



# ATTEMPTING TO PROFILE THE POST- COVID-19 TRAVELLER



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION



**ADVENTURE**  
360

# OUTLINE

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- About Adventure Travel Trade Association (ATTA)
- Our methods
- 7 post-COVID-19 traveller characteristics
- Q&A



ADVENTURE TRAVEL  
WORLD SUMMIT  
SWEDEN // 2019



ABOUT ATTA

# ADVENTURE TRAVEL TRADE ASSOCIATION AT A GLIMPSE

## Mission:

Inspire, connect and empower a global travel community to deliver experiences that protect natural and cultural capital and create shared economic value.

## Membership + Trade

Established in 1990, the Adventure Travel Trade Association (ATTA) is widely recognized as a leadership voice and partner for the adventure travel industry. The association's constituency of more than 1,300 member organizations in 100 countries is made up of tour operators, tourism boards, specialty agents, and accommodations sharing a vested interest in the sustainable development of adventure tourism.

## Adventure 360 – Business Services + Events

With specialized expertise in **research, events, education, media, and promotion**, the ATTA's business services and events division, Adventure 360, delivers a portfolio of strategic solutions and robust ecosystem of global events.

## Adventure 360 Services



# ADVENTURE TRAVEL

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## COMMON ACTIVITIES OFFERED BY ADVENTURE TRAVEL OPERATORS

### SOFT ADVENTURE

trekking  
hiking  
kayaking  
canoeing  
scuba diving  
camping  
going on safari  
horseback riding  
cycling  
wildlife watching  
participating in cultural events  
culinary experiences  
sailing  
etc.

### HARD ADVENTURE

mountain climbing  
mountain biking  
paragliding  
skydiving  
caving  
heli-skiing  
kite surfing  
skiing  
snowboarding  
sand boarding  
rappelling/abseiling  
hand gliding  
rock climbing  
surfing  
etc.

### SPECIALIZED

birdwatching  
educational trips  
cultural immersion trips  
exploratory expeditions  
research expeditions  
voluntourism  
yoga retreats  
mindfulness programs  
reflection retreats  
etc.



# EXTRACTING INSIGHTS ABOUT TRAVELER BEHAVIOUR

# OUR SOURCES & METHODS

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**Synthesis of a series of analyses** on consumer behaviour, behaviour in crisis and expected impacts of COVID-19

*(Pandemic Culture by Canvas8, A Post Corona World by Trendwatching, The Future of the Travel Industry by Euromonitor, SKIFT 20202 Megatrends, and others)*

**Internal ATTA knowledge** from our tour operator and travel professional community

**Insights by Milena Nikolova** who is a traveller behaviour expert

A person with blonde hair in a ponytail is lying in a red and black hammock, suspended between two trees. They are looking out over a vast, forested valley with mountains in the background under a cloudy sky. The hammock is strung between two trees, and the person's hands are resting on the edges of the fabric. The background shows a dense forest of evergreen trees covering the valley floor and the slopes of the mountains. The sky is filled with soft, white clouds.

# THE POST-COVID-19 TRAVELLER

# 1. #VIRTUAL—IS-THE-NEW-REAL

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# 1. #VIRTUAL—IS-THE-NEW-REAL

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# 1. **#VIRTUAL—IS-THE-NEW-REAL: So What?**

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A man and a woman are hiking through a lush green forest. The man, in the background, is wearing a white t-shirt and a backpack, looking off to the side. The woman, in the foreground, is wearing a grey tank top and a backpack, smiling broadly and looking towards the right. The background is filled with dense green foliage.

**Three possible effects on traveller behaviour:**

- 1. Expectation to see and feel virtually (livestream) as part of the choice/ planning process**
- 2. Desire to go back and revive memories (share experiences with friends) through live stream (no need of photos)**
- 3. Possible demand for virtual experiences as the low-cost alternative to live visit**

## 2. #HYGIENE AS NON-NEGOTIABLE



## 2. #HYGIENE AS NON-NEGOTIABLE

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## 2. #HYGIENE AS NON-NEGOTIABLE: So What?

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**Three possible effects on traveller behaviour:**

- 1. Travellers will expect hygiene to be weaved across services/ products/ experiences (facility design, service design and communications)**
- 2. Hygiene and protection might fuel the popularity of new travel accessories (fashion masks, protection glasses, protection gloves, etc.) and perhaps souvenirs**
- 3. Likely demand for formal hygiene standards and certification**

### 3. **#CONTACTLESS** EVERYTHING

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### 3. **#CONTACTLESS** EVERYTHING

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### 3. **#CONTACTLESS** EVERYTHING

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**Two possible effects on traveller behaviour:**

- 1. Travellers will expect the ability to register, check-in and pay through mobile, virtual and contactless solutions**
- 2. Likely demand for new levels of security of digital services and identity protection**

## 4. #VIRTUAL HUMANS AS THE NEW NORMAL

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## 4. #VIRTUAL HUMANS AS THE NEW NORMAL

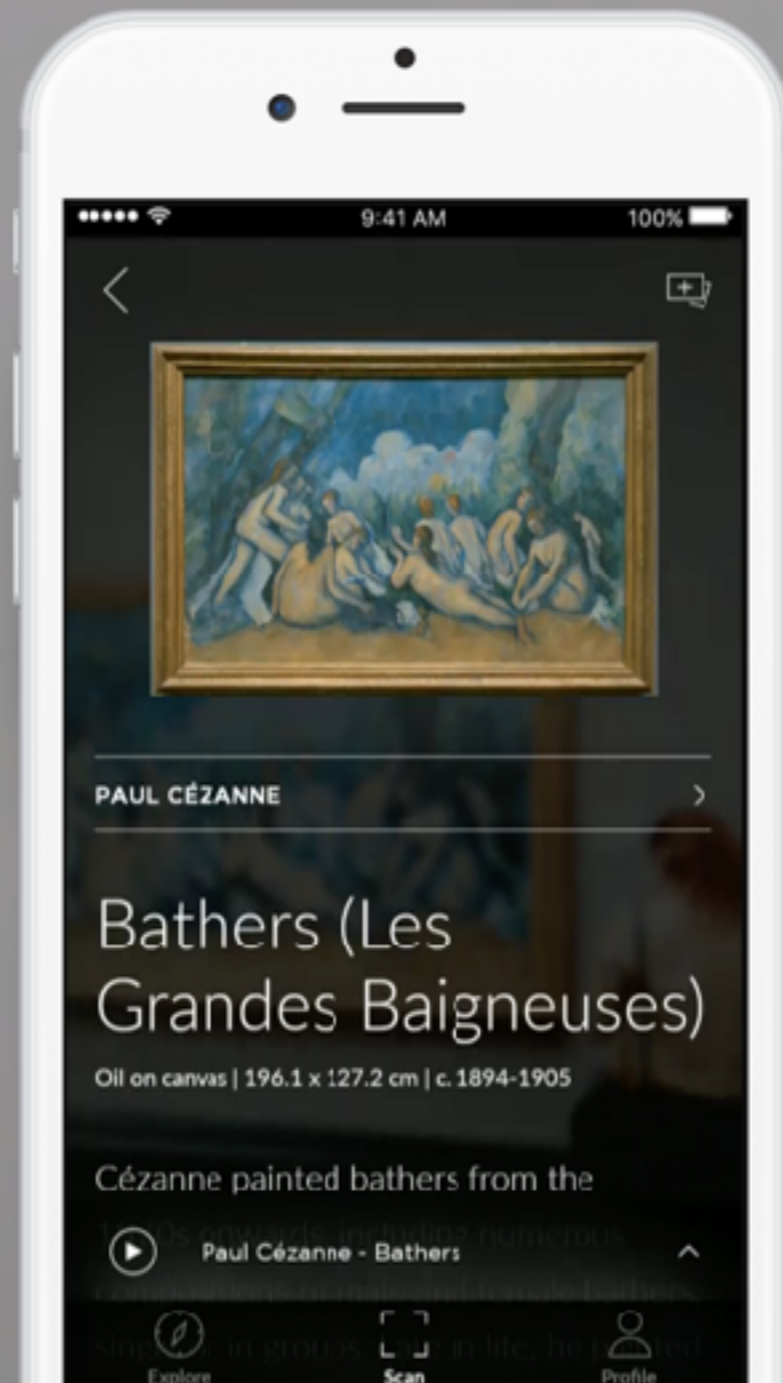


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## 4. **#VIRTUAL HUMANS** AS THE NEW NORMAL

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**Two possible effects on traveller behaviour:**

- 1. Increased comfort with digital assistance and guiding but expected sophistication and human-like interface**
- 2. Opportunity for new solutions for independent travellers (adaptive styles and personalities)**

## 5. **#SOCIAL** WITHOUT CROWDING

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## 5. **#SOCIAL** WITHOUT CROWDING

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## 5. **#SOCIAL** WITHOUT CROWDING

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**Two possible effects on traveller behaviour:**

- 1. Demand for smaller-group experiences and family/ friend travel**
- 2. Expectation that destinations/ operators incorporate measures to avoid crowding at all costs**
- 3. Demand for more isolated off-the-beaten path experiences**

## 6. **#CARE** AS THE NEW SERVICE

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## 6. #CARE AS THE NEW SERVICE

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master



card.

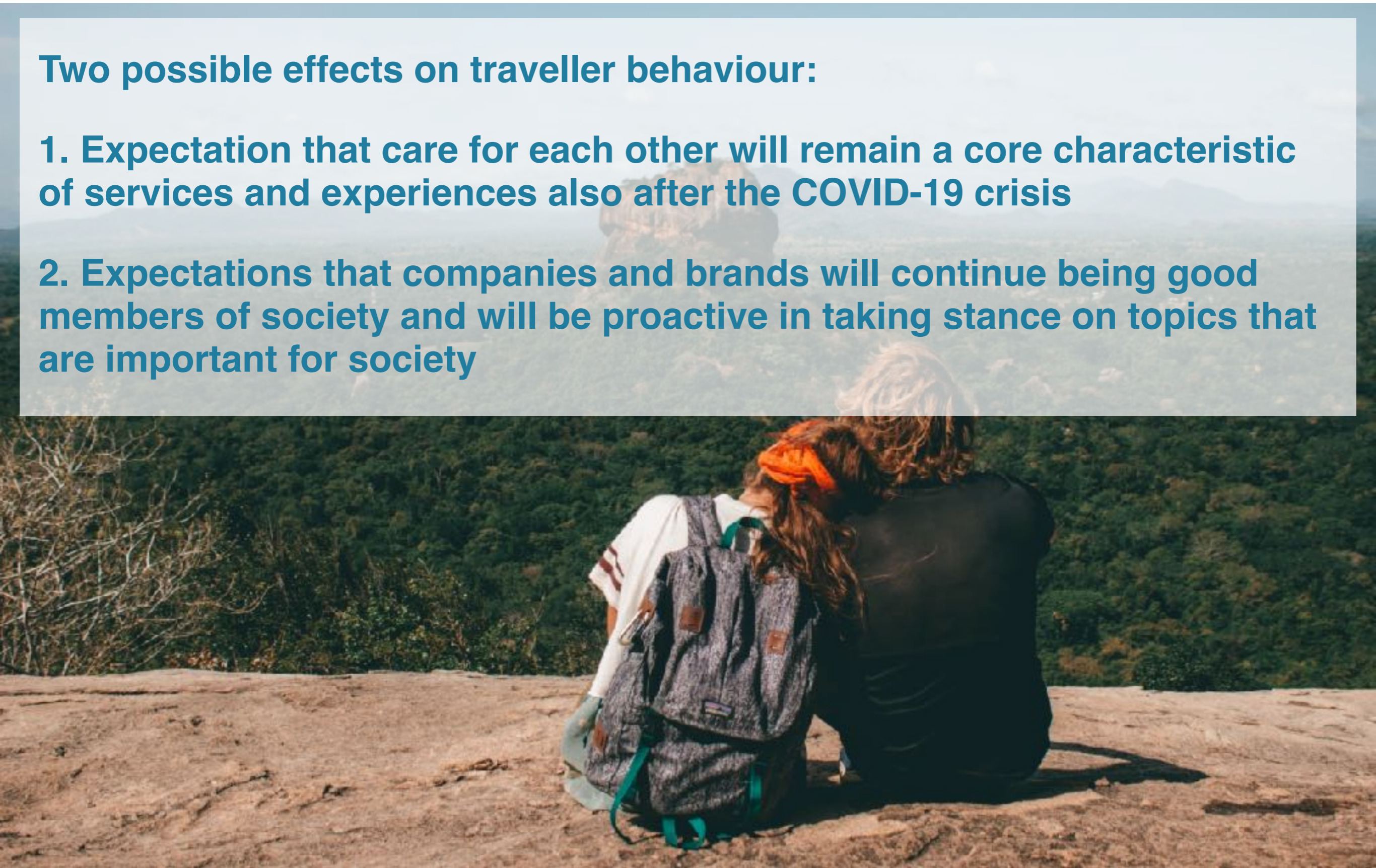


## 6. **#CARE** AS THE NEW SERVICE

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**Two possible effects on traveller behaviour:**

- 1. Expectation that care for each other will remain a core characteristic of services and experiences also after the COVID-19 crisis**
- 2. Expectations that companies and brands will continue being good members of society and will be proactive in taking stance on topics that are important for society**



## 7. **#VALUE** AS THE BASE CURRENCY

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## 7. #VALUE AS THE BASE CURRENCY

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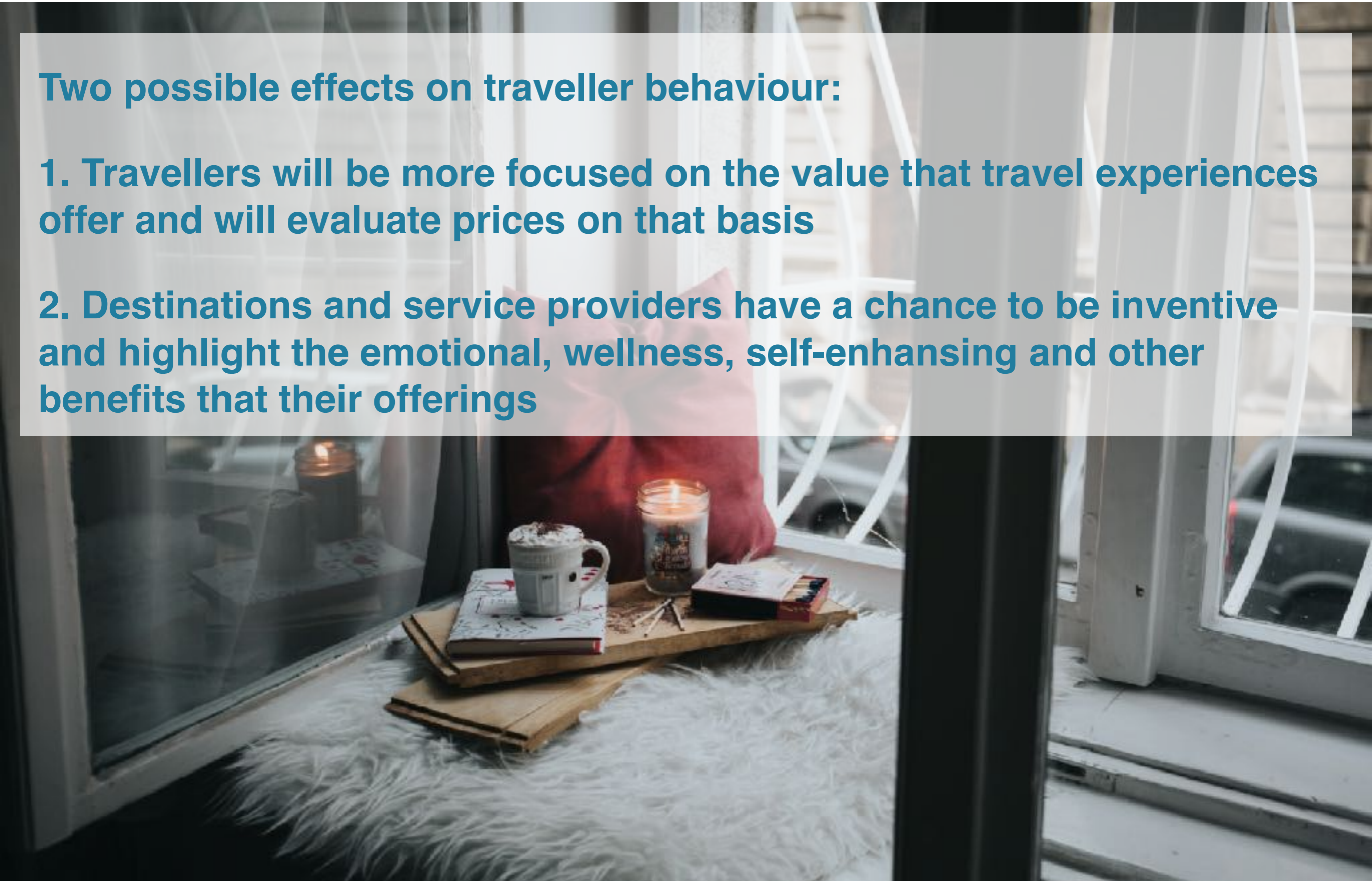


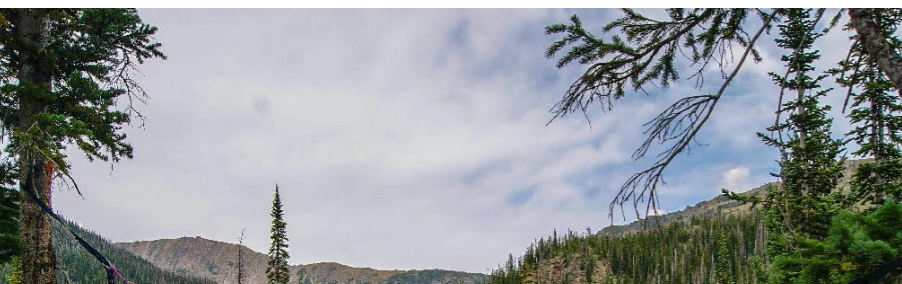
## 7. #VALUE AS THE BASE CURRENCY

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**Two possible effects on traveller behaviour:**

- 1. Travellers will be more focused on the value that travel experiences offer and will evaluate prices on that basis**
- 2. Destinations and service providers have a chance to be inventive and highlight the emotional, wellness, self-enhancing and other benefits that their offerings**





IN SUMMARY...

# THE POST-COVID-19 TRAVELLER: **KEY TAKEAWAYS**

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There is only **one thing that is certain** about the COVID-19 crisis and it is... **uncertainty**.

It is exceptionally **difficult to figure out** what the post-COVID-19 travellers will be like...

...but we know that the current crisis experience will leave a **deep mark on the attitudes and expectations** that will be shaping their decision making and consumption of future travels.