

Travel Identity Questionnaire™

Identity is defined as follows:

Identity encompasses the values people hold, which dictate the choices they make. An identity contains multiple roles...and each role holds meaning and expectations that are internalized into one's identity. (taken from www.psychologytoday.com)

Keeping this definition in mind, please respond to the following questions about your *travel identity* (when considering **personal travel**) using the numbers in this scale:

1 = Not important to me when considering the type of traveler that I am
2 = Somewhat important to me when considering the type of traveler that I am
3 = Very important to me when considering the type of traveler that I am
4 = Extremely important to me when considering the type of traveler that I am

1. Prioritizing travel above other indulgences/wants/pleasures and, subsequently, choosing to use resources (e.g., *money, points, time, energy*) on travel.
2. Setting travel goals for international travel (e.g., *when, where, why, how, and with whom to travel; what you want to get out of going on your trip*).
3. Doing research about countries that I want to visit (e.g., *looking at travel/country-specific websites, reading travel blogs, talking to other travelers*).
4. Being able to learn about cultures that are different from mine, and being able to blend into and respect those cultures (e.g., *wearing appropriate clothing; using appropriate language and gestures*).
5. Adapting in unfamiliar settings (e.g., *places where the food, language, money, etc. are not native to me*).
6. Making sure that all of my needs are met **before** (e.g., *bills paid, time off approved, mail held*), **during** (e.g., *pack my medication, money, methods of contacting others*), **and after** (e.g., *having food at home, able to do laundry, have a routine to get ready to return to work*) a trip.
7. Sharing my travel experiences with others (e.g., *word of mouth, travel blog, social media, sharing photos, etc.*).
8. Incorporating lessons learned from international travel into my everyday life.
9. Using travel as a way to ground myself and/or serve as a reset (e.g., *rest, rejuvenation, etc.*).
10. Using travel to give me a sense of purpose and/or as a reflection of what is important to me.

TIQ™ SCORING

At the Gate (Low Travel Identity): 10-15

On the Runway (Moderate Travel Identity): 16-24

Taking Off (Moderately High Travel Identity): 25-32

Cruising Altitude (High/Strong Travel Identity): 33-40