



# ExperiOnce

International Consulting

Inspire the world to evolve being the first involved

## Research project

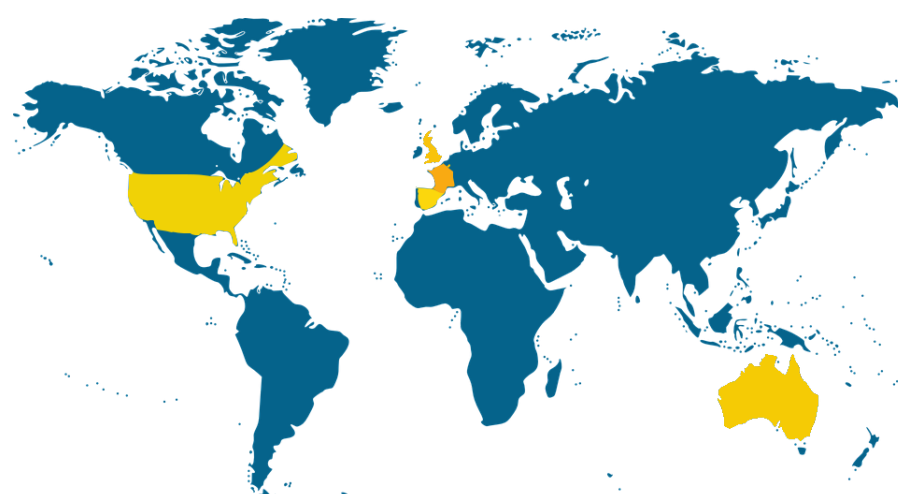
International travel bans, COVID-19 lockdown restrictions & coping behaviors.  
Phase 1 : Promising opportunities to regenerate the tourism industry from a local scale to influence the global one.

ETHNOGRAPHY RESEARCH APPROACH IN TWO PHASES



The interviewees grew up or live in countries where vacations and traveling are an integral part of their culture and recognised by the legislations

Interviews ran between 22nd May and 17th of June 2020



- 21 Volunteers
- 20-60 Years old
- 16 Women
- 20 Working remotely
- 6 Represented countries
- 6 strategies in response to Covid-19
- 7 Expat

## CONTRIBUTIONS

The tourism and extraordinary experience literatures

Market's actors & their employee

Governmental strategies (Climate change)

### Reoccurring coping strategy facing a 1st lockdown

- VIDEO (TV, Netflix)
- AVAILABLE OUTDOOR
- VIRTUAL & RESTRICTED SOCIAL CONTACTS
- SELF-REFLECTION
- POSITIVE PERSONAL NARRATIVE - HOPE
- KEEP PLANNING

### 4 reoccurring & unmet needs

- FREEDOM
- OUTDOORS - NATURE
- FACE TO FACE SOCIALISATION
- EXPLORATION - NOVELTY

### Potential travel substitutes : Activating vivid memories, sensations & emotions

- SHARING WITH OTHERS (storytelling)
- PICTURES
- FOOD (Cooking)
- PLANNING THE NEXT ADVENTURE
- DECORATION (objects, plants, brought back)
- VIDEOS (travel documentaries, personal videos, movies)

### Potential travel substitutes for people physically restricted

- SHARING PERSONAL TRAVEL EXPERIENCES
- RECREATE THE SETTING (Food, sounds, visuals, behaviors, etc.)
- ACTIVATE THE PERSON' PAST MEMORIES
- \*IF THE PERSON NEVER TRAVELLED BEFORE, ASK FIRST IF SHE WISHES TO EXPERIENCE IT OR IF SHE DOESN'T WISH TO BE EXPOSED*

### What are they missing most from their travels when coming back into a daily routine ?

#### Before COVID-19

- |  |   |
|--|---|
| <p><b>FREEDOM</b></p> <ul style="list-style-type: none"> <li>- Time management</li> <li>- Pace of life</li> <li>- Organisation - Spontaneitty</li> </ul> | <p><b>EMBODIED EXPERIENCES</b></p> <ul style="list-style-type: none"> <li>- Emotions : excitement, adrenaline, relaxation</li> <li>- 5 senses : sightseeing (light, nature), taste (food), sounds, touch)</li> <li>- Everyday novelty - Spontaneity</li> <li>- Immersive exploration</li> </ul> |
|--|---|

#### Being in lockdown

- |   |   |
|---|---|
| <p><b>SOCIAL INTERACTIONS</b></p> <p>Being able to meet friends and family face to face</p> | <p><b>OUTDOORS</b></p> <p>Explore, immerse into nature (hiking, running, cycling, camping, road-trip). Freedom in terms of movement</p> |
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#### Limits' of the research

Regarding a limited access to resources, the first set of data is awaiting to be analysed into further details. Report available on [experiencegimat.com](http://experiencegimat.com) website