



ADVENTURE TRAVEL
TRADE ASSOCIATION



Adventure Travel Industry Snapshot

September 2021
(Recap of 2020)



ABOUT THIS REPORT

Welcome to the 2021 Industry Snapshot report, in which the Adventure Travel Trade Association (ATTA) invited adventure industry businesses to share information about their company's wellbeing; their 2020 guest profile; and trending consumer motivations, activities, and destinations for 2021. While we recognize that 2020 was a difficult year for many in our industry, we believe it is important to collect this data as a way to track COVID-19's effect and our recovery.

Many of the same questions were asked in last year's Industry Snapshot report; we have included the data for comparison in some pages of this document, and the full 2020 Industry Snapshot report can be downloaded at no cost from the [ATTA website at this link](#). We anticipate sharing more comparison data soon, to learn more about the long-term impacts of the pandemic, and to identify ways that our industry can better protect itself in the future.

We are grateful to all of our respondents for taking the time to share your struggles and outlook with us, and thank you to all of our readers for your interest in the adventure travel community and its recovery.

- Heather Kelly, Sr. Research Manager, ATTA

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KEY FINDINGS

The Impact of COVID-19

- On average, trips were 36% full, and 16% of respondents had zero guests in 2020
- The average number of travelers served by respondents was 560, an 86% decrease from 3,974 in 2019
- Guides and operations were the two positions hardest hit in 2020
- 74% of respondents had over an 80% reduction in revenue compared to 2019; 45% had a 2020 gross annual revenue of less than \$50,000
- Operators have primarily responded to COVID-19 by modifying and creating products, reducing business size/capacity, customizing offerings, and prioritizing domestic travel
- 43% of respondents are interested in receiving financial assistance through loans or grants

Marketing Trends

- Word of mouth, tour operator partnerships, and email marketing are the top three customer acquisition methods
- Globally, approximately two-thirds of bookings are made directly with the service provider

Leading Destinations and Activities

- The most popular consumer motivations for traveling were new experiences, to go off the beaten track, and to travel like a local
- The hottest trending destinations were the United States, the Mediterranean, Western Europe, Central America, and Scandinavia

Future Outlook

- Globally, 76% of respondents expect their 2021 net profit to be equal to or better than 2020
- 70% of respondents are seeing an improvement in domestic travel demand for 2021 and into 2022
- 64% of respondents are seeing an improvement in international travel demand for 2021 and into 2022

Sustainability and Safety and Risk Management Practices

- 40% have or are working toward a sustainability certification
- 72% have a documented safety and risk management plan, approximately the same as 2019



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Part I:

Introduction





METHODOLOGY

- Every year since 2006 the ATTA has surveyed its growing database of tour operators. Each year adventure travel tour operators are invited to share information about their business operations as well as trends they are experiencing with respect to traveler demographics, destinations, and activities.
- A survey was sent to members of the ATTA in June 2021, asking for data from 2020. Data was collected through July 2021. The survey asked operators about their business operations, 2020 sales, 2021 booking expectations, travel trends, and consumer motivations.
- 222 respondents completed the survey.



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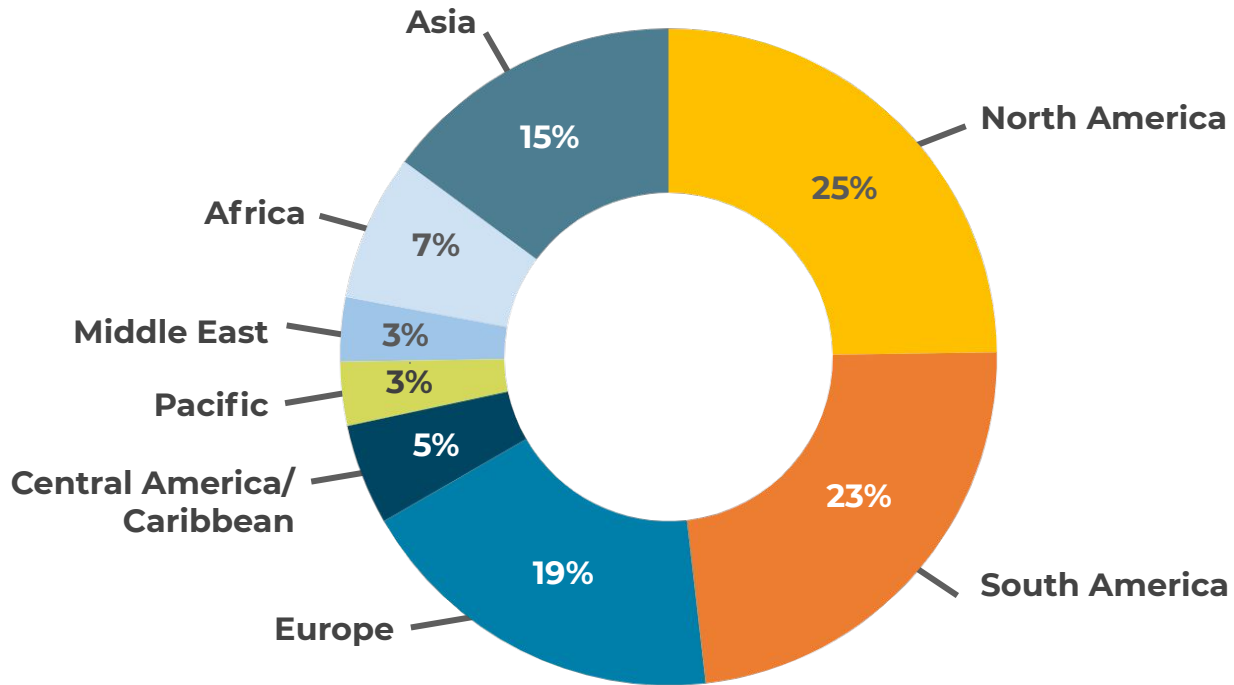
Part II:

Adventure Tour Operator Profile + Staffing, 2020 Guests





ORGANIZATION HEADQUARTERS



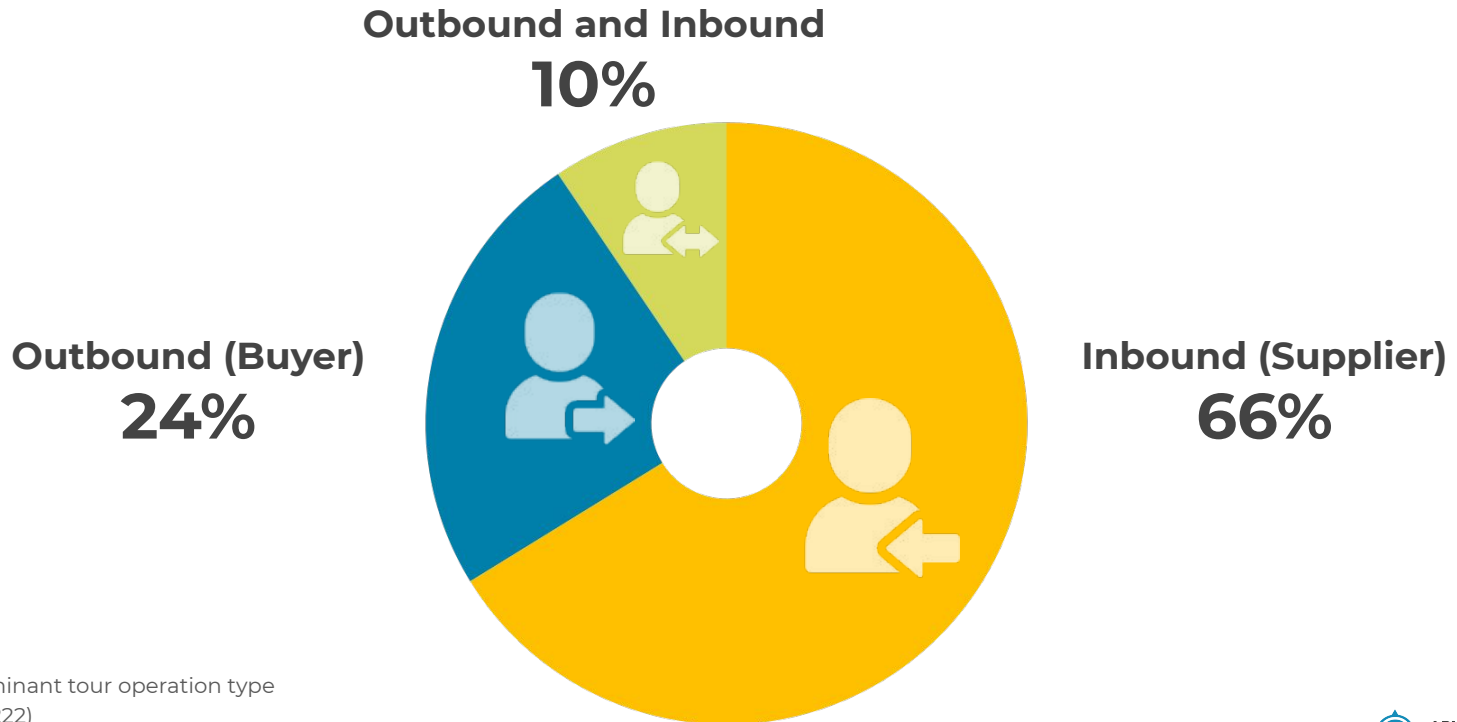
Q1: In what country is your organization headquartered?

Base: All respondents (n=222)

Source: 2021 Adventure Tour Operator Snapshot Survey



TOUR OPERATION TYPE



Q2: Please select your dominant tour operation type

Base: All respondents (n=222)

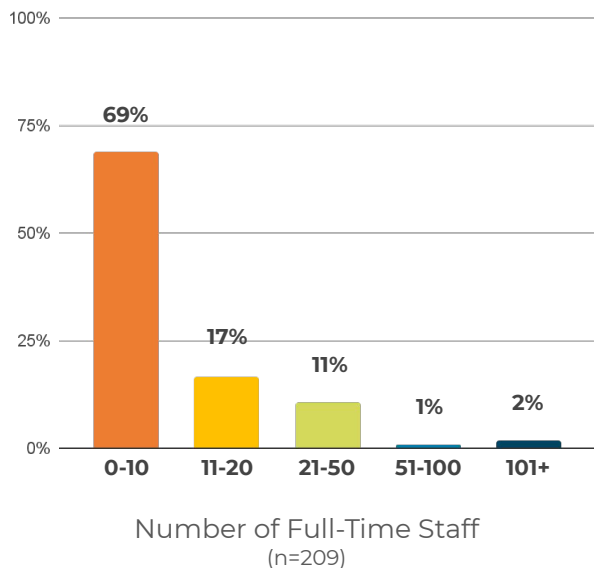
Source: 2021 Adventure Tour Operator Snapshot Survey



2020 STAFFING

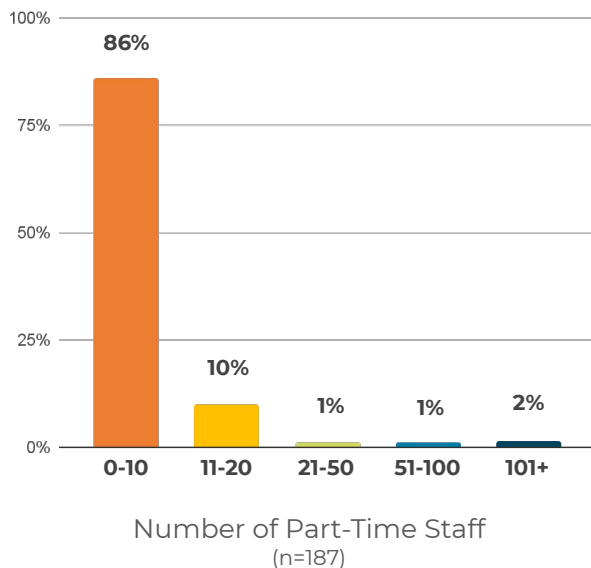
Full-Time Staff

(approx. 40 hrs/wk)



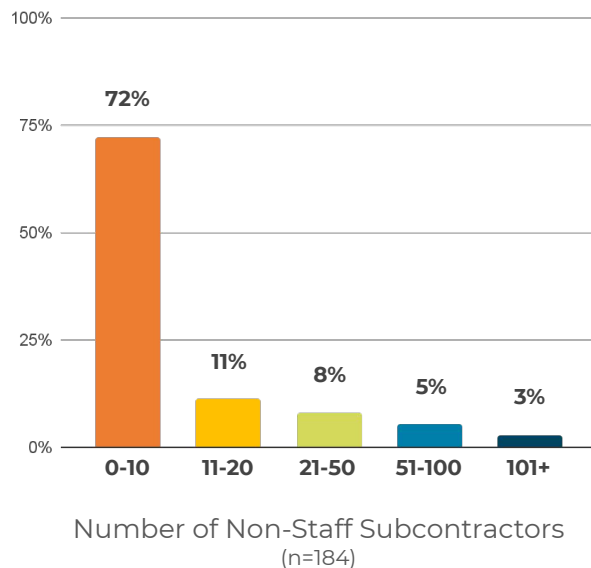
Part-Time Staff

(approx. 20 hrs/wk)



Non-Staff Subcontractors

(guides, drivers, consultants, etc.)



Q4: Please share the size of your 2020 workforce

Base: All respondents (n=222) excluding those left blank as indicated by the totals above

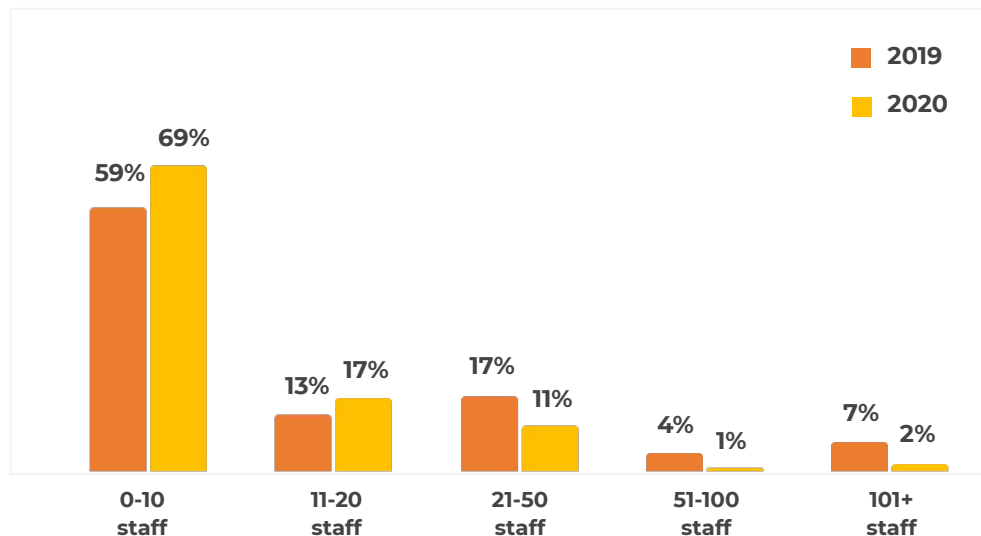
Source: 2021 Adventure Tour Operator Snapshot Survey

note: totals may not equal 100 due to rounding



FULL-TIME STAFF 2019 VS. 2020

Respondents operated using fewer full-time staff in 2020 than in 2019.



Q4: Please share the size of your 2020 workforce

Base: All respondents excluding those left blank (2020 n=123, 2021 n=209)

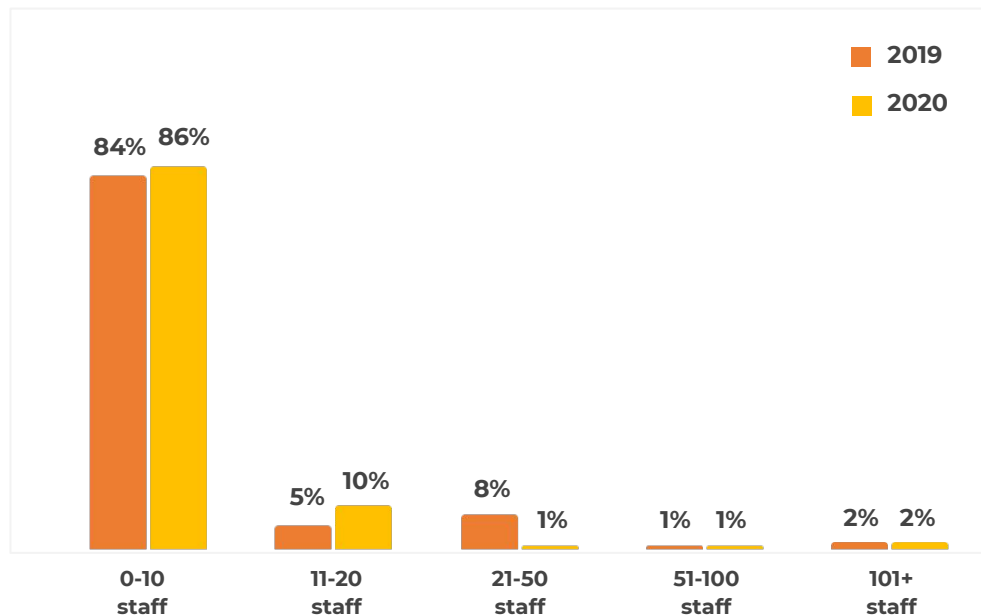
Source: 2020 and 2021 Adventure Tour Operator Snapshot Surveys

note: totals may not equal 100 due to rounding



PART-TIME STAFF 2019 VS. 2020

The number of part-time staff did not change drastically from 2019 to 2020.



Q4: Please share the size of your 2020 workforce

Base: All respondents excluding those left blank (2020 n=114, 2021 n=187)

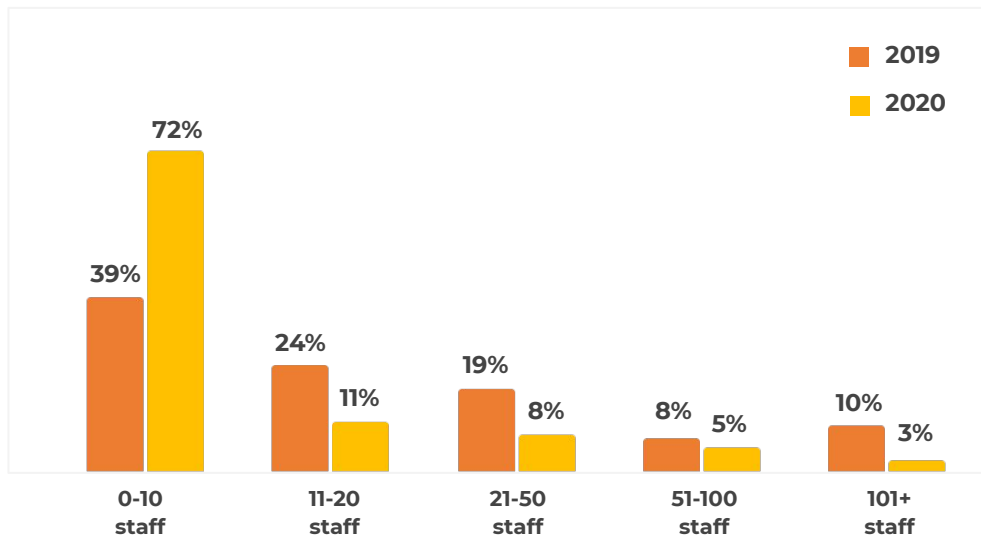
Source: 2020 and 2021 Adventure Tour Operator Snapshot Surveys

note: totals may not equal 100 due to rounding



SUBCONTRACTORS 2019 VS. 2020

Respondents operated using fewer subcontractors in 2020 than in 2019. This was the staffing category most affected by COVID-19.



Q4: Please share the size of your 2020 workforce

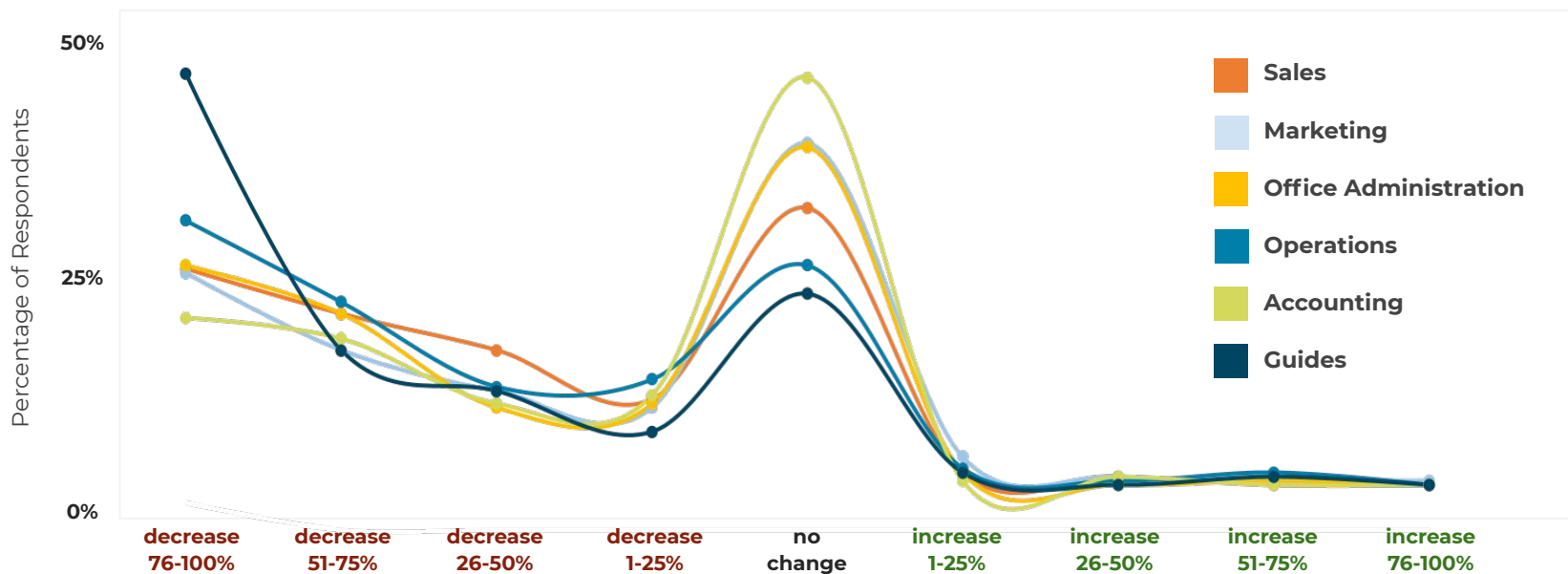
Base: All respondents excluding those left blank (2020 n=117, 2021 n=184)

Source: 2020 and 2021 Adventure Tour Operator Snapshot Surveys

note: totals may not equal 100 due to rounding

STAFFING CHANGE 2019 TO 2020

Guides and operations were the two positions hardest hit in 2020.



Q5: How did your staffing change in 2020?

Base: All respondents (n=222)

Source: 2021 Adventure Tour Operator Snapshot Survey



GUESTS SERVED IN 2020

Company Headquarters	Average # of Travelers (2020)	Average # of Travelers (2019)
All Regions* (n=219, 3 total outliers omitted)**	560	3,974
North America** (n=54, 1 outlier omitted)	672	1,708
Central America/Caribbean** (n=10, 1 outlier omitted)	636	2,327
South America (n=52)	298	2,317
Africa (n=16)	158	950
Europe (n=41)	1,138	10,023
Asia (n=33)	169	3,263

16%

**of respondents
had **zero** guests
in 2020**

*Regions not containing sufficient sample size (Pacific & Middle East) are included in the All Regions calculation but are otherwise excluded from this chart.

**Three total outlying values were labeled and omitted from calculations using a 2.2 multiplier (Hoaglin & Iglewicz, 1987)

Q3: How many customers did your organization serve in 2020?

Base: All respondents (2020 n=222, 2019 n=126)

Source: 2020 and 2021 Adventure Tour Operator Snapshot Surveys



AVERAGE GUIDE-TO-GUEST RATIO

Company Headquarters	Ratio
All Regions* (n=186, 1 outlier omitted)**	1:7
North America (n=42)	1:6
Central America/Caribbean** (n=9, 1 outlier omitted)	1:11
South America (n=50)	1:6
Africa (n=14)	1:6
Europe (n=34)	1:7
Asia (n=26)	1:6

1:7

**global average
guide-to-guest
ratio**

*Regions not containing sufficient sample size (Pacific & Middle East) are included in the All Regions calculation but are otherwise excluded from this chart.

**One total outlying value was labeled and omitted from calculations using a 2.2 multiplier (Hoaglin & Iglewicz, 1987)

Q6: On average, what was your typical guest-to-guide ratio in 2020?

Base: All respondents with a value greater than zero, excluding one outlier as described (n=186)

Source: 2021 Adventure Tour Operator Snapshot Survey



AVERAGE TRIP FILL RATE

Company Headquarters	Trip Fill Rate
All Regions* (n=222)	36%
North America (n=55)	37%
Central America/Caribbean (n=11)	47%
South America (n=52)	37%
Africa (n=16)	18%
Europe (n=41)	44%
Asia (n=33)	27%

36%

**global average
trip fill rate**

*Regions not containing sufficient sample size (Pacific & Middle East) are included in the All Regions calculation but are otherwise excluded from this chart.

Q7: What was the average fill rate for your trips in 2020?

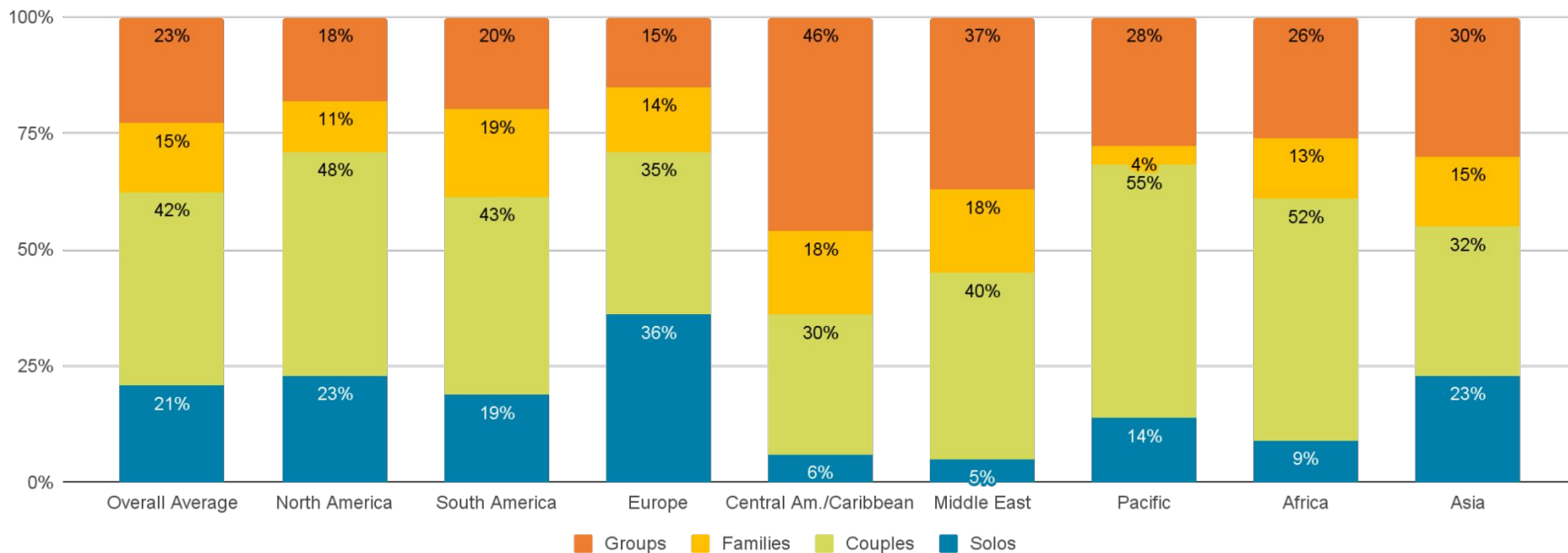
Base: All respondents (n=222)

Source: 2021 Adventure Tour Operator Snapshot Survey



2020 GUEST TYPE

Most 2020 guests were couples, although Europe saw more solos, and the Central America/Caribbean region was popular for groups.



Q8: Please estimate the percentage of your 2020 guests in each of the following categories

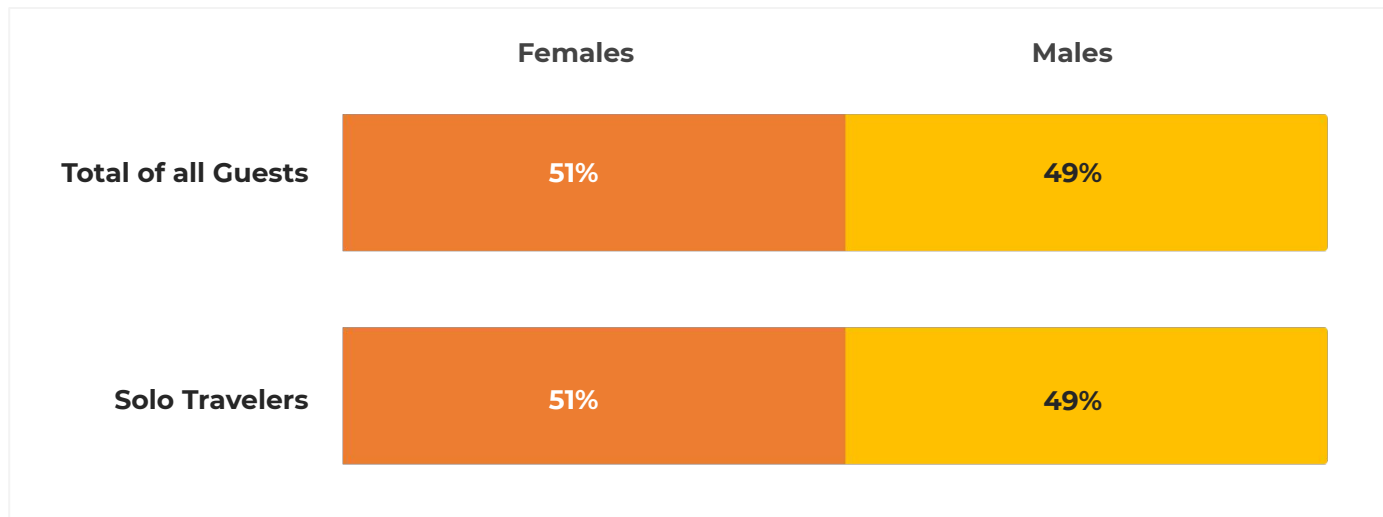
Base: All respondents that had more than zero guests in 2020 (n=170)

Source: 2021 Adventure Tour Operator Snapshot Survey



2020 GUEST GENDER MIX

Adventure travelers in 2020 were roughly equally males and females.



Q9: Please estimate the breakdown of your 2020 guests by gender

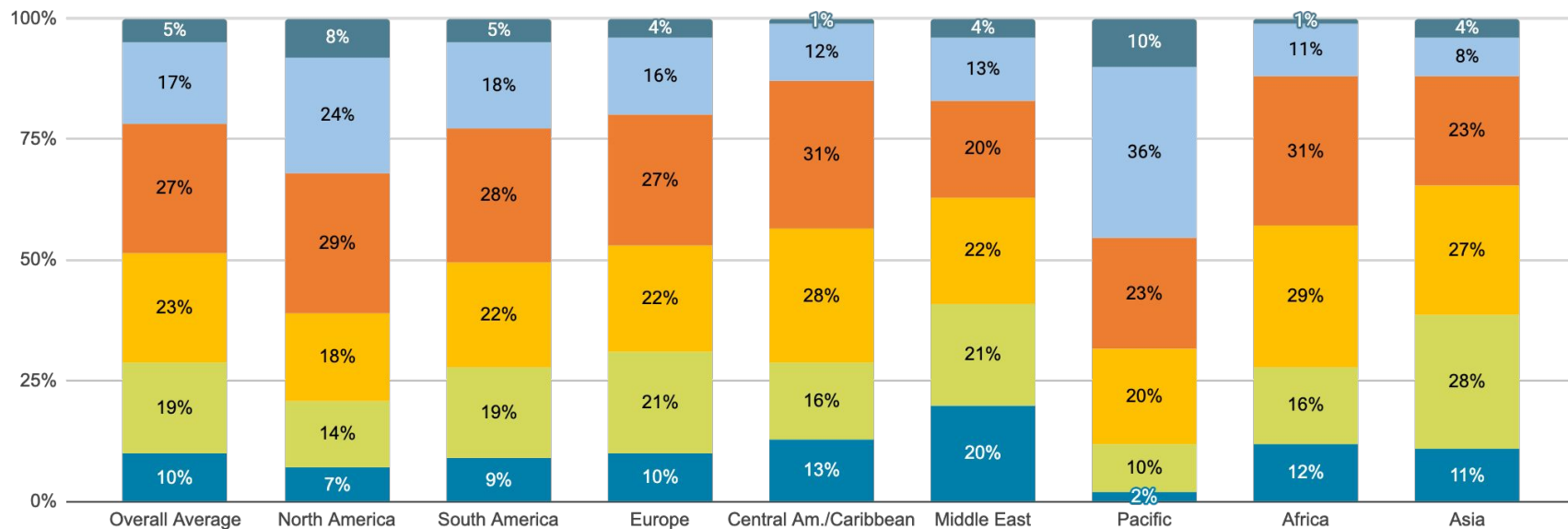
Q10: Please estimate the breakdown of your 2020 solo guests by gender

Base: All respondents excluding those left blank (Q9 n=170, Q10 n=170)

Source: 2021 Adventure Tour Operator Snapshot Survey

2020 GUEST AGE MIX

As in previous years, most 2020 adventure travelers were between the ages of 29 and 60, although countries in North America and the Pacific attracted a slightly older clientele.



Q11: Please estimate your 2020 client age mix

Base: All respondents excluding those left blank (n=170)

Source: 2021 Adventure Tour Operator Snapshot Survey

71 and over 61-70 51-60 41-50 29-40 28 and under

note: totals may not equal 100 due to rounding



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Part III:

Financial Health + Response to COVID-19





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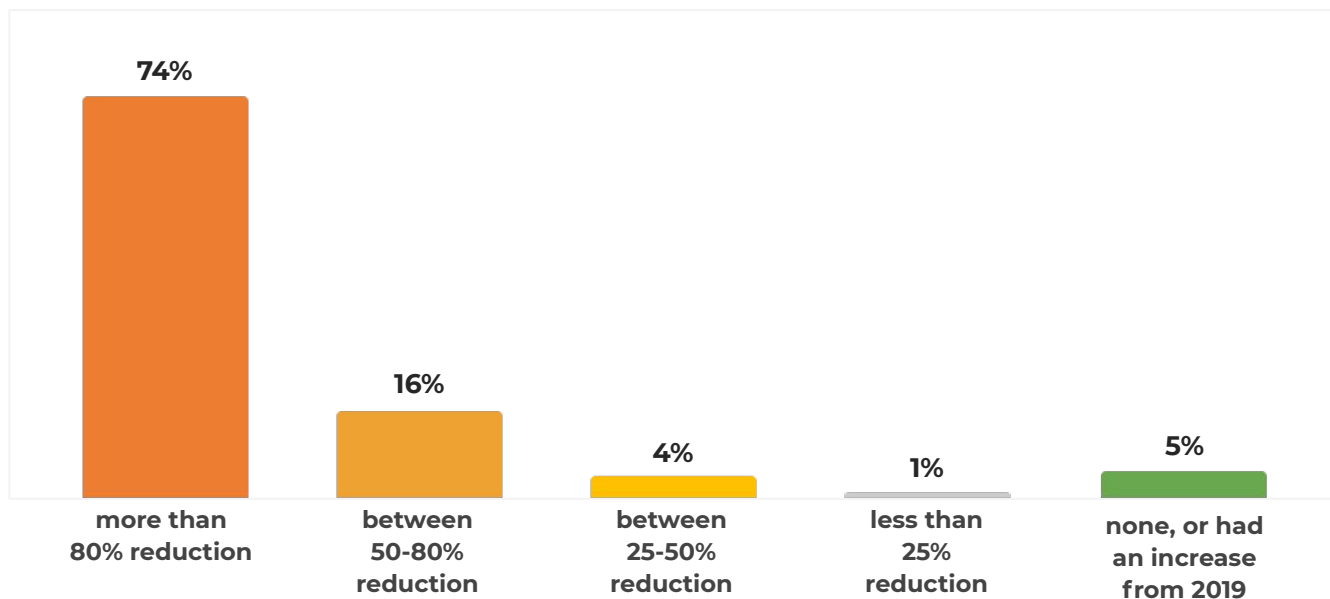
3a.

Annual Revenue



2020 REVENUE REDUCTION

74% of respondents had over an 80% reduction in revenue compared to 2019.



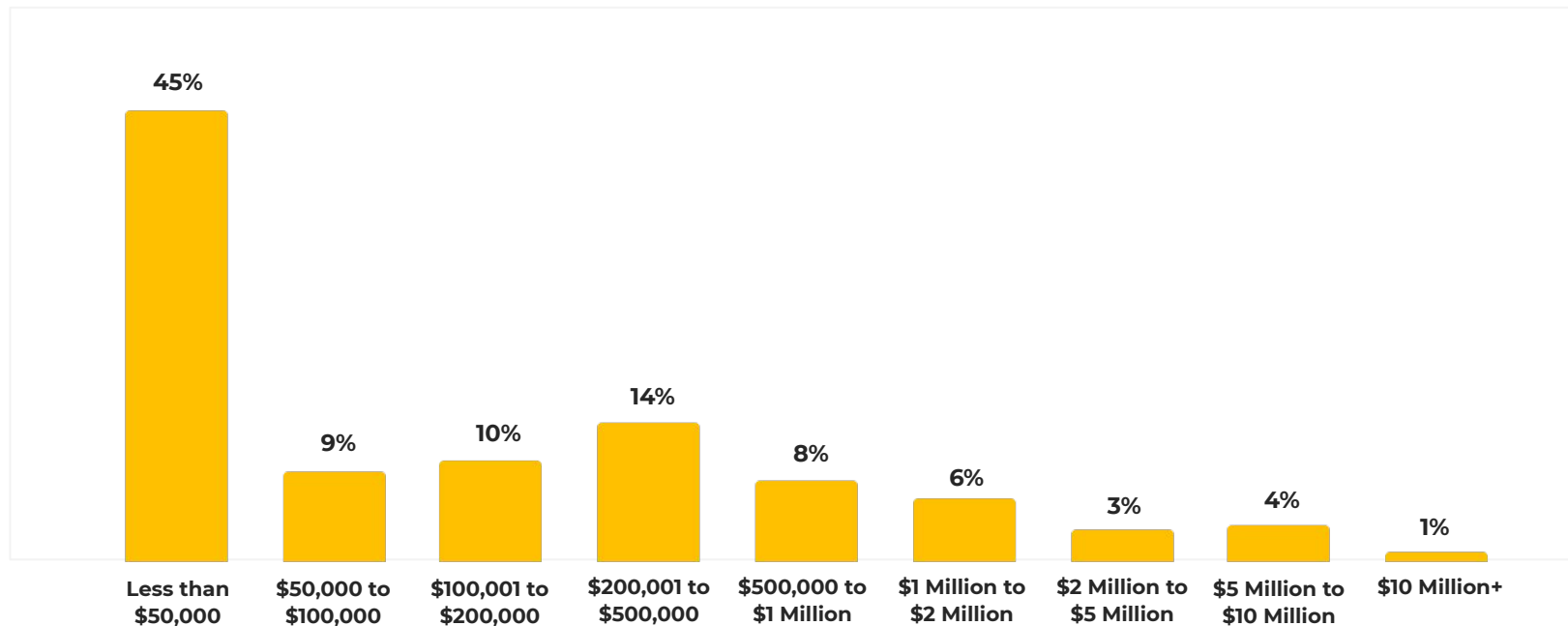
Q13: In 2020, how much of a reduction in revenue did you experience?

Base: All respondents excluding those left blank (n=188)

Source: 2021 Adventure Tour Operator Snapshot Survey



2020 ANNUAL REVENUE



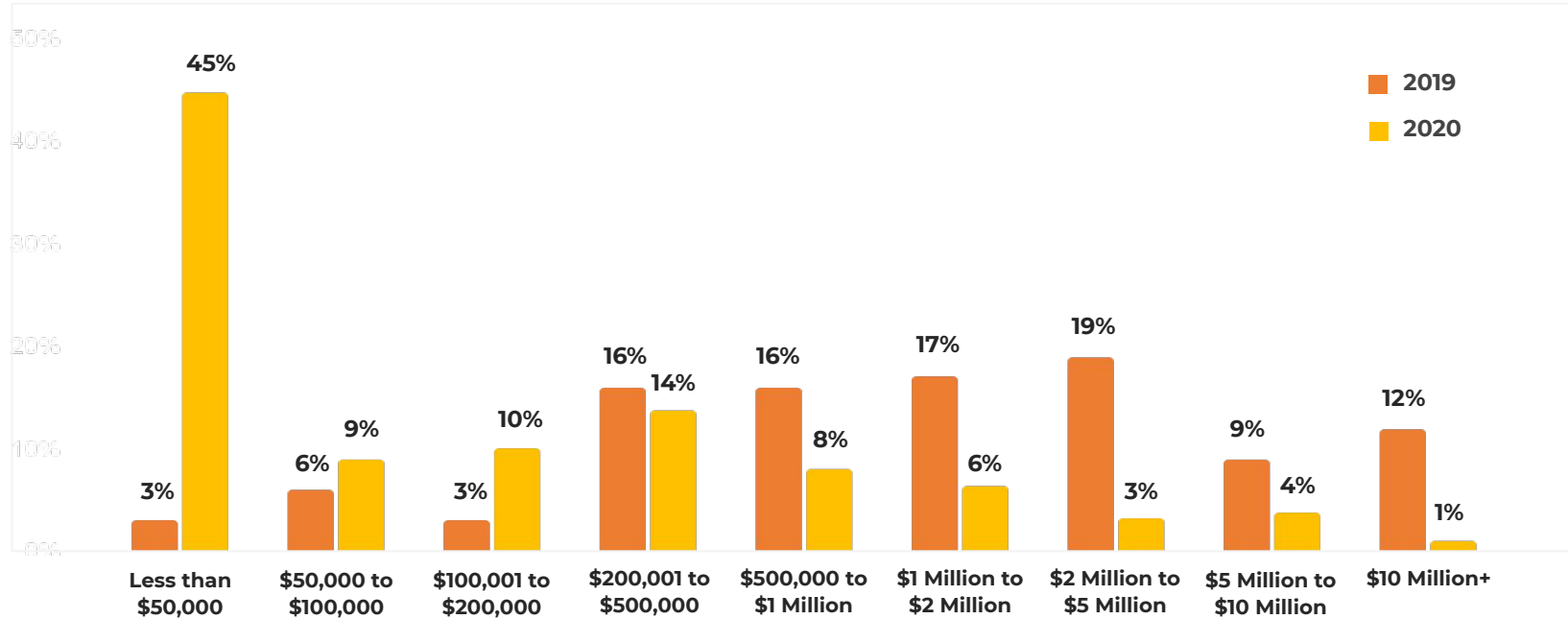
Q26: Please share your organization's annual gross revenues in 2020 in US Dollars

Base: All respondents excluding those left blank (n=188)

Source: 2021 Adventure Tour Operator Snapshot Survey



2020 ANNUAL REVENUE COMPARED TO 2019



Q26: Please share your organization's annual gross revenues in 2020 in US Dollars

Base: All respondents excluding those left blank (2020 n=188, 2019 n=69)

Source: 2021 Adventure Tour Operator Snapshot Survey



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3b.

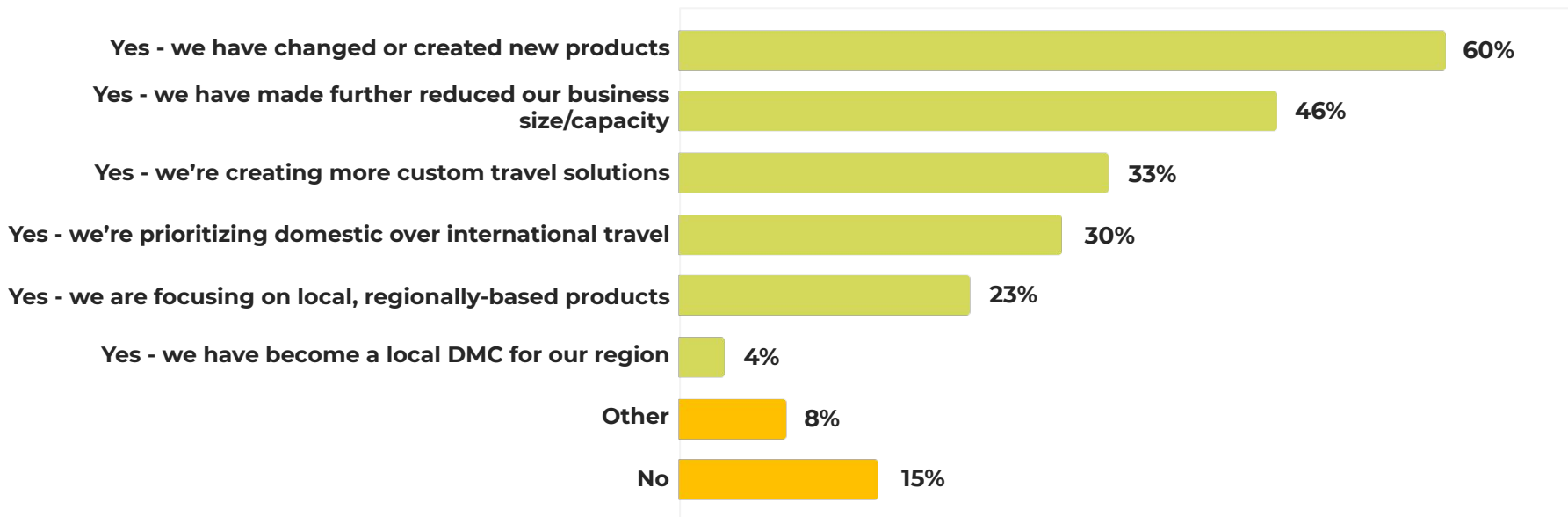
Response to COVID-19





OUTBOUND BUSINESS MODEL CHANGES

Outbound operators have primarily responded to COVID-19 by modifying existing products and creating new ones, reducing their business size/capacity, customizing their offerings, and prioritizing domestic travel.



Q22: Are you changing your business model because of COVID? (check all that apply)

Base: All outbound respondents excluding those left blank (n=84)

Source: 2021 Adventure Tour Operator Snapshot Survey



INBOUND BUSINESS MODEL CHANGES

Inbound operators have primarily responded to COVID-19 by reducing their business size/capacity, and prioritizing local and domestic travelers.



Q23: Are you changing your business model because of COVID? (check all that apply)

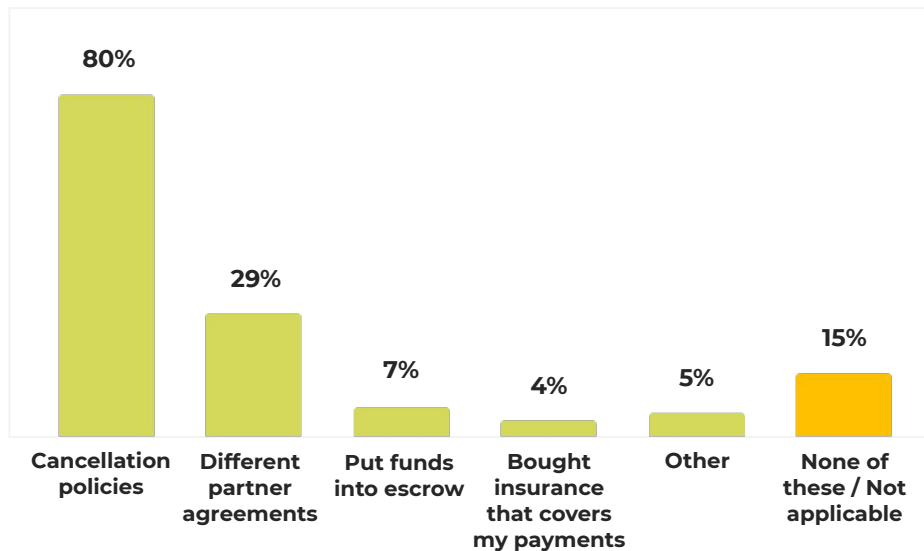
Base: All inbound respondents excluding those left blank (n=148)

Source: 2021 Adventure Tour Operator Snapshot Survey



NEW POLICIES TO PROTECT BUSINESS + TRAVELER FUNDS

Most (80%) of the survey respondents have created new cancellation policies in response to COVID-19. Many also revised their partner agreements as a way to adapt to the current situation.



Q24: Have you created new policies in your tour planning in order to protect your business or travelers' funds? If so, what? (check all that apply)

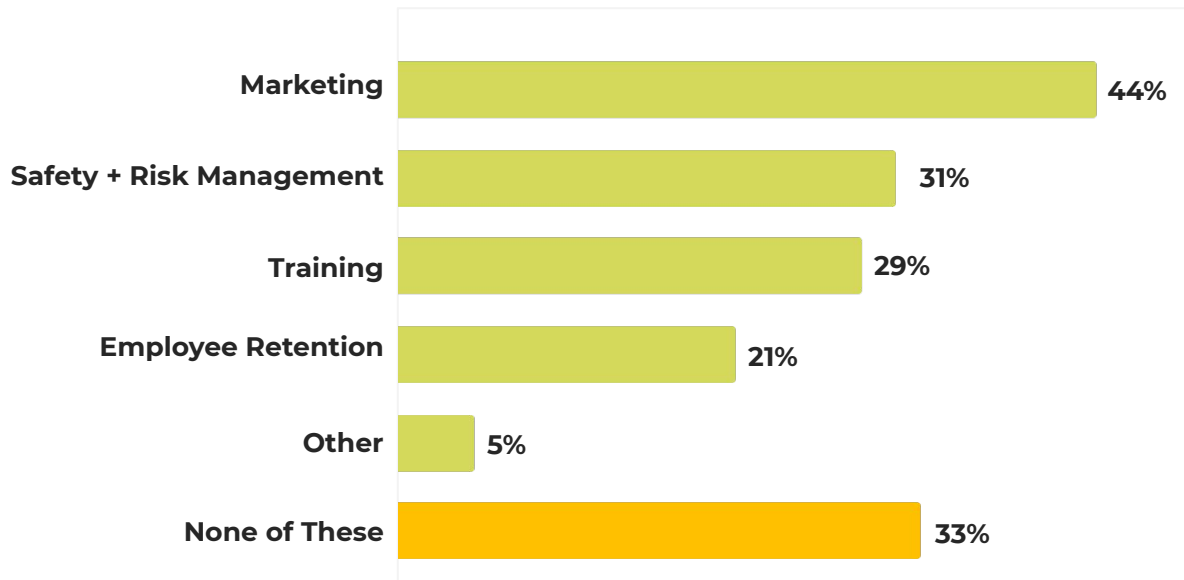
Base: All respondents excluding those left blank (n=188)

Source: 2021 Adventure Tour Operator Snapshot Survey



INCREASING SPENDING AS A RESULT OF COVID-19

Almost half of respondents have increased their marketing spending as a result of COVID-19; approximately a third have also ramped up their safety and risk management and training programs.



Q25: Are you considering increasing expenditures in any of the following areas as a result of COVID-19? If so, what? (check all that apply)

Base: All respondents excluding those left blank (n=188)

Source: 2021 Adventure Tour Operator Snapshot Survey



FUTURE BUSINESS PLANS

16%

interested in being acquired by another company or taking investment

43%

interested in receiving financial assistance through loans or grants

15%

possibly closing down

12%

interested in merging with another company

5%

interested in acquiring or investing in another company

3%

definitely closing down

36% are staying the course, continuing along without changes

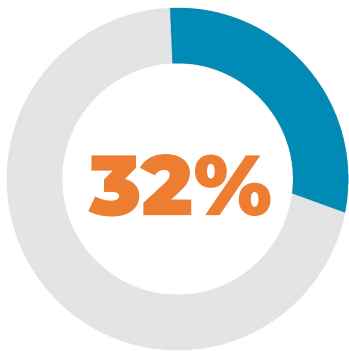
Q16: As you navigate through the pandemic are you considering any of the following options? (check all that apply)

Base: All respondents excluding those left blank (n=188)

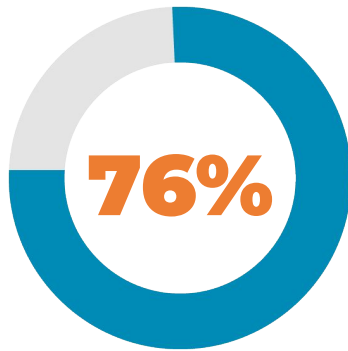
Source: 2021 Adventure Tour Operator Snapshot Survey



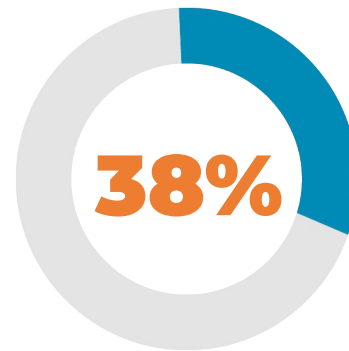
MOTIVATIONS FOR BEING ACQUIRED OR MERGING WITH ANOTHER COMPANY



Retiring and financially gaining from building the company



Continuing the brand I built, giving team and travelers the opportunity to continue on



Current financial situation requires this for the brand to survive

Q17: My interest in being acquired or invested in, or merging with another company, stems from my interest in (check all that apply)

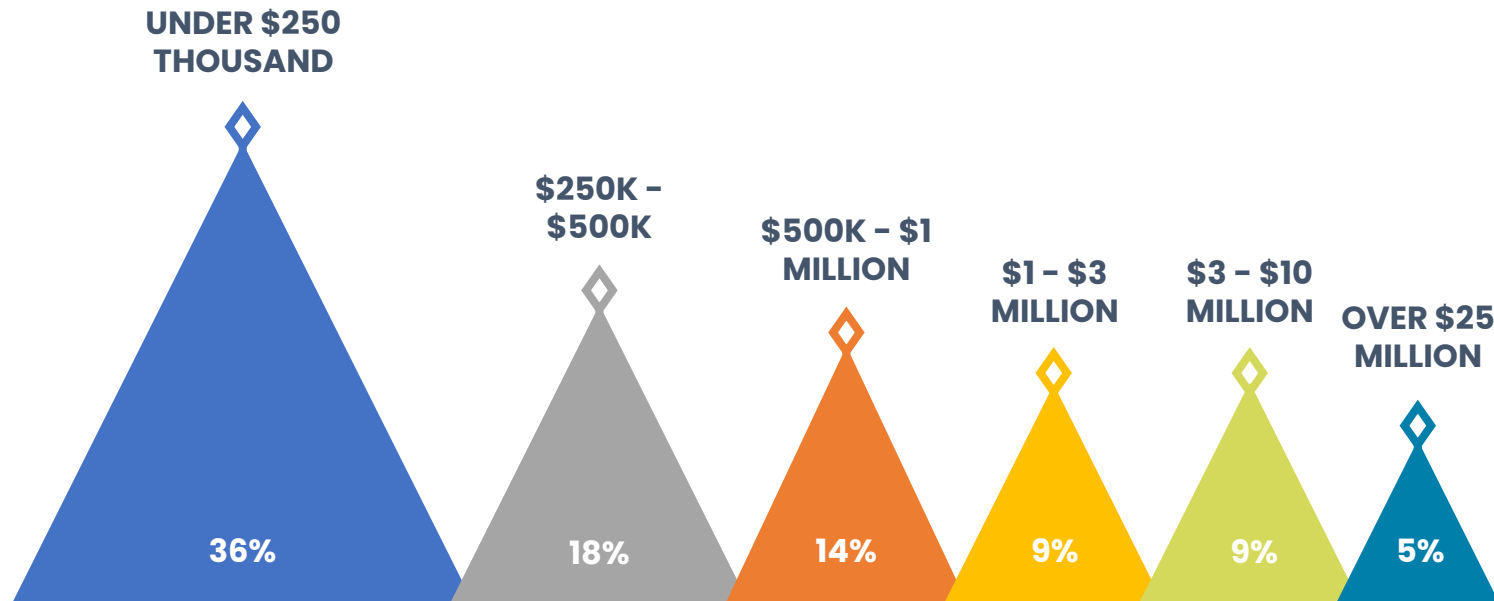
Base: All respondents who indicated they are interested in being acquired or merging with another company (n=37)

Source: 2021 Adventure Tour Operator Snapshot Survey



ACQUISITION FUNDS AVAILABLE

Companies interested in investing in or acquiring other business are mostly looking to spend under US\$500,000.



Q18: If you are interested in investing in or acquiring another business what range of funds (in \$US) do you have available? (choose one)

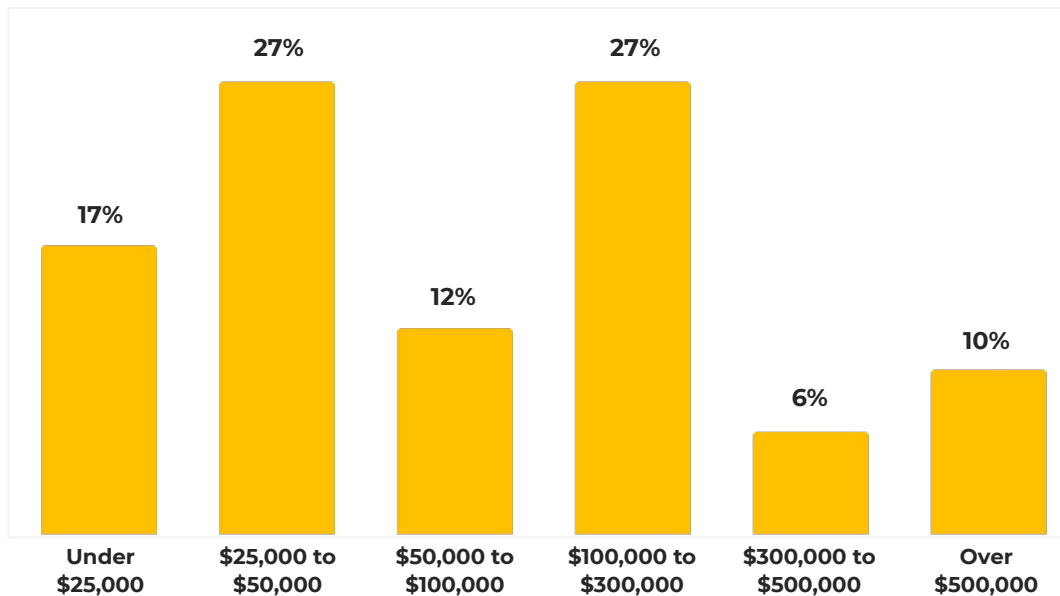
Base: All respondents who indicated they are interested in investing in or acquiring another business (n=22)

Source: 2021 Adventure Tour Operator Snapshot Survey



LOAN AMOUNTS COMPANIES ARE LOOKING FOR

Those interested in receiving a loan are looking for amounts in the US\$25,000-\$50,000 or \$100,000-\$300,000 ranges.



Q19: If financial assistance became available to me as a loan that would need to be paid back within 3 years, the amount (in \$USD) that would be helpful would be (choose one)

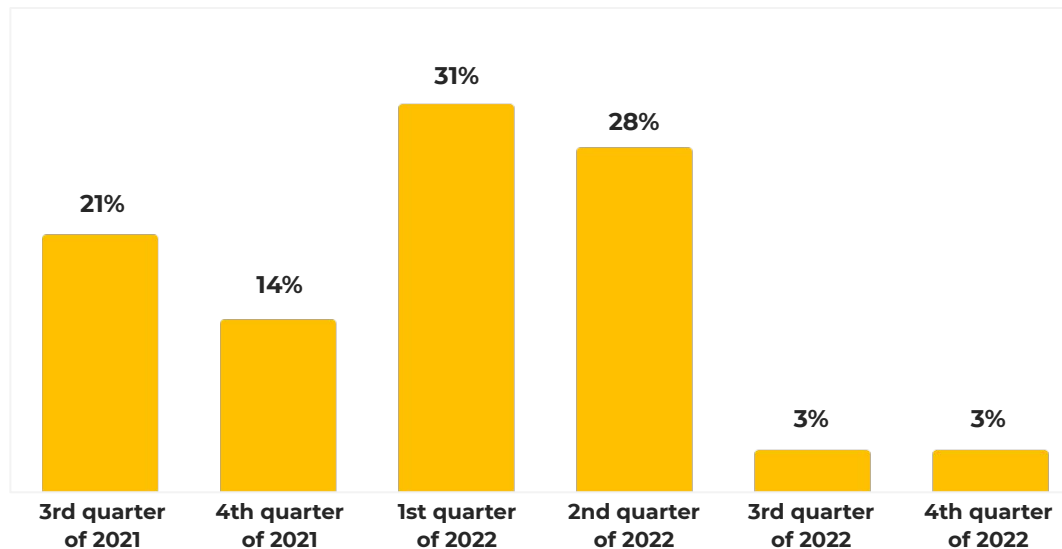
Base: All respondents who indicated they are interested in receiving a loan (n=81)

Source: 2021 Adventure Tour Operator Snapshot Survey



FORECAST FOR THOSE THAT MAY CLOSE DOWN

Thirty-five percent of those who indicated they may have to close down plan on doing so in 2021, with another 59% possibly lasting through 2nd quarter of 2022. If they do close their doors, **35%** hope to hibernate and return someday, **3%** might reopen in a different country, **13%** expect to close for good, and **48%** do not know.



Q20: If the viability of your business is in jeopardy, how long might you be able to last before closing given the current environment? (choose one)

Q21: If you do close your doors, do you intend to ...

Base: All respondents who indicated they may need to close down (Q20 n=29); all respondents who indicated their future plans if they do close (Q21 n=31)

Source: 2021 Adventure Tour Operator Snapshot Survey



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Part IV:

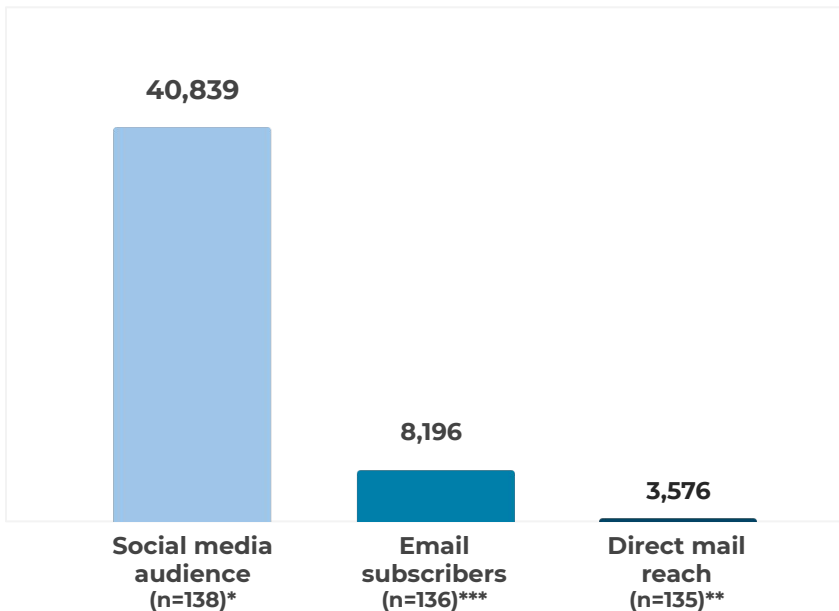
Marketing + Sales: Channels + Tactics





DIRECT MARKETING AVERAGE CUSTOMER REACH

As with previous years, social media is the most popular way to reach customers, followed by email.



*One outlying value was labeled and omitted from calculations using a 2.2 multiplier (Hoaglin & Iglewicz, 1987)

**Two outlying values were labeled and omitted from calculations using a 2.2 multiplier (Hoaglin & Iglewicz, 1987)

***Three outlying values were labeled and omitted from calculations using a 2.2 multiplier (Hoaglin & Iglewicz, 1987)

Q33: Please share your organization's consumer reach as of the end of 2020 through your company's direct marketing channels

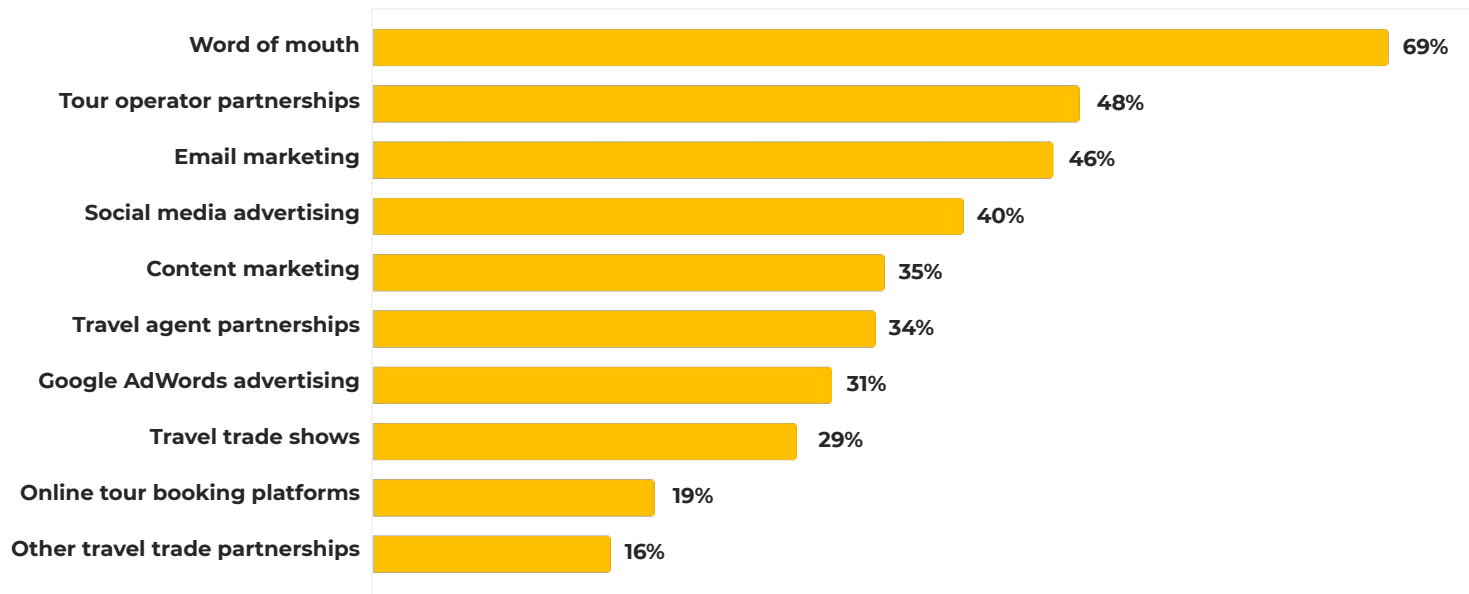
Base: All respondents excluding those left blank as indicated by the totals above

Source: 2021 Adventure Tour Operator Snapshot Survey



HELPFUL MARKETING + SALES TACTICS (TOP 10)

Like 2019, word of mouth was the most helpful marketing tactic. However, tour operator partnerships ranked slightly above email marketing in 2020, while email marketing was ahead in 2019.



Q34: Please select at most five marketing and sales tactics that are the most helpful in acquiring new guests for your business

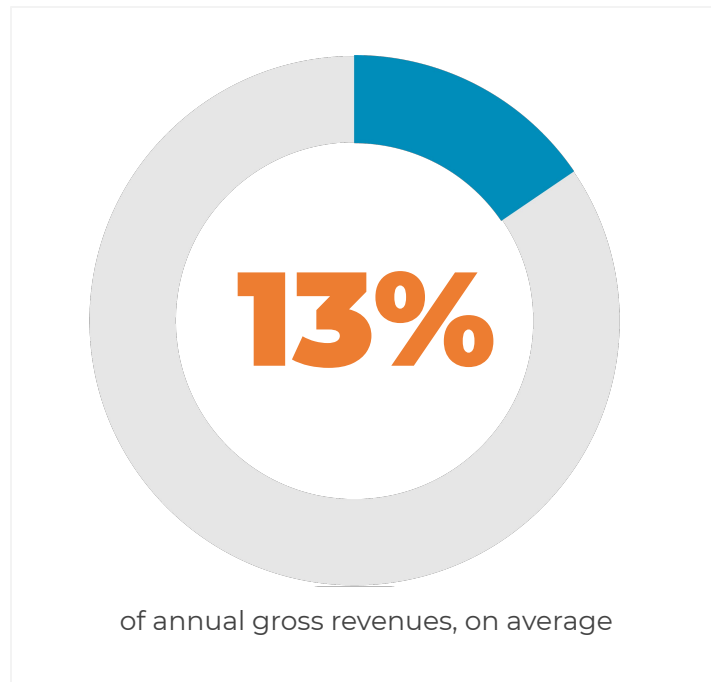
Base: All respondents excluding those left blank (n=167)

Source: 2021 Adventure Tour Operator Snapshot Survey



2020 MARKETING BUDGET

Respondents' marketing budget was an average of 13% of their 2020 annual gross revenue, unchanged from 2019.



Q35: What % of your organization's annual gross revenues make up your organization's annual marketing budget (as of the end of 2020)?

Base: All respondents excluding those left blank (n=167)

Source: 2021 Adventure Tour Operator Snapshot Survey



DISTRIBUTION CHANNELS SHARE OF BOOKINGS

Company Headquarters	Direct Through Website	Direct Through Phone/ Email/Social Media	Group/ Partner	Travel Agent	OTAs
All Regions* (n=162)	34%	35%	19%	21%	8%
North America (n=54)	43%	47%	17%	15%	3%
Central America/Caribbean (n=10)	27%	36%	16%	37%	19%
South America (n=52)	25%	32%	15%	27%	14%
Africa (n=16)	27%	18%	47%	24%	1%
Europe (n=41)	43%	36%	7%	22%	7%
Asia (n=33)	29%	25%	30%	16%	10%

*Regions not containing sufficient sample size (Pacific & Middle East) are included in the All Regions calculation but are otherwise excluded from this chart.

Q36: Out of 100%, please indicate the share of your 2020 guests who booked through each of the following channels

Base: All respondents excluding those left blank (n=162)

Source: 2021 Adventure Tour Operator Snapshot Survey



ONLINE BOOKING PLATFORM PARTNERSHIPS

Facebook, Tripadvisor, TourRadar, and Viator are the most popular online booking platforms for respondents to partner with.

Platform	% of Respondents
Facebook	30%
Tripadvisor	20%
TourRadar	17%
Viator	17%
Responsible Travel	10%
Expedia	9%
Booking.com	8%
Airbnb	4%
Evaneos	2%
None of the above	48%

Q37: Which online booking platforms did you partner with in 2020? (check all that apply)

Base: All respondents excluding those left blank (n=167)

Source: 2021 Adventure Tour Operator Snapshot Survey



ONLINE PAYMENT CAPABILITIES



Q38: Does your organization have an online reservation system that accepts credit cards?

Base: All respondents excluding those left blank (n=167)

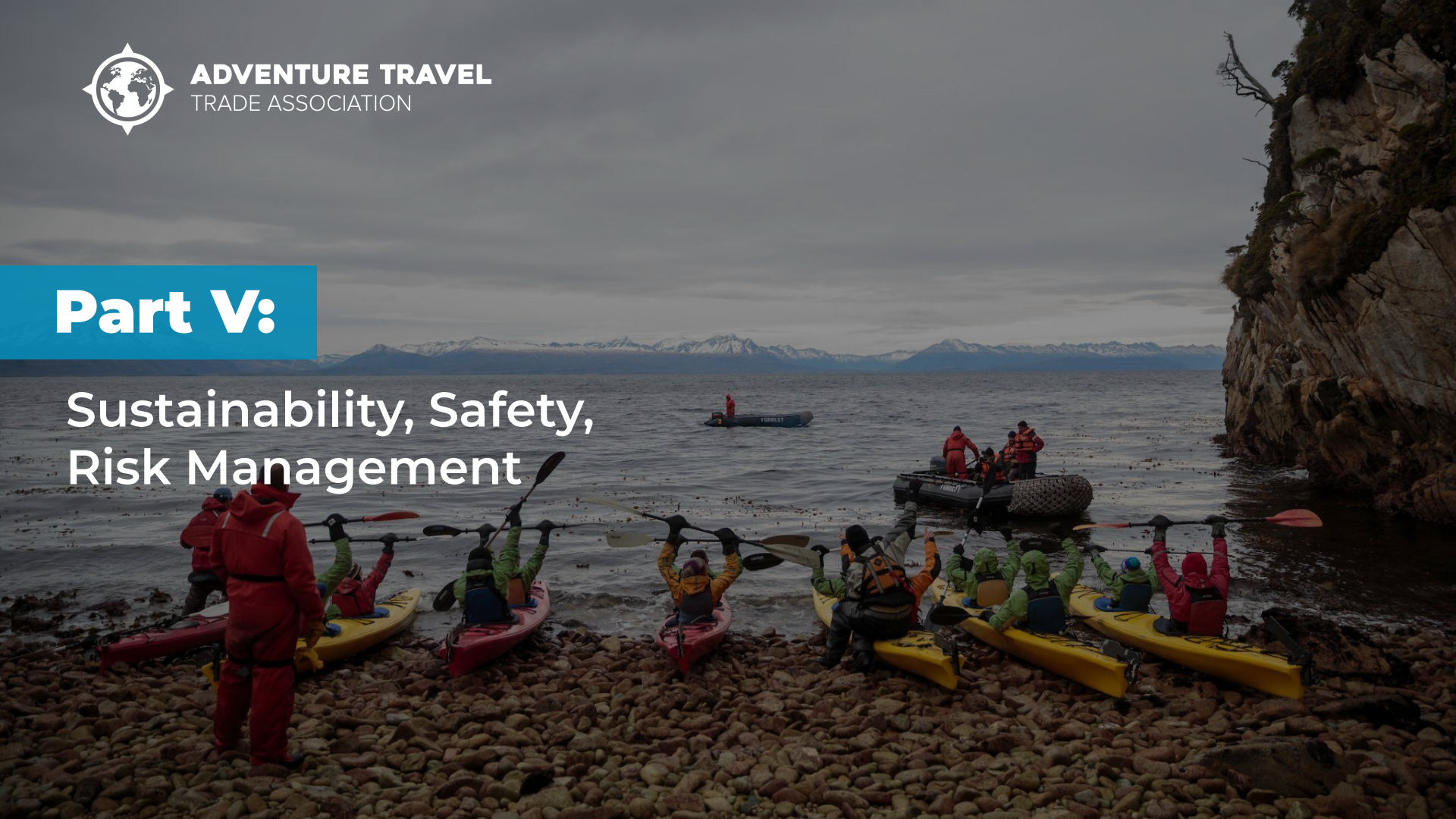
Source: 2021 Adventure Tour Operator Snapshot Survey



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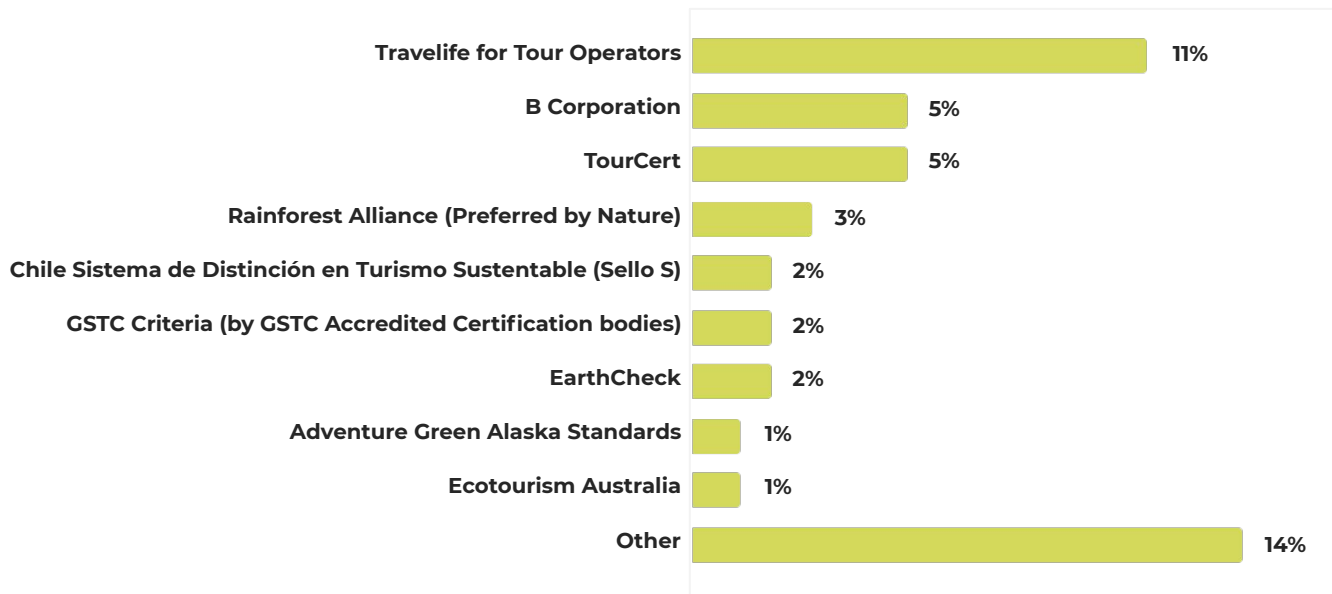
Part V:

Sustainability, Safety, Risk Management





SUSTAINABILITY CERTIFICATION



40%

have or are
working toward
a sustainability
certification

(60% are not)

Q40: Does your business currently hold (or are you working to acquire) any kind of sustainability certification?

Base: All respondents excluding those left blank (n=166)

Source: 2021 Adventure Tour Operator Snapshot Survey

TOURISM + CONSERVATION ISSUES



Q42: What tourism and conservation issues do you believe deserve the most attention?

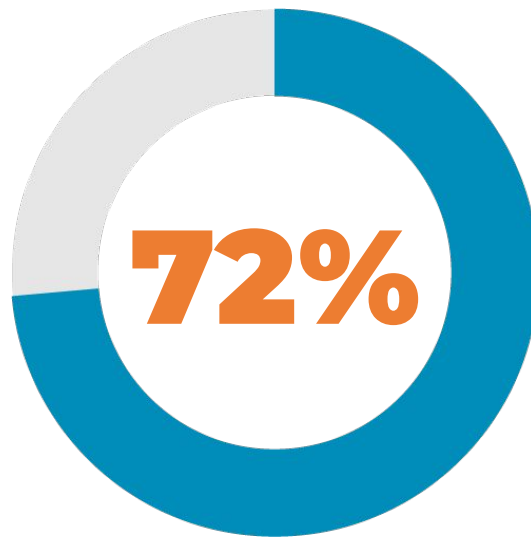
Base: All respondents excluding those left blank (n=166)

Source: 2021 Adventure Tour Operator Snapshot Survey



SAFETY + RISK MANAGEMENT PLANNING

72% of respondents have a documented safety and risk management plan, approximately the same as in 2019 (74%).



Q41: Does your company have a documented safety and risk management plan?

Base: All respondents excluding those left blank (n=166)

Source: 2021 Adventure Tour Operator Snapshot Survey



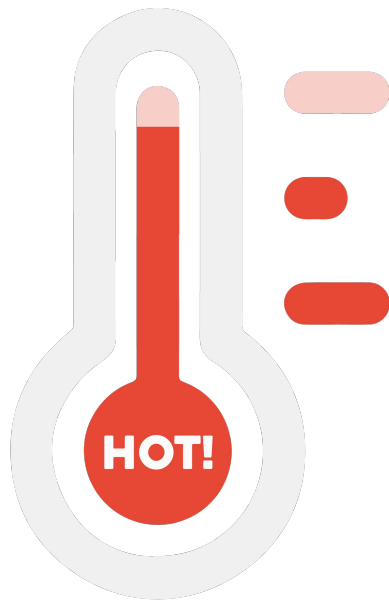
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Part VI:

Consumer + Itinerary Trends



“HOT” TRENDING MOTIVATIONS FOR ADVENTURE TRAVEL



1. New Experiences



2. Go Off the Beaten Track



3. To Travel Like a Local



4. Last Chance Travel



5. Wellness/Betterment Goals



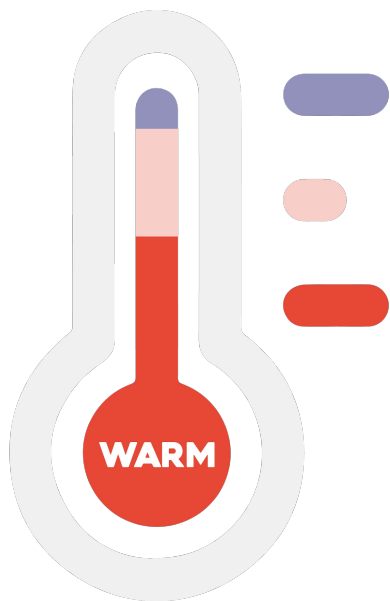
6. Cultural Encounters

Q29: What is your organization's perception of the following consumer motivations, based on consumer demand and bookings in 2020?

Base: All respondents excluding those left blank (n=183)

Source: 2021 Adventure Tour Operator Snapshot Survey

“WARM” TRENDING MOTIVATIONS FOR ADVENTURE TRAVEL



1. Digital Detox (Unplug)



2. Adventure Travel as a Status Symbol



3. Pampering and Luxury



4. An Adrenaline Rush / A Challenge



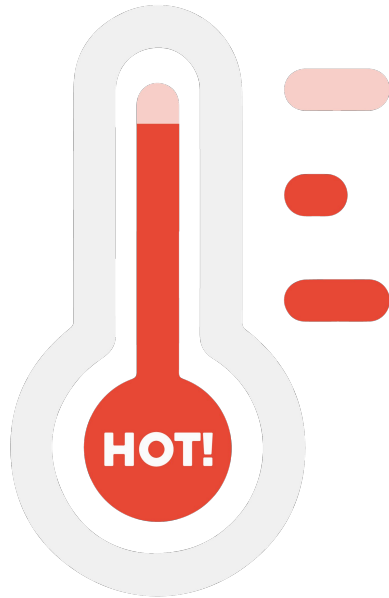
5. Going On Popular Adventures

Q29: What is your organization's perception of the following consumer motivations, based on consumer demand and bookings in 2020?

Base: All respondents excluding those left blank (n=183)

Source: 2021 Adventure Tour Operator Snapshot Survey

“HOT” TRENDING ADVENTURE ACTIVITIES



1. Hiking/Trekking/Walking



2. Wellness-focused activities



3. Cycling (electric bikes)



4. Cycling (mountain/
non-paved surface)



5. Safaris/wildlife viewing



6. Culinary/Gastronomy



7. Photography (wildlife/nature)



8. Cultural



9. Cycling (road/paved surface)



10. Expedition cruising

Q29: What is your organization's perception of the following consumer motivations, based on consumer demand and bookings in 2020?

Base: All respondents excluding those left blank (n=183)

Source: 2021 Adventure Tour Operator Snapshot Survey

TOP TRENDING ACTIVITIES BY REGION

Company Headquarters	#1	#2	#3	#4	#5
North America	Safaris/Wildlife Viewing	Expedition Cruising	Cultural	Cycling (Electric Bikes)	Hiking/Trekking /Walking
Central America /Caribbean	Safaris/Wildlife Viewing	Hiking/Trekking /Walking	Culinary	Photography (Wildlife/Nature)	Snorkeling
South America	Culinary	Wellness-Focused Activities	Hiking/Trekking /Walking	Cycling (Mountain/Non-Paved Surface)	Safaris/Wildlife Viewing
Africa	Wellness-Focused Activities	Expedition Cruising	Hiking/Trekking /Walking	Safaris/Wildlife Viewing	Photography (Wildlife/Nature)
Europe	Cycling (Electric Bikes)	Cycling (Road /Paved Surface)	Hiking/Trekking /Walking	Wellness-Focused Activities	Camping
Asia	Wellness-Focused Activities	Hiking/Trekking /Walking	Photography (Wildlife/Nature)	Cycling (Mountain/Non-Paved Surface)	Overland 4x4

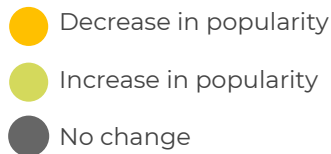
*Regions not containing sufficient sample size (Pacific & Middle East) are excluded from this chart.

Q29: What is your organization's perception of the following consumer motivations, based on consumer demand and bookings in 2020?

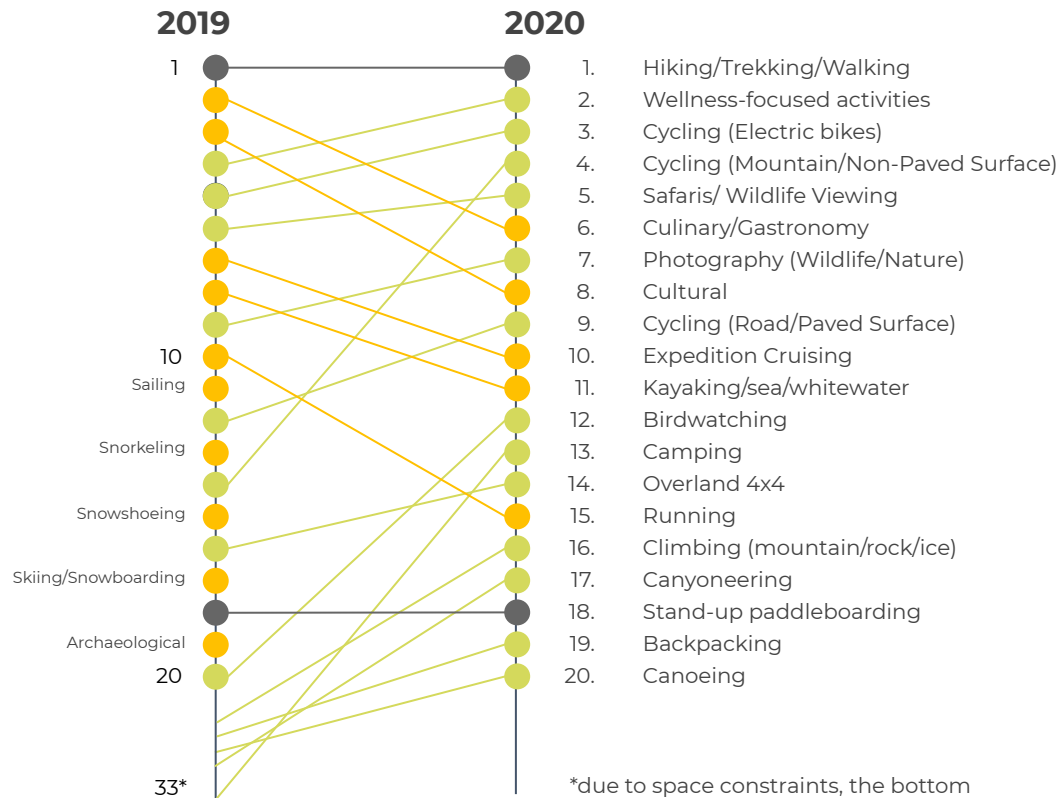
Base: All respondents excluding those left blank (n=183)

Source: 2021 Adventure Tour Operator Snapshot Survey

ACTIVITIES: COMPARING 2019 AND 2020



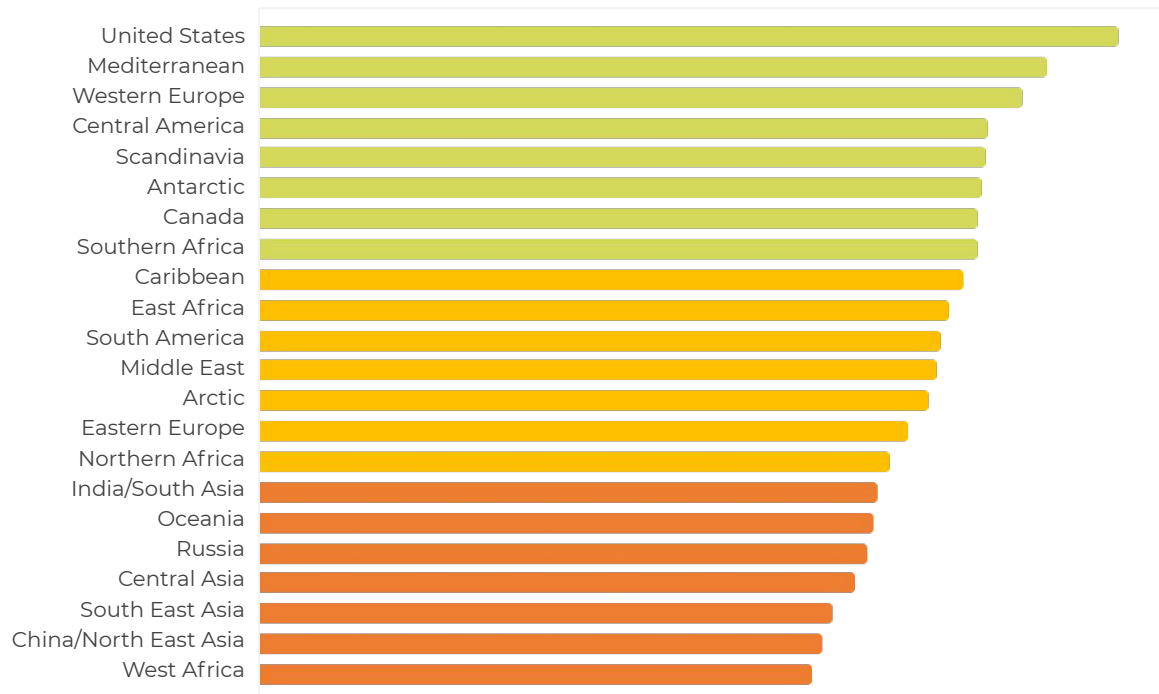
Hiking/trekking/walking remains the top trending activity. Cycling of all types has increased in the past year, and the most notable increases are in camping (#33 to #13) and birdwatching (#20 to #12). Water sports in general are trending downward in popularity.



*due to space constraints, the bottom portion of this chart (20-33) is not to scale



HOTTEST TRENDING DESTINATIONS



Q32: What regions of the world are you seeing customer changes of interest in booking, based on consumer demand and bookings in 2020?

Base: All respondents (n=222), excluding those left blank

Source: 2021 Adventure Tour Operator Snapshot Survey



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Part VII:

Future Outlook + Closing Comments

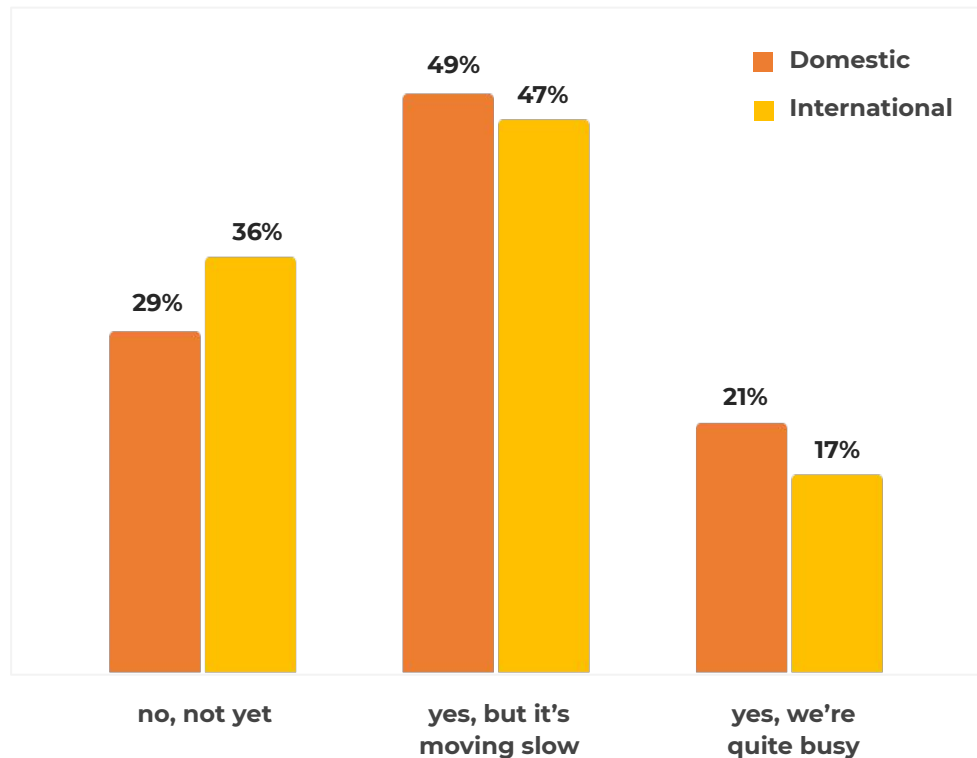




DOMESTIC + INTERNATIONAL TRAVEL IMPROVEMENT

Seventy percent of respondents are seeing an improvement in domestic travel demand for 2021 and into 2022, and 64% of respondents are seeing an improvement in international travel demand for 2021 and into 2022.

note: totals may not equal
100 due to rounding



Q14: Are you starting to see an increase in bookings from travelers staying in their own country (domestic travel) for 2021 and into 2022?

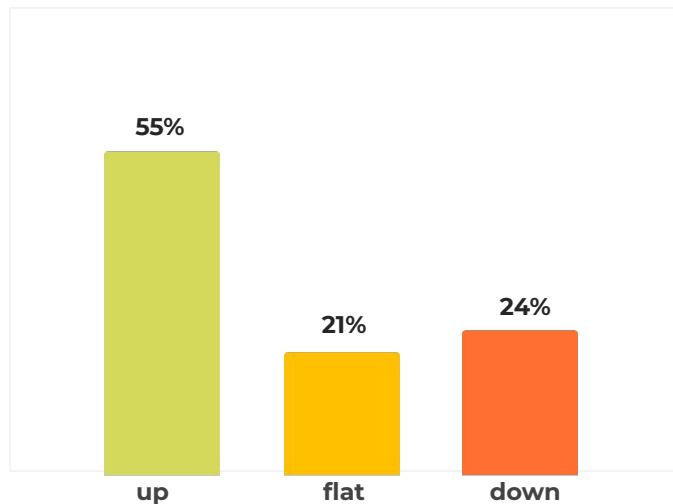
Base: All respondents excluding those left blank (n=188)

Source: 2021 Adventure Tour Operator Snapshot Survey

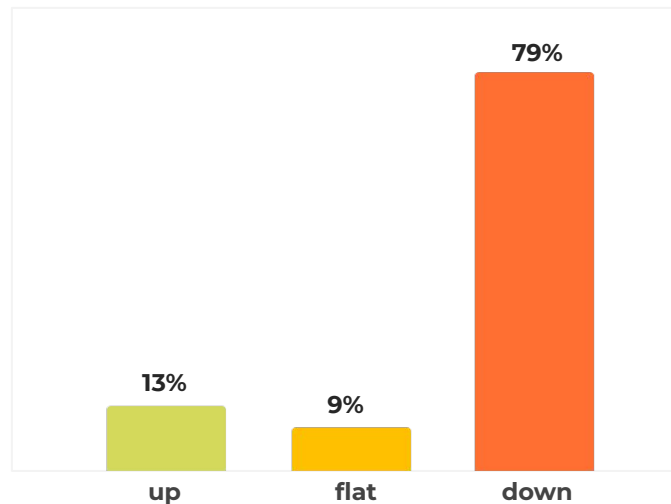


2021 NET PROFIT OUTLOOK COMPARISONS

2021 Outlook Compared to 2020 Actual



2021 Outlook Compared to 2019 Actual



Q27: What is your outlook on net profit for 2021 (Jan-Dec or fiscal equivalent), compared to your company's actual net profit in 2020?

Q28: What is your outlook on net profit for 2021 (Jan-Dec or fiscal equivalent), compared to your company's actual net profit in 2019?

Base: All respondents excluding those left blank (n=188)

Source: 2021 Adventure Tour Operator Snapshot Survey



CLOSING COMMENTS

If in 2019 someone would have told me that we'd see a near total stop in travel in 2020 and it would be years before business and people came back to the levels of that day, I probably would have laughed at the preposterousness of it all. However, I found in my notes from 2015 some musings about big threats to travel in the future, some that we could affect and some that were out of our control. I did write down under the 'out of our control' column simply: "global pandemic." And then swiftly forgot it. And life moved on and business in travel boomed, too much so in some places at some times.

Then COVID-19 hit, the world stopped and in the travel industry we all scrambled to adapt and see what would play out. This report helps shine a light on some of the realities you all have lived. As one example, reported 2020 trips on average were 36% full, but that masks the brutal reality that the average number of travelers decreased by 86% from 2019, and 16% of operators had zero guests in 2020.

However, there is a light shining through the fog for adventure travel. Most respondents see 2021 being better financially than 2020 with even better prospects coming in 2022 and beyond. Vaccination rates are increasing and smarter ways of dealing with the pandemic are helping the tourism industry cope. Open spaces and small groups guided by responsible operators make adventure travel more attractive than mass market tourism, corresponding with motivations like a desire for new experiences, getting off the beaten path and traveling like a local. We look forward to an improved 2022 for all of us.

- Shannon Stowell, CEO, ATTA

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About the ATTA

Established in 1990, the Adventure Travel Trade Association is the largest global network of adventure travel leaders. Our community is made up of ~30,000 individual guides, tour operators, lodges, travel advisors, tourism boards, destination marketing and management organizations, outdoor educators, gear companies and travel media who share a belief and commitment to sustainable tourism. The connections and creativity of this vibrant community come together both virtually and in person to create and deliver the solutions that propel our businesses and our communities toward a responsible and profitable future.

About our Research

The ATTA strives to produce regular reports that take the pulse of the industry through our membership as well as the global travel industry. In addition, consumer research studies lend insight into the fast paced and changing world of travel and travelers' perceptions of it. At adventuretravel.biz, our Research Reports can be located that dive deeply into the motivations of adventure travelers, the size of the industry, the landscape and health of the industry at large, as well as other targeted reports on subjects ranging from Travel Agents to adventure travel in specific destinations.

ATTA's Web Properties



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For more information or media queries, please contact:

Heather Kelly
Senior Research Manager, ATTA
heather@adventuretravel.biz