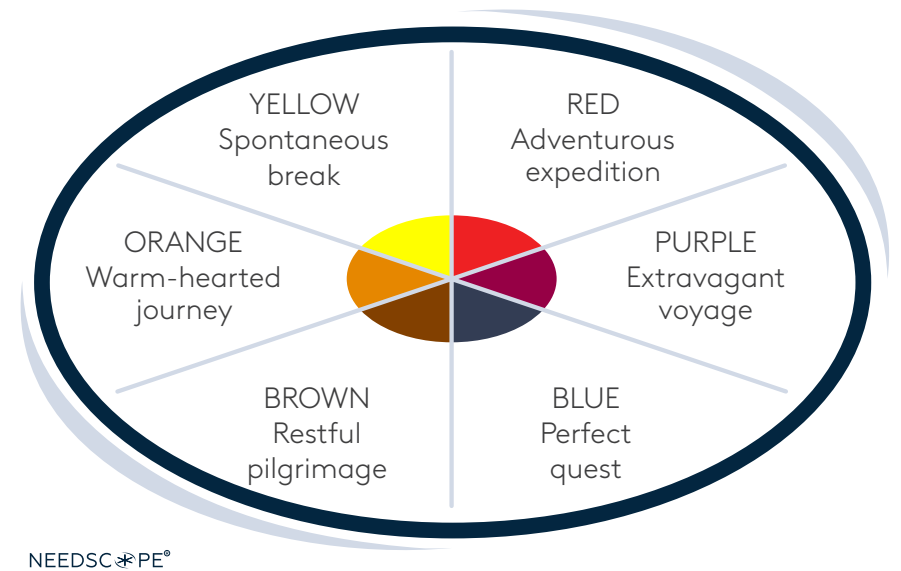
NEEDSCOPE HELPS UNDERSTAND TRAVEL

Travel can be defined by these underlying dynamics.



We can take many different journeys, each offering a unique experience. From the warmth of connection to discovery of the awe-inspiring. Travel can recharge us or deliver moments of pure joy. NeedScope unravels the emotion in travel.

Travel can be looked at through the NeedScope lens.



ADVENTUROUS
EXPEDITION

WHAT IS
RED
TRAVEL?

ENERGETIC
INTREPID
INDEPENDENT
DARING



HOW DOES
RED
TRAVEL
MAKE YOU FEEL?

STIMULATED
EXCITED
BOLD
FEARLESS





Exotic experiences



Off the beaten track



WHERE DOES
RED
TRAVEL
TAKE YOU?

Out of your comfort zone



RED
TRAVEL

“Life is either a daring
adventure or nothing”
Helen Keller

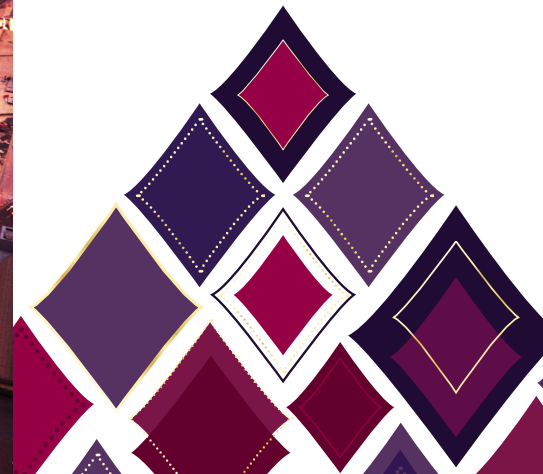
“Do not follow where the path
may lead. Go instead where
there is no path and
leave a trail”
Ralph Waldo Emerson

EXTRAVAGANT
VOYAGE



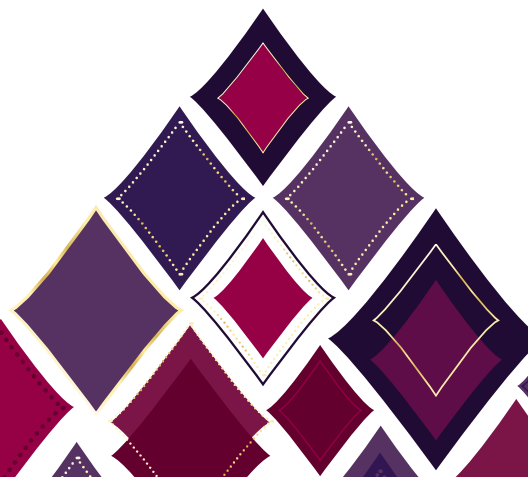
WHAT IS
PURPLE
TRAVEL?

EXCLUSIVE
MAJESTIC
AWE INSPIRING
STRIKING



HOW DOES
PURPLE
TRAVEL
MAKE YOU FEEL?

SUCCESSFUL
GRAND
SOPHISTICATED
ACCOMPLISHED





Jaw dropping sights



Powerful landmarks



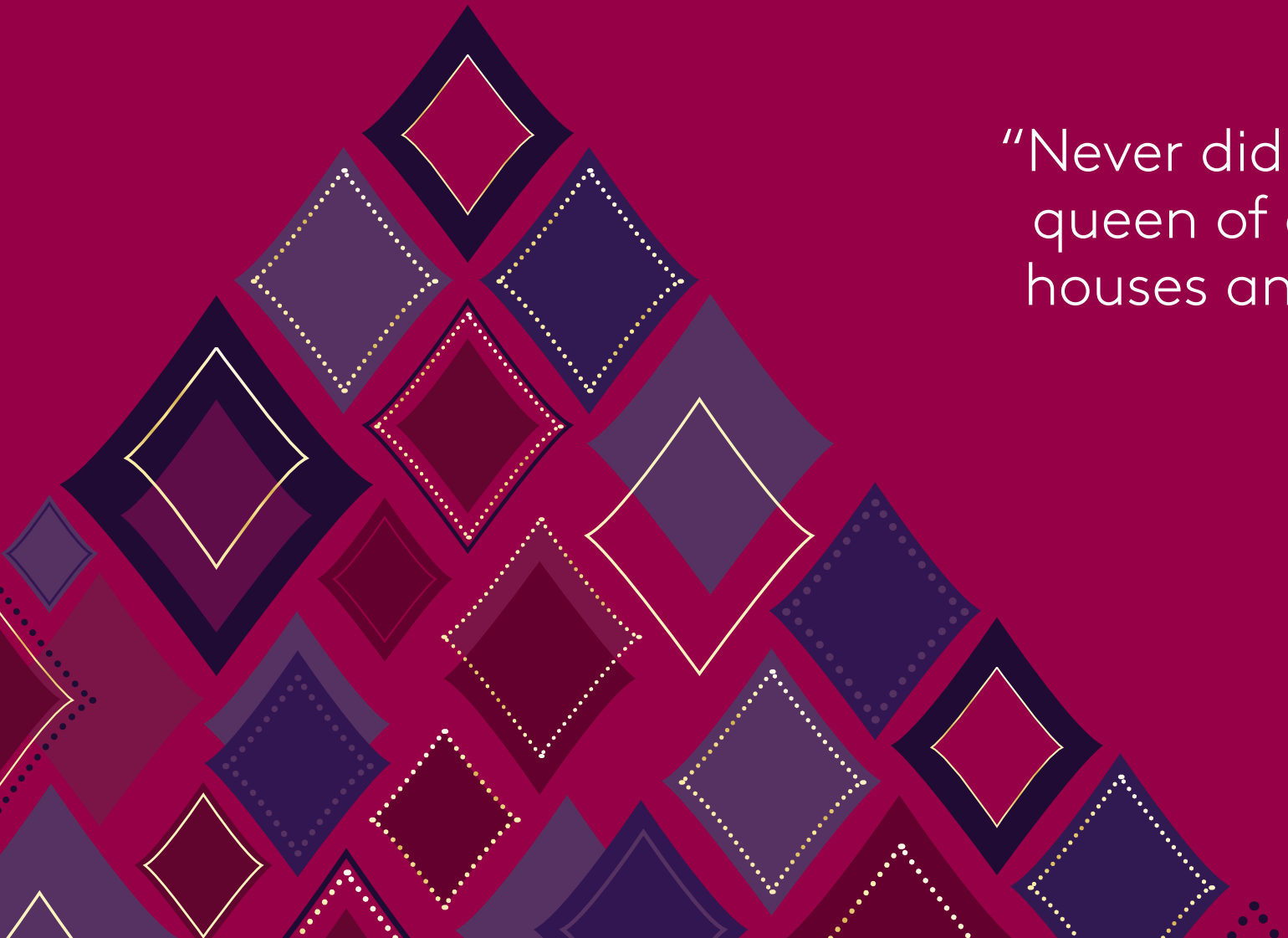
Luxurious excursions

WHERE DOES
PURPLE
TRAVEL
TAKE YOU?

PURPLE TRAVEL

"I was not born for one
corner. The whole world
is my native land"
Seneca

"Never did the world make a
queen of a girl who hides in
houses and dreams without
traveling"
Roman Payne
The Wanderess

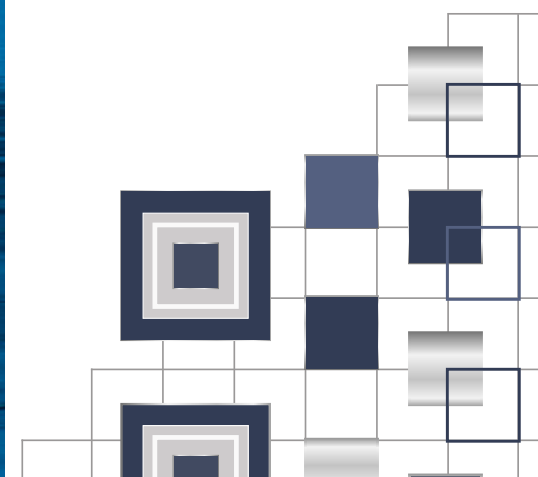


PERFECT
QUEST



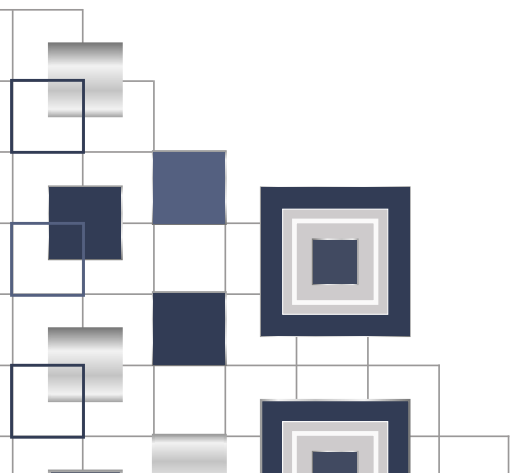
WHAT IS
BLUE
TRAVEL?

CULTURED
EDUCATIONAL
RARE
ELEGANT



HOW DOES
BLUE
TRAVEL
MAKE YOU FEEL?

REFINED
KNOWLEDGEABLE
ENLIGHTENED
DISCERNING





Cultural enlightenment



Rare moments



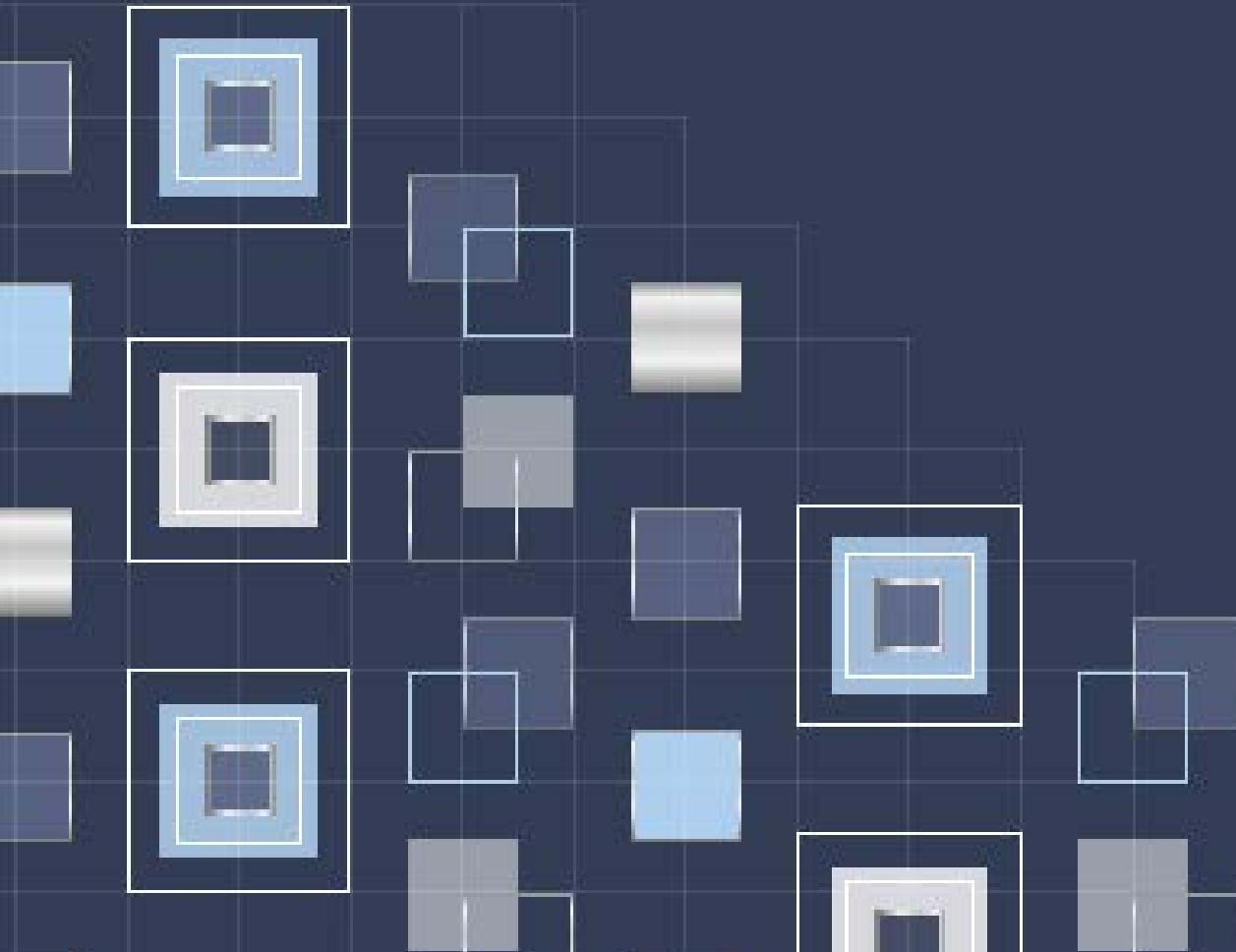
WHERE DOES
BLUE
TRAVEL
TAKE YOU?

Elegant sights

BLUE TRAVEL

“The world is a book, and
those who do not travel
read only one page”
Saint Augustine

“The real voyage of discovery
consists not in seeking new
landscapes, but in having
new eyes”
Marcel Proust

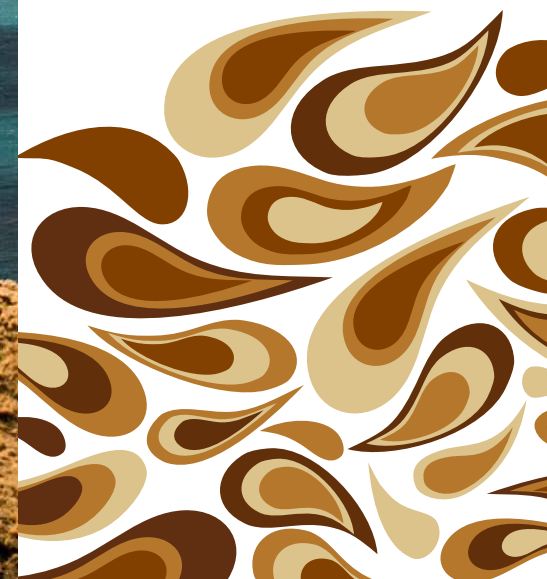


RESTFUL
PILGRIMAGE



WHAT IS
BROWN
TRAVEL?

INTIMATE
FAMILIAR
UNPRETENTIOUS
REVIVING



HOW DOES
BROWN
TRAVEL
MAKE YOU FEEL?

REPLENISHED
CONTENT
RELAXED
THOUGHTFUL

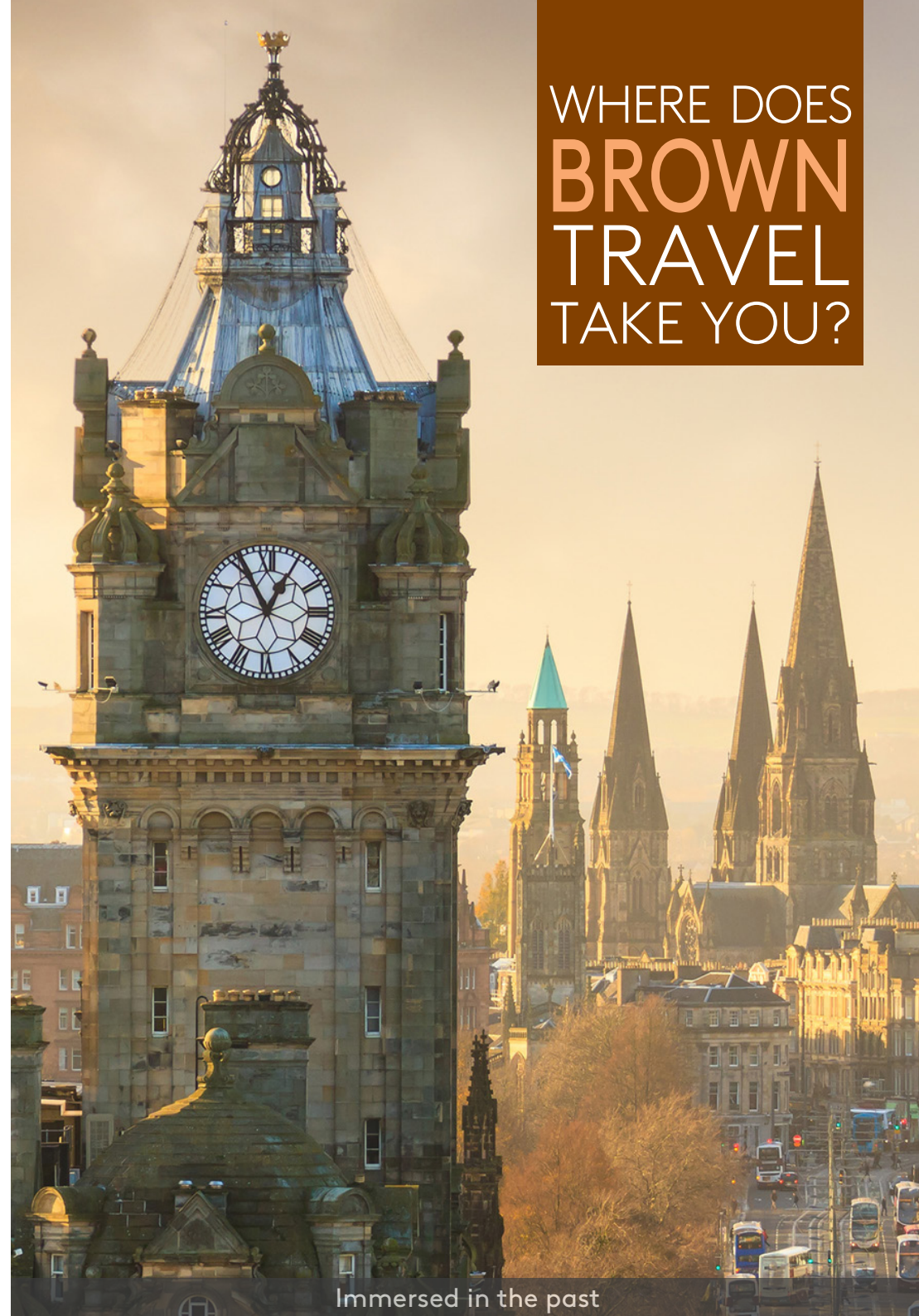




At one with nature



Intimate moments



WHERE DOES
BROWN
TRAVEL
TAKE YOU?

Immersed in the past



BROWN
TRAVEL

“Maybe true travel is not the transportation of the body, but a change of perception, renewing the mind”

Ben Okri

The Age of Magic

“It’s in those quiet little towns, at the edge of the world, that you will find the salt of the earth people who make you feel right at home”

Aaron Lauritsen

100 Days Drive: The Great North American Road Trip

WARM-HEARTED
JOURNEY



WHAT IS
ORANGE
TRAVEL?

WELCOMING
RELAXED
CASUAL
FRIENDLY



HOW DOES
ORANGE
TRAVEL
MAKE YOU FEEL?

INCLUDED
WARM
SOCIABLE
OPEN





Down to earth locations



WHERE DOES
ORANGE
TRAVEL
TAKE YOU?



Shared experiences

Moments to connect



ORANGE
TRAVEL

“The more I travelled the more
I realised that fear makes
strangers of people who
should be friends”
Shirley MacLaine

“Travelling – it leaves you
speechless, then turns
you into a storyteller”
Ibn Battuta

A vibrant street festival scene. In the foreground, three women are smiling and dancing. The woman on the left wears a white sequined top and a blue skirt. The woman in the middle wears a black top with a red and white floral headband and a red tutu. The woman on the right wears a black floral crop top and a yellow and pink tutu. In the background, a man with a red wig and sunglasses is on a float, holding a green bottle. The street is lined with trees and buildings.

SPONTANEOUS
BREAK

WHAT IS
YELLOW
TRAVEL?

UNPREDICTABLE
LIVELY
VIBRANT
FESTIVE



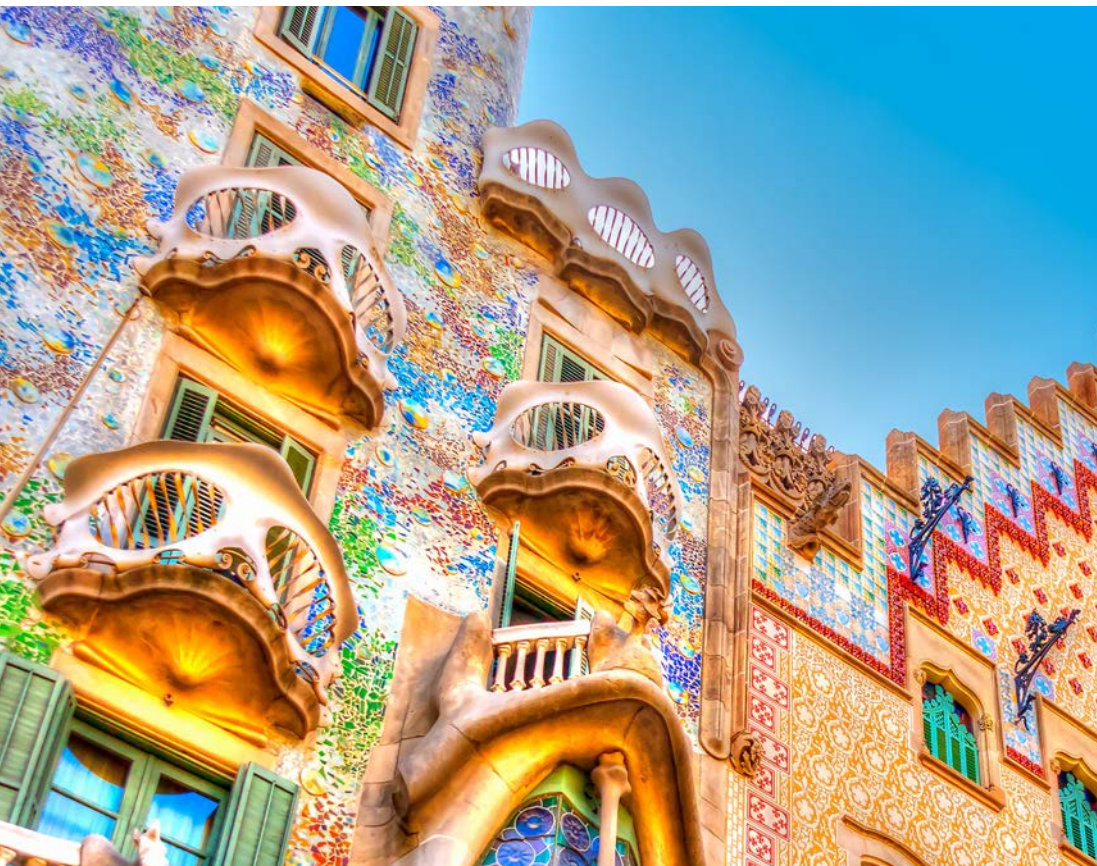
HOW DOES
YELLOW
TRAVEL
MAKE YOU FEEL?

CAREFREE
EXUBERANT
JOYFUL
PLAYFUL





Spur of the moment activities



Eye popping places



WHERE DOES
YELLOW
TRAVEL
TAKE YOU?

Boundless entertainment

The image features a bright yellow background. In the top-left corner, there is a solid orange rectangle containing the text "YELLOW TRAVEL" in white, uppercase, sans-serif font. The word "YELLOW" is on the top line and "TRAVEL" is on the bottom line. In the bottom-left corner, there is a large, colorful graphic of overlapping, multi-pointed starburst shapes in various colors including white, yellow, orange, green, blue, and pink. The stars are drawn with thin lines and some have a slight glow or gradient.

**YELLOW
TRAVEL**

“Stop worrying about the
potholes in the road and
enjoy the journey”
Babs Hoffman

“Stuff your eyes with wonder,
live as if you’d drop dead in
ten seconds. See the world.
It’s more fantastic than any
dream made or paid for in
factories”
Ray Bradbury

TRAVEL



KANTAR

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