

# Private Sector Approaches During COVID-19



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION



**ADVENTURE**  
360



# ON TODAY'S WEBINAR

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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 TRADE ASSOCIATION

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## WHAT WE HAVE DONE & WHAT WE ARE DOING

- Experiencing grief
- Triage
- Difficult decisions
- Leadership
- Communication (a few examples):
  - Video: messages from leadership
  - Re-enforce community: TheHUB
  - Survey: Impact Monitor
  - Guides:
    - COVID-19 Guide for the Adventure Travel Industry
    - Financial Strategies and Tactics for Adventure Travel Businesses During Economic Uncertainty (ATTA and Flywire)
  - Webinar: Attempting to Profile The Post-COVID-19 Traveller
- Generosity & Sharing
- Envisioning a new and altered operating environment



# Private sector activity around the world

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# Fundamentals for the Private Sector

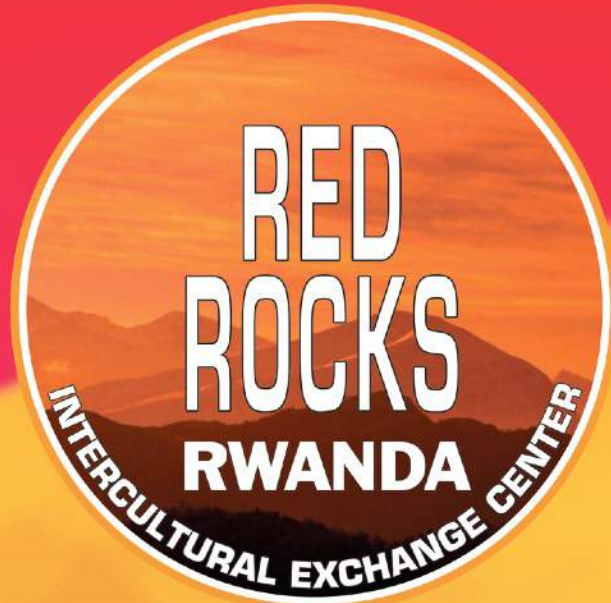
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- People
- Financials
- Handling customers/guests
- Communicate
- Tackling the “hard work”
  - Update cancellation and transfer policies
  - One-to-one guest/client communication
  - Re-fortifying the foundation
  - Education & training
- Exploring “rebound” strategies
  - Re-examine and bolster relationships with existing partners and customers
  - Re-examine target customer profile, source markets, marketing
  - Re-consider “everything”, starting with the fundamentals



# Around the world solutions - Rwanda

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## **Greg Bakunzi, Red Rocks Initiatives for Sustainable Development**

- Adopting new models for engagement to address gap between companies and customers
- Rebuilding communities day by day; putting people first - inviting community into conservation areas to learn more about tourism
- Identify new programs that offer society a future - creating new pathways
- Develop programs and activities that promote and drive economic growth
- Turned physical assets into training centers to prepare for a rebound



# Around the world solutions - Italy

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The logo for S-CAPE TRAVEL features the company name in a bold, sans-serif font. To the right of the text is a green graphic consisting of two stylized, overlapping arrow shapes pointing in opposite directions.

**S-CAPE**  
TRAVEL



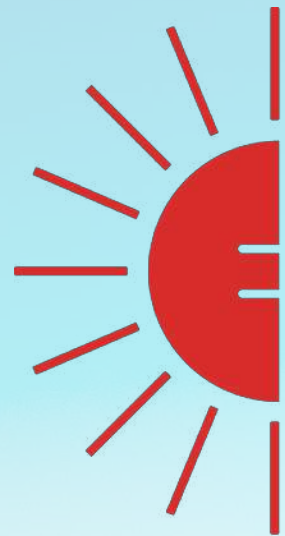
## **Tullia Caballero, S-Cape Travel (tour operator and self-guided specialist)**

- Dealing with past rivalries and bureaucracies
- Creating new communities (e.g., Google Groups, Facebook, YouTube)
- Private sector initiating efforts to more deeply educate public institutions
- Creation of a network of companies, associations, freelancers interested and willing to collaborate with each other in a new, concrete, professional and goal-oriented manner
  - prepping rebound communications campaign
  - initiating training and education programs



# Around the world solutions - Japan

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ESSENTIAL  
JAPAN TRAVEL



## **Takashi Yamada, Essential Japan Travel (DMC)**

- Reconstructing business models for travel partners (tour operators) - e.g., minimise the quotation process
- Invest time and (some) money in systems to support the new models
- Re-examining and improving financial model that rewards all parties
- Building trust and clarity through professional, transparent disclosures



# Around the world solutions - USA

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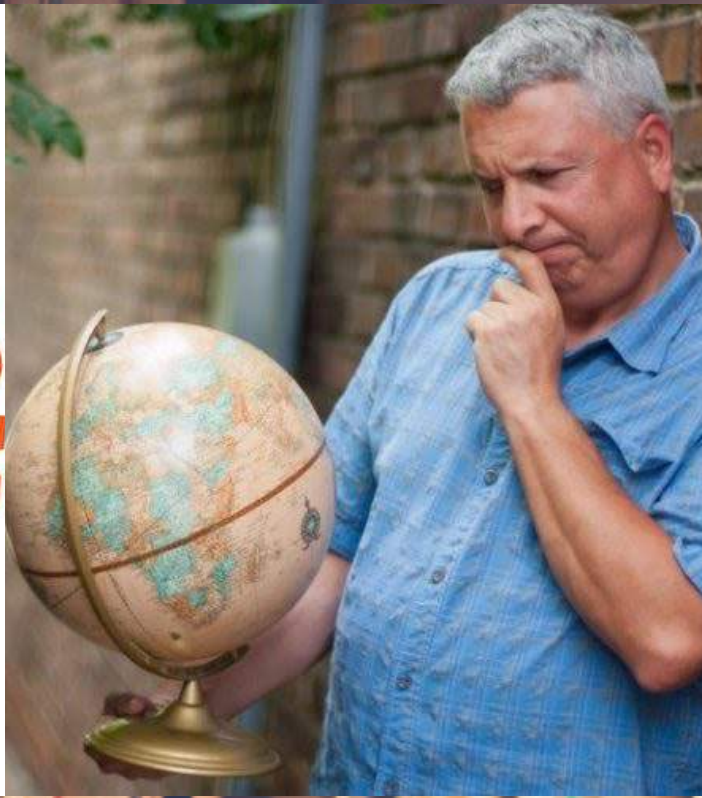
## **Loren Siekman, Pure Adventures (tour operator, self-guided specialist)**

- Building more transparency throughout the entire business for partners and customers
- Ratcheting up the booking terms and conditions; introducing “Cancel for Any Reason” travel insurance option
- Introducing new “custom trip fees” policy to clients
- Exploring new partnerships - to offer more domestic travel options, and internationally, seeking more “exclusivity” with local partners in destination in exchange for not competing in PA’s marketplace and instead driving inbound inquiries back to PA



# Around the world solutions - USA/Europe

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## **Jim Johnson, BikeTours.com (European bike tour platform)**

- Focus on keeping clients and prospects engaged
  - “Mining” strategy
- Re-boot and re-engage campaign preparations
  - “book risk-free with incentives”



# Around the world solutions - USA

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JACKSON HOLE  
wildlife safaris



## **Mary Bess, Jackson Hole Wildlife Safaris (incoming ground supplier)**

- Leveraging their physical offices “gallery”
- Building new partnerships and offerings with featured artists in the gallery; new itineraries where guest will have the chance to work on their own art WITH world-renowned artists
- Intensified use of social media to bring wildlife to the masses
- Owner, Jason Williams, active with myriad governmental organizations to help shape the outcomes and strategies for tourism to come



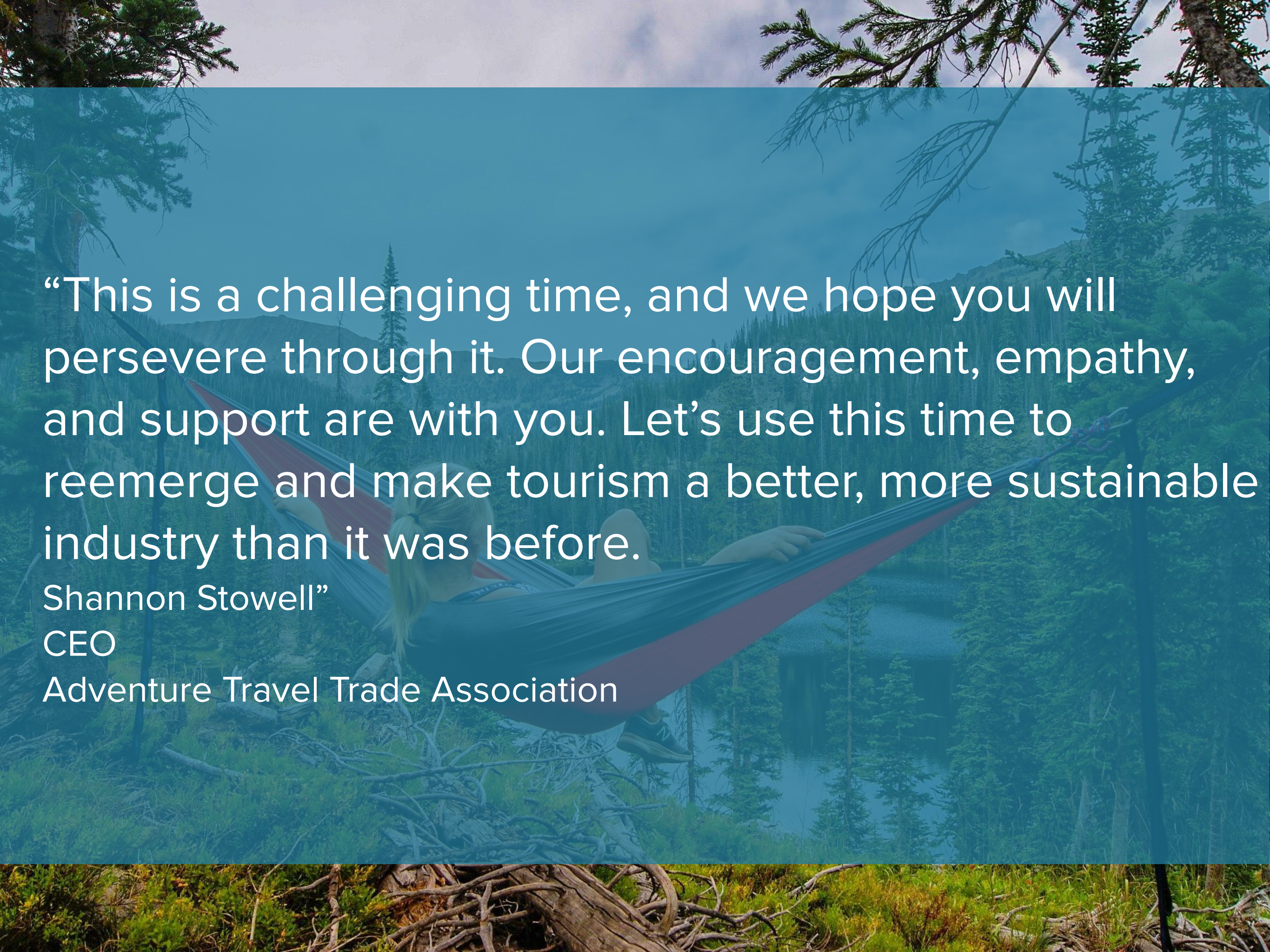
# Around the world solutions - Southern Africa



## Roland Vorwerk, Boundless Southern Africa (regional marketing initiative)

- “keeping all communication lines open”
- “having no preconceived ideas about anything”
- “wearing biggest collaboration hat ever”
- “opening lines to a wide range of communities in real time...seeing interesting variations, ambassadors and catalysts I would not previously have imagined...”
- “when there is an external threat, the only strategy is to regroup and collaborate”



A person with blonde hair in a ponytail is lying in a red and blue striped hammock, suspended between two trees. The background is a lush green forest with a calm lake reflecting the trees. The scene is overlaid with a semi-transparent blue filter. The text is white and centered over the upper half of the image.

“This is a challenging time, and we hope you will persevere through it. Our encouragement, empathy, and support are with you. Let’s use this time to reemerge and make tourism a better, more sustainable industry than it was before.

Shannon Stowell”

CEO

Adventure Travel Trade Association



# Helpful Resources

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## ATTA Leadership Communications:

- [Message from ATTA Regarding COVID-19 Virus](#)
- [COVID-19 and the Global Adventure Travel Industry](#)
- [A Message from ATTA CEO Shannon Stowell](#)

## Guides:

- [COVID-19 Guide for the Adventure Travel Industry](#)
- [Financial Strategies and Tactics for Adventure Travel Businesses During Economic Uncertainty](#)

## [AdventureTravelNews.com](#) Resources:

- [Doing Good in the Time of COVID-19](#)
- [3 Tips to Emerge Stronger](#)
- [Stories from the Field: ATTA Member Video Playlist](#)
- [ATTA's Top 10 Tips for Virtual Organizations](#)
- [Resilience in the Adventure Travel Industry: Preparing for the Unexpected](#)
- [ATTA Launches a Virtual Educational Series "Meet the Experts"](#)



# Helpful Resources

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## Adventure Travel Business Impact Monitor Survey - COVID-19 (March 2020 Snapshot):

The ATTA surveyed adventure travel industry members throughout March to monitor the impact of COVID-19 outbreak on adventure businesses globally, and to understand the experience, concerns, opportunities, and needs of all industry members.

In this **free March snapshot report (full report available in April)**, responding businesses shared:

- Outlook on business prospects over the next calendar year
- State of bookings and cancellations
- The estimated loss of 2019-equivalent revenues thus far in 2020 directly attributable to cancellations
- The negative and positive impacts of the outbreak
- Normal business resumption expectations
- Key short-term and long-term concerns
- Crisis management strategies they've implemented/planning to implement
- Ways the ATTA can best support their organization

The *Adventure Travel Business Impact Monitor Survey - COVID-19 (March 2020 Snapshot)* report offers valuable insights into how adventure travel businesses are being affected by the pandemic, what they are doing to mitigate these impacts, and how they plan to cope in the future.





**ADVENTURE TRAVEL**  
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**Tack så mycket**



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