

WHAT IS MINDLINK?

- An AI-powered psychographic profiling engine validated on a base of 100,000+ respondents across India
- Maps individuals to eight named archetypes across five psychological dimensions: outlook, wellbeing, ambition, expression, and social engagement
- Captures the motivational reason behind travel decisions, going beyond observed behaviour
- Fields thousands of respondents in weeks, making niche audience profiling viable at category scale

WHY PSYCHOGRAPHICS FOR TRAVEL?

- Two travellers of the same age, city, and income bracket can choose opposite destinations and booking triggers
- Geography explains how travellers discover; psychographics explains what they choose and how they convert
- For niche audiences (premium seekers, risk-averse bookers, spontaneous travellers) archetype provides the layer age and gender cannot
- Archetype data maps directly to content strategy, funnel messaging, and retention programme design

1,006

RESPONDENTS
n

100%

COMPLETION
All questions answered

8

ARCHETYPES
MindLink framework

48

DAYS IN FIELD
Jan 1 to Feb 18, 2026

59%

GEN Z (15-24)
of sample

60%

FEMALE
Male 36%

30

STATES COVERED
across India

SINGLE UNIVERSAL TRUTH

Archetype predicts what travellers choose and how they book. Region predicts only how they discover.

Destination preference and booking priority split by psychographic profile. Discovery channel splits by geography. On-trip style and booking channel hold steady across both, making them universal product decisions rather than targeting decisions.

CATEGORY SIGNALS: WHAT HOLDS ACROSS THE MARKET

Statistically validated findings | n=1,006 | Leading response in orange

DESTINATION PREFERENCE

Secluded nature leads the category. The urban segment is small but concentrated.

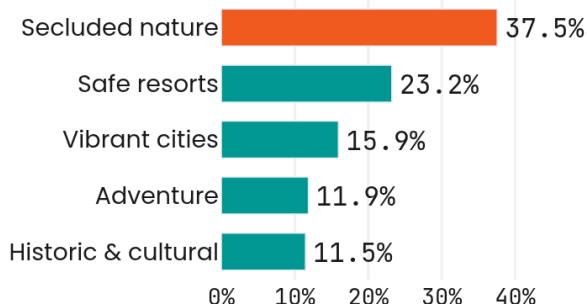
37.5%

choose secluded nature over every other destination type

- 4 in 10 travellers name secluded nature as their top destination type
- Safe resorts follow at 23%, making comfort the second-largest motive
- Vibrant cities draw 16%, the smallest of the three leading types

WHAT THIS MEANS

Nature-led and city-led acquisition require separate content funnels. A single homepage narrative dilutes both high-intent segments.



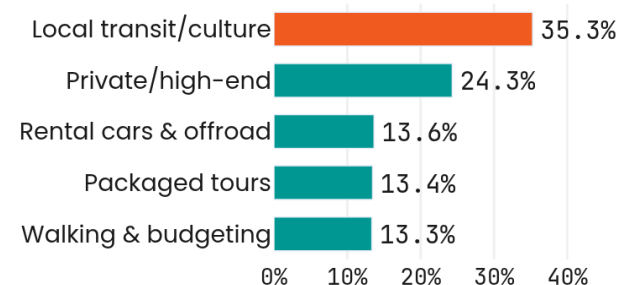
ON-TRIP LIFESTYLE

Local immersion leads. A clear premium tier sits behind it.

35%

choose local transit and culture as their on-trip style

- Local immersion (35%) and private/high-end (24%) cover nearly 60% of the market
- On-trip style holds steady across all 8 archetypes
- Budget-tracking travellers are the smallest group at 13%



WHAT THIS MEANS

Curated local experiences and premium in-destination services are the two largest in-trip revenue pools. Neither needs archetype-level targeting.

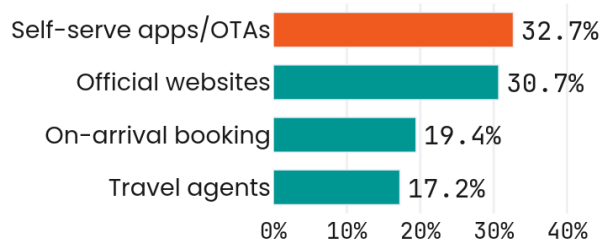
BOOKING CHANNEL

Digital-direct dominates. One in five books after arriving.

63%

book through self-serve apps, OTAs, or official websites

- Self-serve apps and OTAs (33%) and official websites (31%) split the digital majority
- 19% book spontaneously on arrival, outside every pre-trip funnel
- Channel preference does not vary by archetype



WHAT THIS MEANS

Geo-triggered in-destination offers are the only mechanism that reaches the on-arrival segment. Pre-trip retargeting cannot.

TOP STATES BY RESPONDENTS

Maharashtra	16.9%	West Bengal	10.3%	Tamil Nadu	9.0%	Karnataka	8.4%
Delhi NCR	7.2%	Kerala	6.4%	Uttar Pradesh	6.1%	Gujarat	4.9%

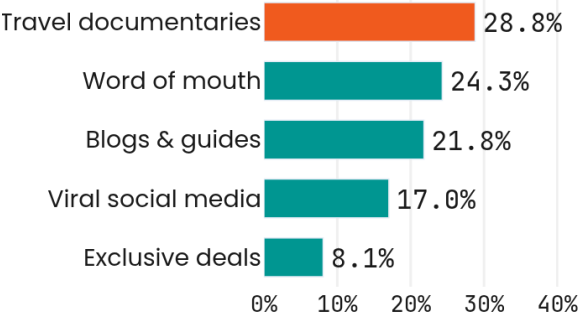
Discovery splits by region. Choice and conversion split by archetype.

Statistically validated findings | n=1,006
Leading response shown in orange

DISCOVERY CHANNEL

Travel documentaries beat social media nationally.

- 29% cite documentaries and travel shows as their main influence
- Long-form video leads nationally; word of mouth follows at 24%
 - Viral social media reaches only 17% of travellers overall
 - Exclusive deals influence just 8%, the weakest lever in the category



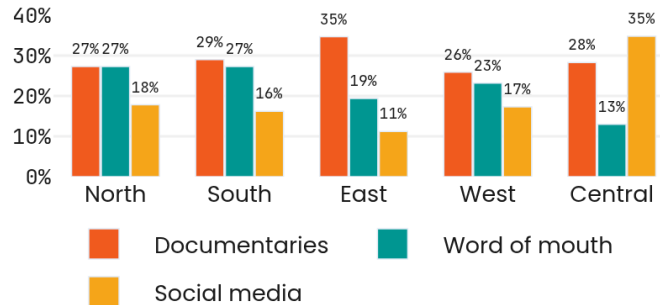
WHAT THIS MEANS

National reach belongs in editorial and long-form video, not in paid social. Deal-led messaging is the weakest acquisition lever available.

DISCOVERY BY REGION

Geography answers this question better than psychographics.

- 3x the social-media dependence in Central India versus East India
- Central India is 3x more social-media-led than East India (35% vs 11%)
 - North and South are word-of-mouth led at 27% each
 - Documentaries lead nationally and peak in East India at 35%



WHAT THIS MEANS

Social spend should be weighted to Central and West India rather than applied uniformly. Regional variance is the widest gap in the study.

PSYCHOGRAPHIC LANDSCAPE: WHO THE EIGHT ARCHETYPES ARE

Share of the 1,006-respondent sample

Geek
24.9%

Comfort-seeking tech enthusiast drawn to stability and material ease

Trailblazer
21.5%

Restlessly curious early adopter blending new trends with pragmatism

Explorer
17.9%

Harmony-seeking pragmatist with a moderate appetite for new experience

Reformer
15.6%

Driven achiever pursuing goals through hard work and convention

Free-Spirited
6.7%

Minimalist who values authentic experience over wealth or status

Ambitious
5.8%

Disciplined striver treating personal and social life as one growth project

Mediator
4.0%

Steadiness-first peacekeeper who values harmony and long-term stability

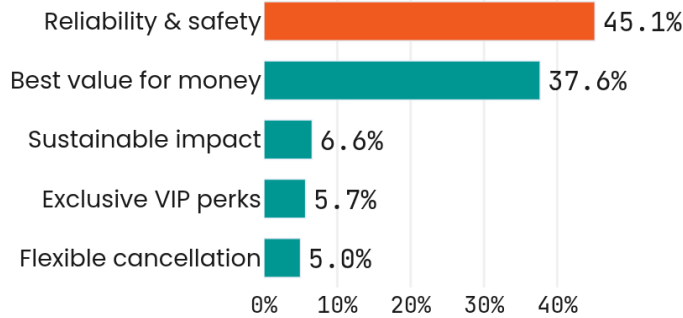
Believer
3.8%

Contentment-first traditionalist who finds security in familiar choices

BOOKING PRIORITY BY ARCHETYPE

Reliability is the universal anchor. Archetypes diverge sharply beneath it.

- 45% rank reliability and safety as their top booking priority
- Reformers lead at 52%; best value for money follows at 38% overall
 - Ambitious travellers want VIP perks 2.7x more than average
 - Believers prioritise flexible cancellation 3.2x more than average



WHAT THIS MEANS

Trust signals must clear before price lands in any funnel. Achievement framing converts Ambitious; risk removal converts Believers.

ARCHETYPE SIGNALS

Three divergences no demographic variable would surface.

Each archetype needs a different message hierarchy inside the same funnel. Age, city, and income cannot identify or reach these segments.

DESTINATION SIGNAL

- 2.5x
- Believers prefer vibrant cities over nature retreats, the sharpest destination divergence in the study.
- The most routine-driven archetype wants the highest-energy destinations

PRIORITY SIGNAL

- 2.7x
- Ambitious travellers prioritise exclusive VIP perks, making them the premium booking segment.
- 15.5% of Ambitious vs 5.7% of the full sample

CONVERSION SIGNAL

- 3.2x
- Believers prioritise flexible cancellation, converting on risk removal rather than discount.
- Contradicts the assumption that low-adventure travellers convert on price