



CONSUMERS ARE READY TO TRAVEL BEYOND THE BORDER



OUTDOOR ADVENTURE TRAVEL LEADING THE TRAVEL RECOVERY

Aggressor Adventures® asked consumers to weigh in on their anticipated travel plans in the coming months.

KEY FINDINGS FROM THE SURVEY INCLUDE:

- Remote adventure travel surpassed travel to tourist city destinations and ocean cruises with 23% of respondents planning an adventurous trip to a remote location.

A RECENT ADVENTURE TRAVELER SENTIMENT REPORT REVEALED:

- 72% of adventure travelers are planning on doing nature and outdoor activities on their next trip.

THE 2021 ADVENTURE TOURISM MARKET RESEARCH REPORT ISSUED BY REPORTLINKER.COM SHOWED:

- The Global Adventure Tourism Market is expected to grow from \$481,998.26 million in 2019 to \$741,186.67 million by the end of 2025.



VACCINE INFLUENCING CONSUMER & GOVERNMENT CONFIDENCE

Aggressor Adventures polled Americans on the vaccine's impact on consumer sentiment towards travel.

KEY FINDINGS FROM THE SURVEY INCLUDE:

- More than one in three consumers is more comfortable vacationing now that a vaccine is being distributed.
- One in four consumers plans to return to 2019 vacationing levels in 2021.
- One in five consumers plans to travel more often in 2021.

LONGWOODS INTERNATIONAL'S RESEARCH SHOWS:

- 81% of Americans plan to travel in the next six months. This number has increased 16% points since mid-January and it is the highest it has been since the beginning of the pandemic last March.

COLD WINTER DRIVING BOOKINGS SOUTH

A RECENT STUDY FROM DESTINATION ANALYSTS REVEALED:

- 58% of travelers want warm weather activities. When asked in January what types of leisure vacations consumers sought, beach and resort destinations consistently ranked among the most desired experiences.

AGGRESSOR ADVENTURES POLLED AMERICANS ON THEIR WEATHER-RELATED TRAVEL PREFERENCES. KEY FINDINGS FROM THE SURVEY INCLUDED:

- Warm weather climates are the most desired vacation spots this year with 60% of respondents choosing locations with 80 degree and above climate.
- Additionally, 48% of respondents expressed an eagerness for warm climate adventure trips. Only 7% of respondents said they were planning cold weather activities such as skiing and snowboarding.

A RECENT STUDY CONDUCTED BY ONEPOLL IN CONJUNCTION WITH APPLE VACATIONS DISCOVERED:

- 91% of Americans feel like traveling somewhere warm during the cold winter months.

BLUE MIND SCIENCE IS TOP OF MIND

Aggressor Adventures dove into blue mind science asking respondents to share the impact of being near or in an ocean, river, stream or lake on their physical, emotional and psychological health.

RESULTS SHOWED:

- 77% of respondents experience a boost in happiness and 69% experience a reduction in stress while being near the water.

ACCORDING TO A DISCOVER BOATING SURVEY CONDUCTED BY WAKEFIELD RESEARCH:

- 80% of Americans say being around water relaxes them.
- 72% feel healthier after spending time on the water.

