Experi⊖nce

International Consulting

'Inspire the world to evolve being the first involved'

RESEARCH PROJECT

International travel bans,
COVID-19 lockdown restrictions
& coping behaviours.
Phase 1 : First set of results

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Limitation of existing research
FOREWORD

On January 30th, 2020, the Coronavirus (COVID-19) pandemic has been declared 'public health emergency of international concern' (World Health Organisation (WHO). 2020) leading to a global lockdown where leaders "have implemented the world's largest and most restrictive mass quarantines." (Kaplan et al. 2020). Among the restrictions implemented, travel bans, limited mobility, and social distancing have confined individuals to their homes and eliminated the possibility to engage in once normal consumption behaviors including travelling and vacations. Yet travels and vacations serve a critical function: they allow for a break from the daily, ordinary routine enabling individuals to find respite into an extraordinary experience (Appendix 1). As Smith (2013) mentioned : "Humans need tools to equip themselves for hard times and travel is one of them."

During extraordinary experiences, individuals (a) visit different physical spaces; (b) are exposed to different world views, habits, and norms; (c) discover new aspects of themselves by being exposed to situations not normally encountered in the ordinary; and (d) forge new social connections (Orazi and van Laer, 2020).

Returning from extraordinary experiences can be profoundly transformative (Reisinger 2013): individuals often incorporate the world views and logic of the worlds they have visited into their own, and update their identity projects accordingly (Husemann and Eckhardt 2019). Research also proves people can suffer of "the post-holiday blues" or (post-vacation blues). (Bretones, 2017). "One of the common coping mechanisms for human beings is 'fight' or 'flight', the latter implying escape" (Smith, 2013). The democratization of travel has revolutionized the ability to get away at least temporarily, but unfortunately, travel is often one of the first activities that is cut during times of recession.

When travelling becomes impossible due to global restrictions, how do individuals compensate the need for extraordinary escapes?

KEYWORDS
Travel – Extraordinary experiences - Subjective Well-being - Coping behaviours - Lockdown

WHY IS THIS RESEARCH IMPORTANT RIGHT NOW ?

This research project is devided into two phases with the **aims at understanding how isolated individuals (due to COVID-19 lock-down) compensate the lack of the distinctive facets of travel as an extraordinary experience during times in which physical mobility is restricted.**

Using the COVID-19 crisis as the context of investigation, we specifically aim to understand what compensatory consumption practices individuals engage with during lockdown to remedy the lack of travel, and whether those practices have a positive effect in coping with this form of isolation.
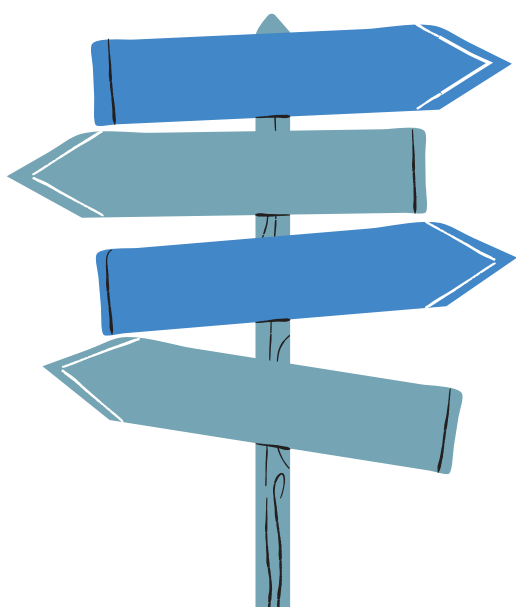
3 RESEARCH QUESTIONS

In pre-crisis times, which of the four main values of vacation as an "extraordinary experience" do consumers miss the most upon returning to their daily routine? How does being isolated due to the COVID-19 restrictions influence this perception?

What compensatory consumption practices do consumers engage with to account for this missing value? Specifically, what substitutes do they consume, and to what avail? Relatedly, this research question also aims at understanding how market actors are "delivering unique, extraordinary and memorable tourism experiences to potential visitors to maintain a sustainable competitive advantage over competitors (Hudson & Ritchie, 2009; Ritchie & Hudson,2009)" in this time of crisis?

*How do individual's factors, including cultural world views and dispositional traits, influence which compensatory consumption practices are enacted? ***

*This question has not been treated in this first phase of the research and it is the same for the market research regarding the existing products and services actually provided in the market.

CONTRIBUTIONS

ANSWERING THESE QUESTIONS WOULD PROVIDE SIGNIFICANT CONTRIBUTIONS.

The tourism and extraordinary experience literatures

Shedding light on how consumers replicate the holiday experience in subsequent "leisure - tourism" experience to help maintain subjective well-being (Shane J. Lopez, C. R. Snyder, 2011). We anticipate this multi-disciplinary project will yield ground-breaking insights on how individuals cope with isolation in times of crisis, and whether the compensatory behaviours they enact have a positive or negative effect on their well-being when they are banned from touring. It will document the pluralism of compensatory practices consumers engage into, whether they are effective or not, and why.

Market's actors & their employee

The results will also provide the market's actors information about the needs of their target market.

Defining what people miss from their travels would also be an opportunity for employers to have a better understanding of their employee needs in terms of work and vacation balance. They could support them to transit in-between the two worlds and might potentially foster better motivation and productivity. Anticipating the transition into the post travel period, could be an opportunity in avoiding potential post travel blues as it has been proven by psychologists the emotional boost of vacation last about three to four weeks when we go back to work.

Governmental strategies (Climate change)

In a context where climate change is at a state of emergency, tourism plays a close relation to it. Finding alternatives to what people are missing from their travels/ vacations in local destinations, as far as district for example, would support in reducing C02 pollution engaged by transports and aircrafts for instance.

METHODOLOGY
ETHNOGRAPHY RESEARCH APPROACH

To this end, we aim to conduct an ethnography* of individuals who have experienced a period of lockdown using **two phases**.

Phase 1: Initial assessment
We iterated between online contacts recruited from personal and professional networks (e.g., Facebook groups of travellers).
We advertised on travel Facebook groups and also solicited travellers we met on our way around the world.
This iterative process allows to pro be individuals with emergent consumption practices aimed at escaping the lockdown.

The first phase as been achieved between the 22nd of May and the 17th of June 2020. It included a first round of semi-structured interviews that has been conducted by phone calls or Zoom call and recorded.
After we transcribed the interviews and coded each sentence of data. Codes attempted to reduce sentences to single words or phrases without losing the essence. We then tried to group similar codes into categories, which represented reoccurring themes in the data.

The set of data was compared to the theory iteratively to explore the process whereby the interviewees cope with the situation. Storytelling is valued to connect with their memorised emotions. A first comparison between the secondary research realised in Phase 1 and the interviews was completed highlighting a first approach of the most efficient solutions used by the consumers.

WHAT IS ETHNOGRAPHY ?

"Ethnography is the study of social interactions, behaviours, and perceptions that occur within groups, teams, organisations, and communities. (...) The central aim of ethnography is to provide rich, holistic insights into people's views and actions, as well as the nature (that is, sights, sounds) of the location they inhabit, through the collection of detailed observations and interviews. As Hammersley states, "The task [of ethnographers] is to document the culture, the perspectives and practices, of the people in these settings. The aim is to 'get inside' the way each group of people sees the world."
(Reeves. S. & Al. 2008)

PHASE 2 : NEXT STEPS

A more specific questionnaire will be created and inspired by the first set of answers gathers in Phase 1.

The same sample of people will be interviewed again, with few weeks interval from the previous one, going deeper into the reflection.

Following the development of a corpus of data, a back and forth analysis between the actual situation and the theory will be done again to have a better understanding of the phenomenon, spotting emerging themes and solutions.

In parallel, we will process a benchmark regarding the market 'offers in terms of substitutes of tourism during the COVID-19 pandemic, such as Air BnB online experiences, or guided virtual tours.

VOLUNTEERS' PROFILE SCOPE

THE INTERVIEWEES GREW UP OR LIVE IN COUNTRIES WHERE HOLIDAYS AND TRAVELING ARE AN INTEGRAL PART OF THEIR CULTURE AND RECOGNISED BY THE LEGISLATION.

During the COVID-19 pandemic, some countries have adopted restrictive (physical) rules regarding the levels 3 and 4 recommended by WHO. Some populations had to stay confined at home, physically restricted.

Twenty-one volunteers agreed in participating to a first round of interview. They were between 25 and 60 years old, including 16 women.

All of them experienced restrictions in terms of physical movements. 7 lived the lockdown in Australia, 7 in France, 4 in England, 1 in Spain, 1 in Belgium and 1 in the US.

The majority of them do not have children or the children have been living out of the house for a while.

20 of them kept their job or were still students while being in situation of lockdown, so the first level of the Maslow Pyramid of needs were complete. This situation brought their workspace at home, so they could not really make physically a difference in-between two worlds. (Appendix 1)

They planned travels before the pandemic happened. Few of them didn't, having a mindset for not going for a while which influenced their lockdown experience.

7 of them are expat, living in a country different from the one they grew up from which influenced their perspectives.* They all are used to travel abroad regularly and most of them even lived abroad.
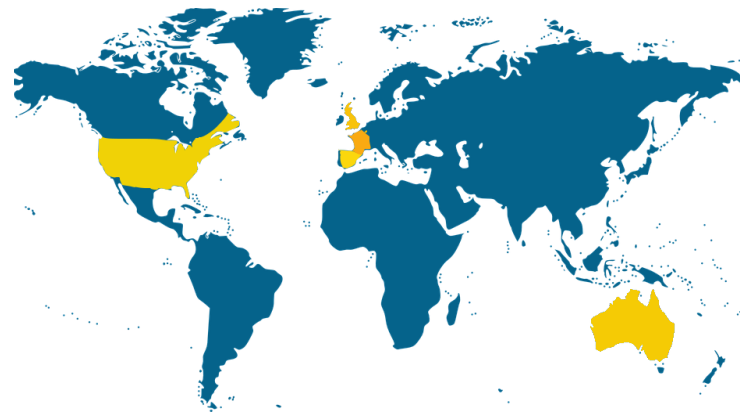
21 VOLUNTEERS
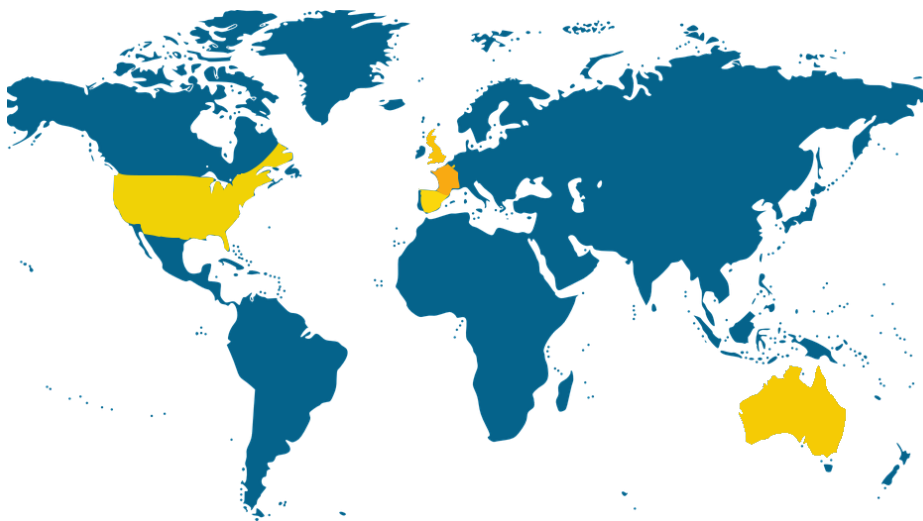
25 - 60 years old
16 women
20 remote workers
6 countries

STRICT FULL LOCKDOWN RESTRICTIONS UP TO THE 17TH OF JUNE 2020 AROUND THE WORLD

MANDATORY STAY-AT-HOME ORDERS

On January 30th, 2020, the Coronavirus (COVID-19) pandemic was declared 'public health emergency of international concern' (World Health Organisation (WHO). 2020) leading to a global lockdown where leaders "have implemented the world's largest and most restrictive mass quarantines." (Kaplan et al. 2020). Among the restrictions implemented, travel bans, limited mobility, and social distancing (1.5m) have confined individuals to their homes and eliminated the possibility to engage in once normal consumption behaviours including travelling and vacations.

6 COUNTRIES 6 STRATEGIES IN RESPONSE TO COVID-19

Phase 1 : Interviews ran between 22nd May and 17th of June 2020

AUSTRALIA (Melbourne)
During this period, the population had the right to exercise with no time or radius restrictions. They had the right to meet with one other person for a 1.5m social-distancing walk.

UK (London) - FRANCE - SPAIN- BELGIUM- USA (New Mexico)
In this first lockdown period, national regulations included significant restrictions on freedom of movement including a policy : "*no person may leave the place where they are living without reasonable excuse*". People should only go outside for essentials: to buy food, to exercise once a day (maximum 1h), or to go to work; if they absolutely cannot work from home. Impossibility to go visit relatives of friends. For instance, in France the population had to hold an official travel permit or a form, mentioning the time they left the house, to any outdoor trip, including 1h activity per day not as further as 1km radius from home. In Spain the only exercise allowed was to walk the pet.*
Citizens would face police fines for failure to comply with these new measures.

Note : When asking the questions we should have asked how long they were into lockdown for as it would influence their answers. We could try to trace back this data compared to the date we interviewed each of them.

KEY FINDINGS

PHASE 1- FIRST SET OF RESULTS
SEMI-STRUCTURED QUESTIONNAIRE*

First of all, is important to keep in mind, we've assumed people use 'travel' or 'holidays' as an escape to their daily routine. However, some researchers demonstrate there are different reasons and intentions behind travelling. We asked participants theirs motives behind their travels first, reducing the assumption and how they compensate this lack of travel in a period of lockdown.

The main reoccuring practices were:
- Watching TV, videos, Netflix
- Being outside (even on the balcony), going for short walks when allowed
- Keep contact with people using online platforms and social medias
- Reflect.

We could notice the importance of the self-dialogue, a positive narrative each of them constructed. Hope seems to be an important component in their coping system. Some of them stay convinced travel will return shortly.

For the expat profiles, they are convinced the social connection with family and friends living abroad will always stay via the use of Internet. Some, and even more the expat, can't imagine a situation where the travel ban stay indefinitely. Kat expressed : « She would "loose it if those disappeared" ».

Four of them didn't escape as they enjoyed zoom calls connecting with people all around the world. They appreciated the online dimension, letting go of what they could not control, keeping hope the situation would change.**

REOCCURRING COPING STRATEGY FACING A 1RST LOCKDOWN

Video (TV, Netflix)

Available outdoors

Virtual or restricted social contact

Self-reflection

Hope - Positive personal narrative

*The Appendix 2 represent the full set of questions asked.

**This information needs to be asked in the second set of interview. These will be done in the second phase to witness an evolution or not of the mindset and even more if the person experienced a second wave of lockdown like it happened in Melbourne (Australia).

hope

KEY FINDINGS

PHASE 1- FIRST SET OF RESULTS

A first set of questions brought insight regarding what people are seeking in their travel, determining what are the motives and reasons behind their travels. Then, to see the accuracy and the logic in their answers, we asked to the participants the following :
- What do they miss most when coming back from their travels synchronising again in a daily routine.(Appendix A)
- What do they miss most of not being able to physically move/travel in this period of immobility/first lockdown,
- What is the first thing they are going to do when the travels restrictions will be removed.

The main word that comes back into the interviews was **"freedom". The concepts related to it and feeling related to it.** The freedom in term of time management and pace are a major component. This observations matches with the concept highlithed by Husemann. K. & Eckhardt. G. (2018). They are missing the situation of no time restrictions and the ability to organise themselves freely, including the spontaneity with the possibility to change the plans at anytime (e.g. activities, location).
Then, they miss the **embodied experience of the extra-ordinary world related to visiting a different physical space :**
(a) where their **emotions activated by their five senses** (sight (light, nature), taste (food), sounds, touch) being immersed into a new, different environment and discovering / exploring new things everyday
(b) Some of them mentioned missing the **emotions linked to travelling such as the excitement, adrenaline and also being mentally and physically relaxed.**

FREEDOM

Time management

Pace of life

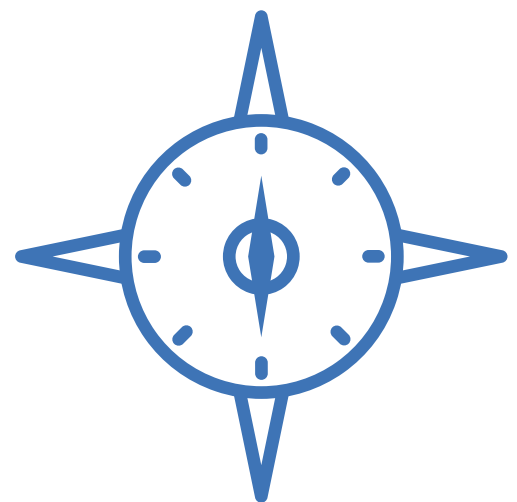*Organisation - Spontaneitty*

EMBODIED EXPERIENCES

*Emotions
(Excitement / Adrenaline / Relaxation)*

*5 Senses
(Sightseeing (light, nature), Taste (food), Sounds, Touch)*

New everyday - Spontaneity

Immersive Exploration

KEY FINDINGS

PHASE 1- FIRST SET OF RESULTS
FOUR REOCCURRING
UNMET NEEDS

Four main needs came out of this first phase. In order, they people are missing most :

(1) **Having no restrictions. A need of freedom in terms of physical movement.** Some of them even mentioned this sensation of being 'trapped', 'stuck'.

(2) The **outdoors, being into nature,** again highlighting the need of freedom in terms of movement including **practising physical activities** such as hiking, running, cycling.

(3) **Face to face socialisation,** being able to physically meet friends and family members. Regarding the expat profiles, the need to go see the family overseas was important, bringing some reflection about their life choices abroad.*

(4) The need to **discovering new things and explore.**

Those observations matches to the answers they gave regarding the action they wish to take when the situation will change after the period of lock-down, which includes: seeing family and friends, going explore into nature (hiking, camping, road-trip).

Half of them even mentioned willing to travel overseas again even with COVID-19 risks.

4 REOCCURRING & UNMET NEEDS

FREEDOM

OUTDOORS - NATURE

FACE TO FACE SOCIALISATION

EXPLORE - NEW

The context of the departure and lifestyle (expat, people just coming back from their travel or a mind-set have an influence regarding the approach of the question). Some of them felt the need of routine and structure after an overwhelming and always high in emotion and sensations during traveling when others feel the need to keep those emotions into their routine. One person mentioned she doesn't miss anything. However we need to recall that she is in a situation of expatriation. So for her, she exposed that travelling is part of her life and a commitment. She mentioned that if she was living in her 'home country' it might have been different. The self-talk, the narrative and mind-set have their influences. One person also exposed that to coping with the fact she has to leave a destination, she convinces herself she can always come back anytime. Two represent the full set of questions asked.
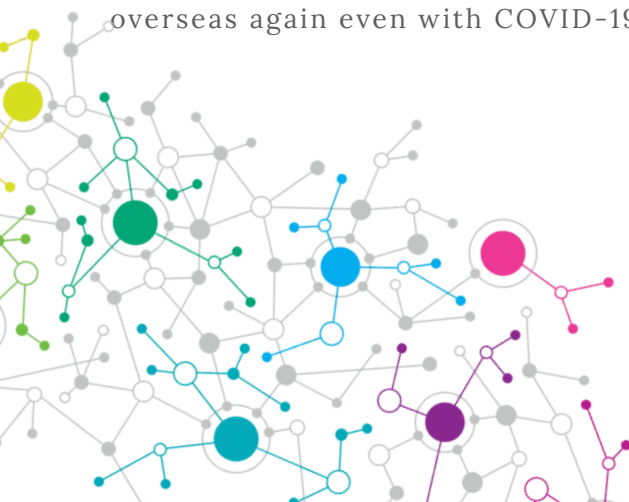
KEY FINDINGS

PHASE 1- FIRST SET OF RESULTS

We asked how do they bring the travel 'spark' or atmosphere into their home. Via this question, we tried to understand how they anticipate the post travel phase, going back into the ordinary.
This information combined with the previous ones helps to understand if the tools they use are useful enough to compensate the lack of travel in period of restriction such as COVID-19.

When they come back from a travel, the pictures added to storytelling, sharing with others the new things they saw or learnt is a big part of keeping the spirit as much as planning for the next travel and cooking.

They cook the food from where they have been to bring back memories.

They also recreate the atmosphere from the place they visited via the use of plants or objects brought back from the destination.

Videos are also important. By watching travel documentaries or movies and shows they can immerse in others worldview.

Activating past memories by the senses plays a big part in the process. It is also to mention that reading books, blogs and past personal travel journals are used in this stage.
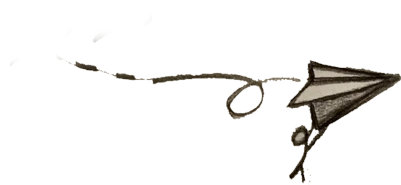
POTENTIAL TRAVEL SUBSTITUTES - ACTIVATING VIVID MEMORIES, SENSATIONS & EMOTIONS

SHARING WITH OTHERS
Storytelling

PICTURES

FOOD
Cooking

PLANNING THE NEXT ADVENTURE

DECORATION
Objects - Plants brought back

VIDEOS
Travel documentaries - Movies

*Those data give some insights on potential products for the tourism industry to play with with the purpose of extending the travel experience to the customers post-travel. It could also be a way for the market' actor of becoming more resilient in times like COVID-19 or for people knowing physical restrictions..

KEY FINDINGS

PHASE 1- FIRST SET OF RESULTS

As a reverse psychologic question, we asked participants how would they recreate the travel atmosphere for someone they love or care for and can't physically move/travel.

With this question it is also possible to indirectly guess how they would access themselves to travel if they were in a situation of physical immobility.*

A majority of the interviewee would do so by **sharing their personal adventure**; showing pictures or videos, giving gifts or showing objects, cooking some food while using storytelling, describing the experience they personally had.

Another important component is **recreating the atmosphere activating the person's five senses, immersing themselves in the place** via food, smell, sound, showing them items they've never seen before. However, as one interviewee expressed, "*this solution would only give them the good experience without the bad parts making travel unique.*"
Indeed, some mentioned the difficulty to make the person experience the discomfort, spontaneity, inconveniences, boredom of the waiting, the schedule, the sticky budget, the challenging stuff, jet lag and mosquitoes that are part of the travel.

However, some of them suggested two case scenarios :
- **if the person previously travelled,** to trigger their personal memory and emotions via asking questions and actively listening to their stories.
- **if the person never travelled before**, ask questions and let her activate her own imagination. Also, one person made the point he would never expose the person to travel if she did not wish to. He believes we have to respect the personal space to those people and their needs. If they don't have these 'travel needs' inside of them or if they do not express the will to travel that's okay, they will not travel. He mentionned : "There are a lot of people who never travelled outside of their region and cities and they are happy with it."

POTENTIAL TRAVEL SUBSTITUTES FOR PEOPLE PHYSICALLY RESTRICTED

SHARING PERSONAL TRAVEL EXPERIENCES

RECREATE THE SETTING
Food, Sounds, Visuals, Behaviours, 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

*This data gives some insights on potential products for the tourism industry to play with with the purpose of extending the travel experience to the customers post-travel. It could also be a way for the market' actor of becoming more resilient in times like COVID-19 or for people knowing physical restrictions..

A POSITIVE RESUME

OPPORTUNITIES TO REGENERATE THE TOURISM INDUSTRY FROM A LOCAL SCALE TO INFLUENCE THE GLOBAL ONE

This document review the first phase in a research and projects for changes in a world facing a pandemic.

The initial part announced what people were missing most from their travels in pre-crisis times : freedom and embodied experiences related to visiting different physical spaces, being exposed to different world views, habits and norms were the main reoccurring results. This information matches with four needs they expressed : freedom, outdoors/nature, face to face socialisation and exploration/new.

Then, the coping system allocated to this first period of lockdown highlighted five reoccurring strategies such as watching videos (TV, Netflix), access to the available outdoors, virtual or restricted social contact, self-reflection and keeping a positive personal narrative. (Hope)
When we specifically asked the question in a travel perspective, they exposed different substitutes such as sharing with others (storytelling), pictures, food, keeping the dream alive via planning the next adventure which is linked to 'hope', decoration (objects, plants) and watching videos (travel documentaries, movies).

In the majority, being isolated didn't seem to have any influence in their perceptions about travel except for two who mentioned the 'risk' factors to an international level. Otherwise, they all kept the 'hope' of being able to travel again anytime soon.

In the last part, as a reverse psychologic question, we asked the participants, how would they recreate the travel atmosphere for someone they love or care for and can't physically move/travel. The main potential substitutes offered in this situation were : sharing personal travel experiences, recreate the setting of the destination (food, sounds visuals, behaviours, etc.), activating the person' past memories and if the person never travelled before, ask if she wishes to be exposed or not.

LET'S TALK ACTION

This first phase highlighted potential resources for different stakeholders to get inspiration from.

Experi(e)nce international consulting developed actionable prototypes, ready to be developed and implemented hand-in-hand with stakeholders. (Appendix 3A & 3B)

We also imagined potential strategies, products and services accessible on request such as a video-game.

Also an article is awaiting to be published, in October 2020, in the professional journal from the tourism industry "Revue Espace-Tourism" concerning the roles of destinations and professionals from the tourism industry in the 'Digital detox' market.

REFLECTION

LIMITS

Regarding a limited access to resources in time, the first set of data is awaiting to be analysed into further details.

The sample being limited to 21 people. For the second phase of this project, the sample could be expended to a large scale to generate more accurate information.

The individual's facts, including cultural worldview and dispositional traits haven't being taken in account in this first phase of the research, which might have an influence in the interpretation of their answers.

The market research regarding how the market actors are 'delivering unique, extraordinary and memorable tourism experiences' is to deepen. It is why it is not exposed in this first document. A related question has been asked to the interviewees to seek their knowledge about the existing offer, only two people mentioned some products. However they don't use them themselves.

Also, it would be interesting to deepen the analysis by :
- taking onboard the length people were exposed to lockdown restrictions at their toughest rules seeking its impacts on their mindset and coping system
- Looking further into the emerging online offers in the market and see if those solutions support customers' needs.

Melbourne is in a second lockdown, including stricter restrictions than the first one while the European countries lightened their rules for the summer. Following up the evolution in need and mindset would be an opportunity to have an overview of which coping and governmental strategies could help the stakeholders to go forward.

PHASE 2 : NEXT STEPS

A more specific questionnaire will be created and inspired by the first set of answers gathered in Phase 1.

The same sample of people will be interviewed again, with few weeks interval from the previous one, going deeper into the reflection.

Following the development of a corpus of data, a back and forth analysis between the actual situation and the theory will be done again to have a better understanding of the phenomenon, spotting emerging themes and solutions.

*In the Appendix 3 of this document explain how Experi(e)nce use this research into actions for change or find our more on the website experiencegimat.com.
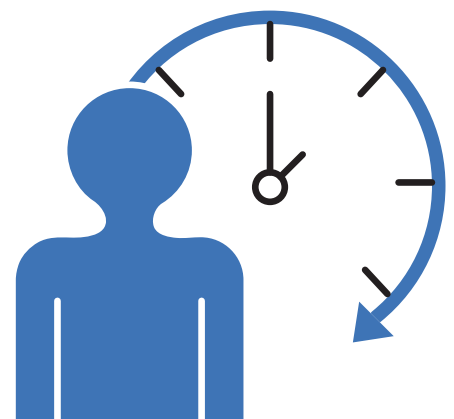
YOUR OPPORTUNITY TO EMBRACE CHANGE

INSPIRE THE WORLD TO EVOLVE BEING THE FIRST INVOLVED

This research is more than a project, it is a support network and ideas aligned with the UN SDGs 2030.(Appendix 3A and 3B). Thank you to all for their support in this project.

International Mentoring

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CALL TO ACTION

This first phase in the research project highlighted potential ressources for different stakeholders to work on.

Based on this research and previous ones, the Experi(e)nce team developed a set of prototypes, pre-tested and are ready to be extended.

Today to deepen this set of data results, we are seeking :

- Stakeholders to implement the prototypes in a large scale aligned to bring more specific data. Allowing Experi(e)nce the opportunity to develop new solutions and offer new prototypes for stakeholders.

- Financial support toward bringing it to a potential Ph.D. level.

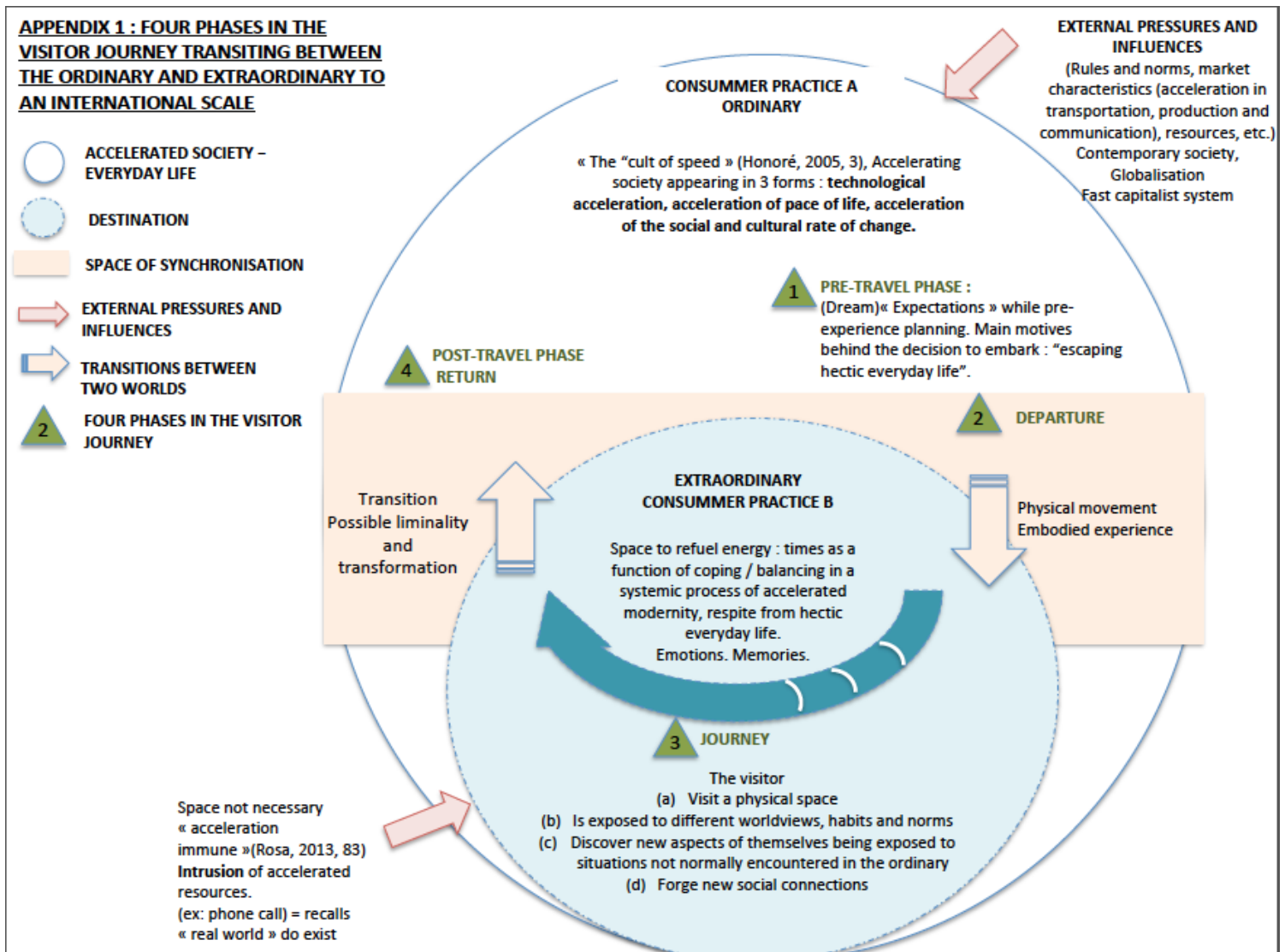*- Extra mentorship and collaborations to extend the like-minded network.*

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APPENDIX 1

Author : GIMAT. D. (2020) inspired by Husemann.K. & Eckhardt. G. (2018) and Orazi D, van Laer T (2020).

◯ **ACCELERATED SOCIETY – EVERYDAY LIFE**

◯ **DESTINATION**

▭ **SPACE OF SYNCHRONISATION**

⇨ **EXTERNAL PRESSURES AND INFLUENCES**

⇨ **TRANSITIONS BETWEEN TWO WORLDS**

▲2 **FOUR PHASES IN THE VISITOR JOURNEY**

CONSUMMER PRACTICE A ORDINARY

« The "cult of speed » (Honoré, 2005, 3), Accelerating society appearing in 3 forms : technological acceleration, acceleration of pace of life, acceleration of the social and cultural rate of change.

EXTERNAL PRESSURES AND INFLUENCES
(Rules and norms, market characteristics (acceleration in transportation, production and communication), resources, etc.) Contemporary society, Globalisation Fast capitalist system

1 PRE-TRAVEL PHASE :
(Dream)« Expectations » while pre-experience planning. Main motives behind the decision to embark : "escaping hectic everyday life".

4 POST-TRAVEL PHASE RETURN

2 DEPARTURE

Transition Possible liminality and transformation

EXTRAORDINARY CONSUMMER PRACTICE B

Space to refuel energy : times as a function of coping / balancing in a systemic process of accelerated modernity, respite from hectic everyday life. Emotions. Memories.

Physical movement Embodied experience

3 JOURNEY

The visitor
(a) Visit a physical space
(b) Is exposed to different worldviews, habits and norms
(c) Discover new aspects of themselves being exposed to situations not normally encountered in the ordinary
(d) Forge new social connections

Space not necessary « acceleration immune »(Rosa, 2013, 83) **Intrusion** of accelerated resources. (ex: phone call) = recalls « real world » do exist

APPENDIX 2

Author : GIMAT. D. (2020)

THE INTERVIEWS LASTED BETWEEN 10 TO 50MIN

7H OF RECORDING

TRANSCRIPTION AVAILABLE

SEMI-CONDUCTED QUESTIONNAIRE
(The same has been translated in French)

- How often are you taking holidays ? What are your travel habits?
- Why do you travel? What are the motives behind your travel ?
- Why are you looking forward going to vacations?
- Could you please describe your perfect holiday ? What types of holidays are you seeking most ? Which destinations ?
- When returning from a travel experience and go back into your daily routine, what are you missing most?
——
- Have you had planned any travels or holidays before COVID-19 and the travel bans appeared?
If yes, how have them been disturbed ? What were the consequences ?
- How could you describe your quarantine experience ? What would you remember from it?
- How did you cope with isolation in this times of crisis ? What did you do?
- What did you do to compensate this privation of holidays, this lack of travel ? Specifically, what substitutes did you consume to escape, and to what avail?
- What is the first thing you are going to do when you will be free travel again?
- If you could imagine bringing the travel atmosphere at home how would you do?
- How would you recreate your travel experience to someone you care about and is physically immobilised ?
——
- Have you observed any tourism experiences, products or services, that you could have accessed in this time of crisis?
- How old are you?
- What is your job position or was your job before COVID?
- Where are you from?
- Where do you live ?

APPENDIX 3A
YOUR OPPORTUNITY TO
EMBRACE CHANGE NOW

HOW COULD IT WORK IN PRACTICE ?
A UNIQUE ACTIONABLE &
COLLABORATIVE PROCESS

This research is more than a project, it is a support network and ideas aligned with the UN SDGs 2030.
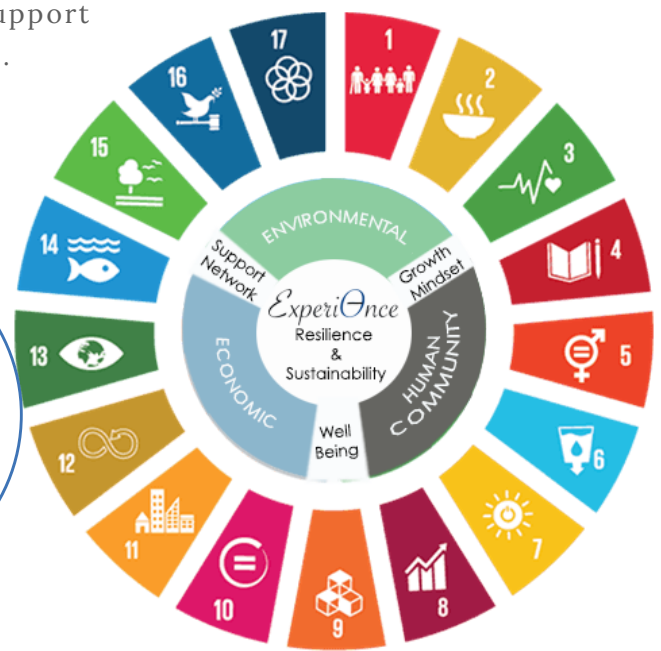
Blend of academic
and
market RESEARCH

Experi(e)nce
PROTOTYPE universal
solutions*
See details
Appendix 3B

The data collected
from the trials feeds
the research project,
allowing the
regeneration and
evolution of the
solutions

Together personnalise
the prototype hand in
hand with you, our
stakeholder, including
a trial period in real
scale, re-adjusting if
needed

Together we run final
trials of the solution
co-designed and
aligned to your
strategy and hand
over the project to
you.

*CALL TO ACTION

Contact us today to learn more about this research and how to implement the first solutions into your destination, your organisation, your business, your life...

experiencegimat.com

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APPENDIX 3B
YOUR OPPORTUNITY TO EMBRACE CHANGE

HOW COULD IT WORK IN PRACTICE ?
ACTIONABLE & PRE-TESTED PROTOTYPES
Find more at experiencegimat.com

"Playground for adults"

The Playground for adults is a 2h workshop developed in collaboration with **Samantha SACCHI MUCCI from 'The Self Club'.**

The 2h includes team building games creating meaningful connexions and dynamism in an outdoor setting.

The aim is to learn to go back to the essential and basics of life. Develop social and teamwork skills, disconnect from the life' obligations, reconnecting with the inner child.

"Bring Nature into the space"

"Bring Nature into the space" is a 1h activity developed with the support of **Carolyne HUBER.**

This 1h workshop includes activities, tips, to create healthier places to work and live, bringing nature into the place + informative documents.

The aim is to create spaces and a mindset fostering well-being & productivity.

"Bring the Travel 'spark' into the daily life"

1his a 3 session of 1h program offers a safe place free of judgment including activities and tips, avoiding post-holiday syndrome, and stay productive at work.

The aim is to identify the travel/tourism habits and organisation strategy. Learn to make the best of the travel experiences and how to transit smoothly into a daily routine.

Hike it out program is a hiking day developed in collaboration with **Chloe FAFRE from Hike Tribe.**

It includes a full day escape. A safe place free of judgment including activities and tips, to build a more resilient and sustainable lifestyle. It is all about experiencing a day to disconnect, and reconnect with people, Nature, and the self. Go out of the comfort zone, explore the backyard.

The aim is to identify the digital habits, and learn to make the best of life including how to transit smoothly back into a daily routine using the tips and tricks given during the day..

CALL TO ACTION

Contact us today to learn more about this research, the current projects and how to implement the first solutions into your destination, your organisation, your business, your life...

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Experi⊖nce

International Consulting

"Inspire the world to evolve being the first involved"

WE WELCOME YOUR FEEDBACK, QUESTIONS AND REQUESTS FOR REFERENCES.

For questions or inquiries about this research and or Experi(e)ence products and services contact Delphine Gimat.

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