

ADVENTURE EXPLORATIONS PRESENTS

THE FUTURE IS NOW

Research, Monitor, Innovate and Grow in a
COVID-19 World





ADVENTURE EXPLORATIONS launched in early January 2020 as a reaction to a more fragile society and economy and a deeper need for people to **SELF-DISCOVER, RE-AWAKEN** and stir **PERSONAL INTEREST AND PASSIONS**. Through a five-sense connection to nature, we create moments and **EASY-TO-EXECUTE ADVENTURES**. And, provide it without the typical struggle, time requirements and gear purchases that often deter them.

In early July, AE will launch its adventures – **CYCLING, KAYAKING, CANOEING, FISHING, HIKING, ROCK CLIMBING AND TOURING** – and its highly-trained guides will be ready to partner with clients and their guests, and the broader general public. We can't wait to get out and take a deep breath of the fresh air we've all been craving.

**THE
FUTURE
IS NOW!**



DIRECTION IS EVERYTHING.
DISTANCE IS SECONDARY.
CHECK YOUR BEARINGS.

We will be publishing ongoing reports to provide both facts and insights, as researched by the AE team, using Harris Polls™ and known leading industry resources. Difficult to find facts are what we're using to help partners, guests and the public understand and innovate their businesses and personal adventures. Easy guides and indicators are in development to simplify the ongoing changes and volatility we're all experiencing.

Cody Meassick

Lead Guide
GM
Owner

Chris Paradysz

Owner
Guide
Investor

A photograph of two men standing by a body of water, looking towards the right. The man in the foreground is wearing a brown t-shirt and has his arm around the man behind him. The man behind him is wearing a light blue t-shirt. The background shows a calm lake reflecting the surrounding green trees. A semi-transparent yellow box is overlaid on the right side of the image, containing text.

OVERVIEW

- I. Critical Trends To Know
 - A) Consumer Sentiment
 - B) Travel
 - C) Business
 - D) The Environment
- II. Insights
- III. About Adventure Explorations

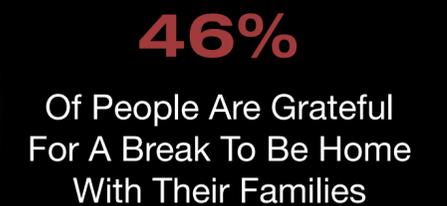
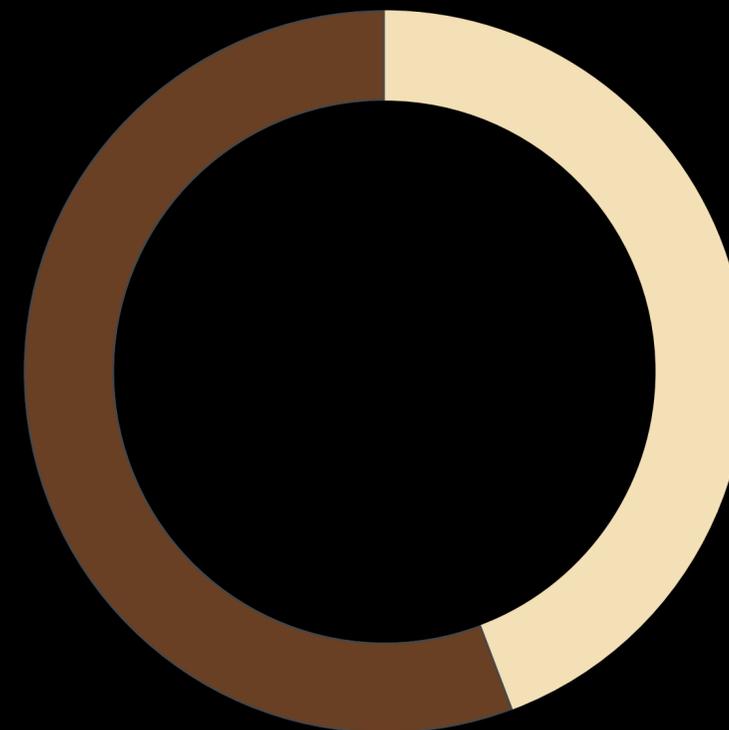
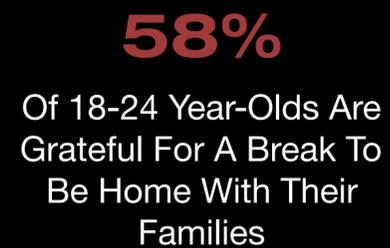
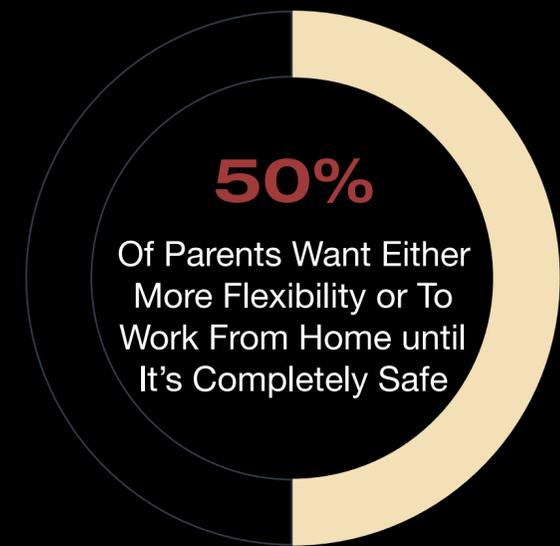
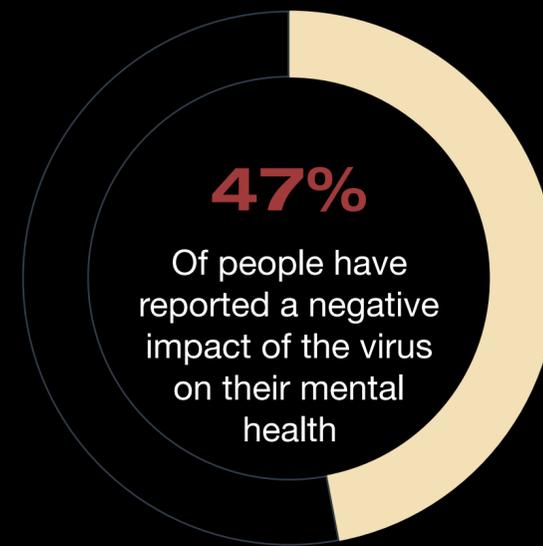
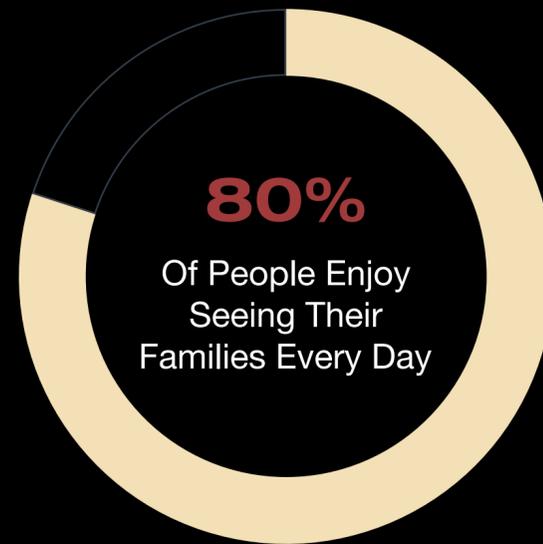
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CONSUMER SENTIMENT



3+ MONTHS OF QUARANTINE...

HOW ARE PEOPLE FEELING?



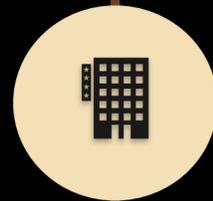
Still, a fear of the looming crisis and unemployment are stress factors affecting consumer behavior.

67%



Of Americans think road trips are safer than flying

65%



Of Americans think hotels are safer than other rental options

Most



Have used their stimulus checks for savings or paying off debt

40%



Of students demand mandatory temperature tests before entering any building on campuses



These circumstances have created a sense of togetherness. **DIT (Do-It-Together)** is at the core of emerging communities. Tastemaker communities are exploding based on teaching new skills and sustainability, and people's desire to be more self-reliant and to connect over self-made creations is more vibrant than ever before.

 **Angelica Malin** ✓
@jellymalin

Is Covid-19 sponsored by banana bread?

2,499 likes · 4:18 PM - Mar 29, 2020

 **Kat McPhee** ✓
@katharinemcphoe

2019: let's get this bread!!

2020: let's bake this bread and post it on Instagram

6:48 PM · Mar 30, 2020

1.4K likes · 133 people are talking about this

 **Kumail Nanjiani** ✓
@kumailn

I think someone found a monkey's paw and said "I wish I had time to learn to bake bread."

11:15 PM · Mar 31, 2020

37.5K likes · 4.2K people are talking about this

 **Mary Louise Kelly** ✓
@NPRKelly

Anyone else in their kitchen sipping red wine and aggressively baking banana bread at 9:40pm? No? Just me?

[#coronavirusbaking](#)

13.5K likes · 9:39 PM - Mar 18, 2020 · Washington, DC

 **The Daily Meal** ✓
@thedailymeal

And no matter where you are, everyone is looking for banana bread: trib.al/hahAtQb



 **Pitchaya Sudbanthad**
@pitchaya

How did the coronavirus quarantine become The Great Caucasian Sourdough Bake Off?

8:00 AM · Mar 26, 2020

2.7K likes · 366 people are talking about this



We're also witnessing a surge in charitable giving and conscientious spending.



Of people are more likely to support brands that contribute to social causes that combat racism



Want companies to invest in local communities

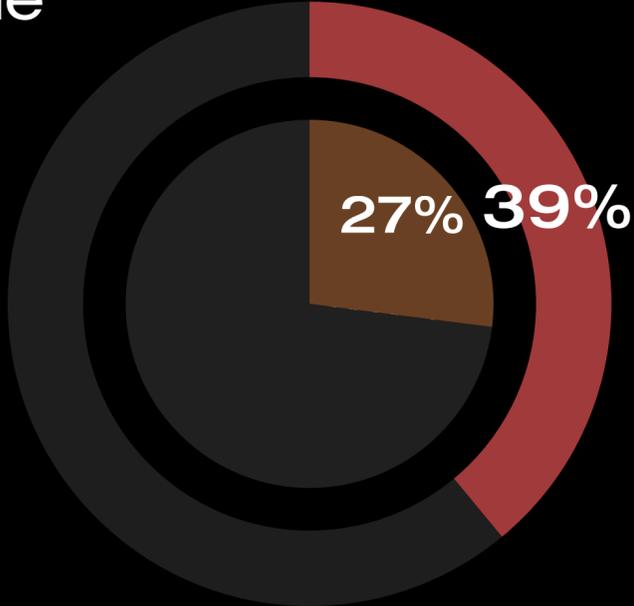


Want companies to invest their resources to address the pandemic

And, there is an emerging trend of people relocating to less populated areas.

City population considering a move

Overall population considering a move



According to the WSJ, home purchases in less populated areas have increased by **1/3** over the last four weeks compared to the same time period last year. Home purchases in the least dense ZIP codes of metropolitan areas also increased **2x** compared to the same period last year.

HOME PURCHASES IN US BY ZIP CODES		
CITY	MOST DENSE	LEAST DENSE
LA	6%	36%
New York	1%	34%
Minneapolis	14%	49%
Seattle	8%	26%
San Francisco	1%	26%
Chicago	10%	26%
Washington D.C.	13%	39%



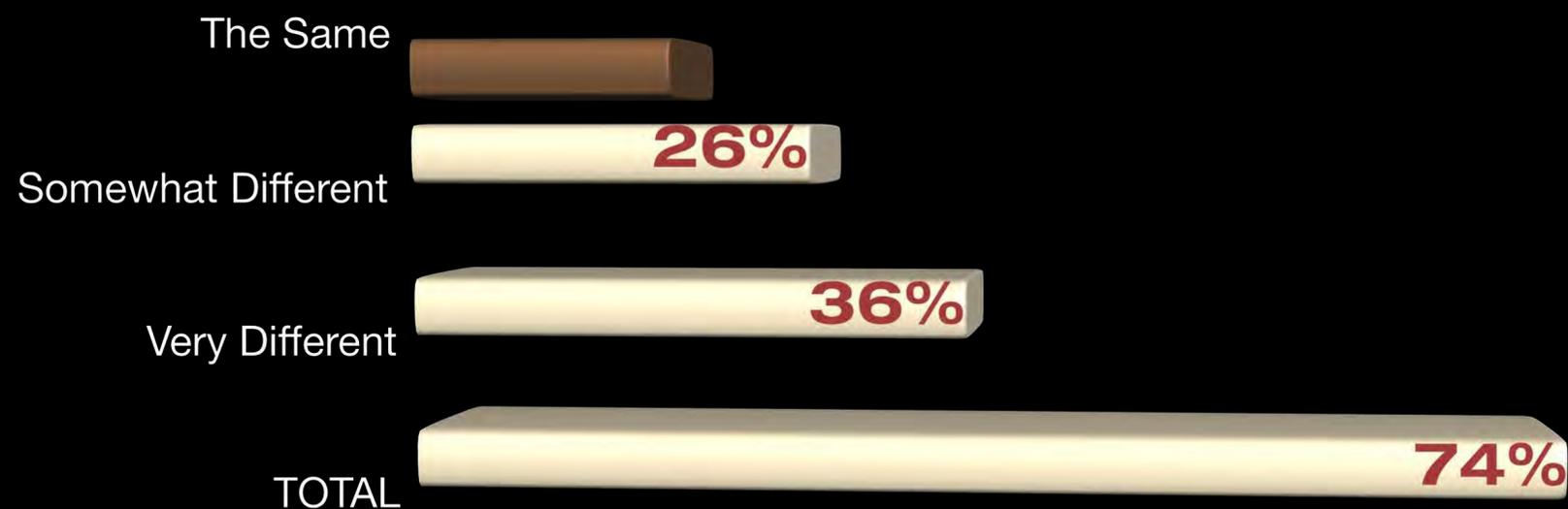
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TRAVEL

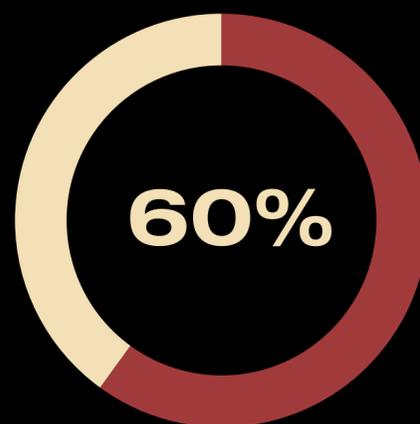


When looking at one the hardest-hit industries from the pandemic, studies show that **73%** of people say they **no longer feel safe on commercial flights**. These fears are fueled and reinforced by stories and images from fully packed flights circulating on social media. Airlines on the other hand are confronted with an **existential crisis** and the challenge of developing procedures and plans to provide safe air travel in a post-pandemic world. “You’re going to definitely have to sit next to a stranger again, I’m afraid, on a plane,” JetBlue chief executive Robin Hayes said during a Washington Post Live discussion last month. “Because [of] the economics of our industry, most airlines have a break-even load factor of 75-80%, so clearly capping flights at 55-60%, which is what we’re doing right now through July 6, is not suitable.”

PEOPLE’S OUTLOOK ON POST-PANDEMIC TRAVEL



Recent weeks have shown a shift in a general sense of trust in hotels and their sanitation and cleaning policies. Travel site Travelocity noted that most hotel bookings are within 100 miles of where travelers live.



Of Americans feel reassured that staying in a hotel will be safe.



“In preparing to reopen during this unusual time, we have to manage our theme parks in a very different way from what we’ve known before”, The Walt Disney Company said in a statement announcing plans for a phased reopening for of its Florida parks starting July 11. At its Disney Springs shopping complex in central Florida, which started to reopen in May, Star Wars Stormtroopers keep watch from a balcony and issue warnings to visitors about wearings masks and staying distanced.

Travel insurance comparison site Squaremouth said that based on travel insurance policies purchased through its site between April 1 and May 10 for travel this summer, domestic trips account for **48% of planned summer travel** (an increase of 15% from last year).

The CDC has said cruise line plans must include temperature checks, medical screenings, testing for the coronavirus and social distancing protocols.

According to a U.S. Travel Association survey conducted in May, people feel more comfortable traveling in personal vehicles than they do taking flights, taking cruises and staying in hotels. Interest in RVs has skyrocketed. Dow, of the U.S. Travel Association, predicts the pandemic will renew interest in the **Great American Road Trip**, with a particular focus on the outdoors where travelers are less likely to face crowds.

In a way, we are finding our way back to our human roots where we live a stripped-back lifestyle, crave intimacy and human interaction, as well as increased connectivity to nature.



So how can we usefully interpret this landscape and data?

People are traveling locally, within 50 miles, and likely go on long **DAY TRIPS**. Hotels have an opportunity to change their role from offering rooms only for sleeping and overnight stays to offering spaces for changing and showering since sustained exposure has proven to increase virus infection.

The data proves a surge in camping, bicycling, fishing, hiking, rock climbing, canoeing, touring and kayaking. So much so that bike shops in NYC have run out of bikes to sell...



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BUSINESS



HOW ARE COMPANIES RESPONDING?



Redirecting excess product to food banks



Expanding WFH options indefinitely



L V R N

Mental health branch for artists



Offering Drive-Thru and pick-ups

This pandemic has brought forth and highlighted fragilities in existing businesses and disproportionately grown others. We are recognizing a huge opportunity in the **Mental Health, Immunity Technology** and **Sani-Luxe** space.

An increased need for emotional support and mindfulness, coupled with the growing prioritization of serenity, has led companies to implement programs to support their employees well-being. What “going to work” will look like post-COVID is largely uncertain, but clean certificates for commercial buildings, offices, hotels, resorts and retail establishments might become the new norm, comparable to restaurant ratings.

China is utilizing a contact tracing smart-phone app to determine individual’s safety in real-time, continuing diligent social distancing measures with many tourist attractions operating at 30-50% capacity. Australia is engaging in a reopening strategy on a local level in close coordination with the federal government with clear public communication, has stocked up on a surplus of testing kits and developed a national contact-tracing app to increase public safety and health. The EU is slowly reopening their borders for its citizens, while still remaining inaccessible to Americans due to the government’s COVID response.

Ultimate luxury will be the seamless transactions that **over-deliver on everything that represents sanitization** — Individual capsule-like dining, sneeze guards between airline seats, hygiene managers in businesses, Airline and Hotels will only be deemed as high quality as their policies and clean certifications.



of people seeking non-Covid19 related content, news and entertainment, including ads

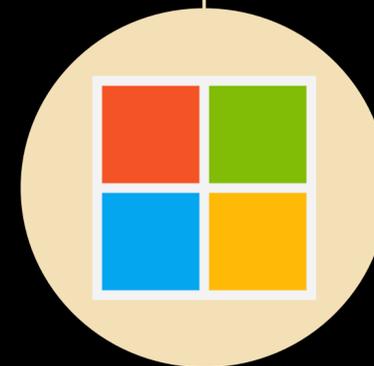
This manifests in Netflix's growth in subscribers by 16mm, Tik Tok's explosive arrival on the mainstream market and hiring of Disney Executive Kevin Mayer as their new CEO. In his new role, Mayer will be responsible for bringing entertainment value, and a financial model into content streaming. Despite a 25% tumble in 2020 revenues, Goldman Sachs reports they predict the music industry will surge to 1.2B music streamers, increased music content and live events, as well as licensing to double revenues and positively impact valuations by 2030.

OVER 50% of the population believe that these major corporations will actually be better positioned in a post-pandemic world:



83% —

75% —



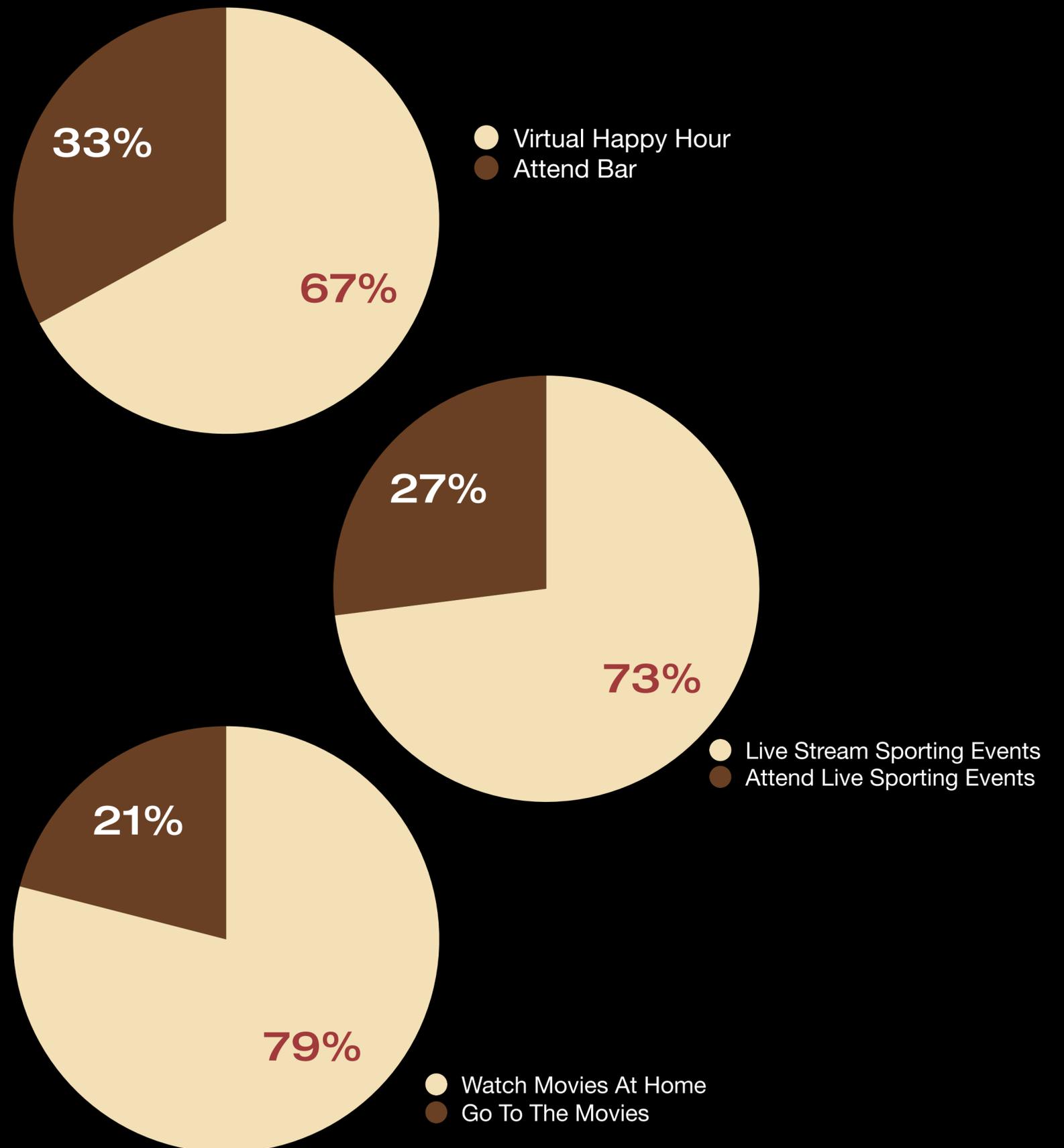
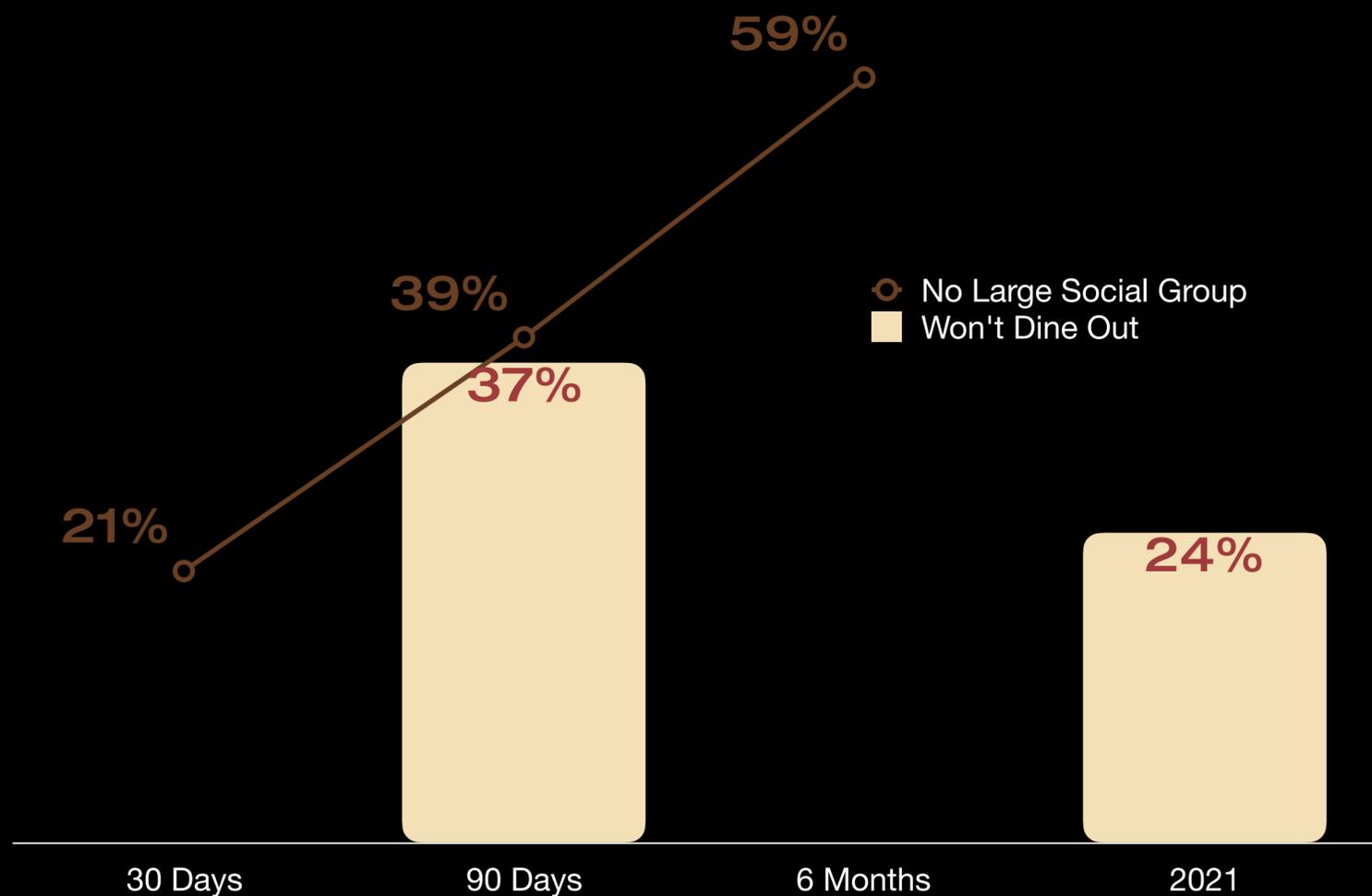
76% —

71% —



Of people expect a better positioning post-COVID

Amazon seems to be paving the way when it comes to recalibrating due to the COVID impact. Recently, news surfaced that Jeff Bezos could be the the world's first Trillionaire by 2026. The online shopping empire is also investing \$4B to create entirely **touch-less, and fully sanitized food processes and logistics**. As is typical, this will put pressure on restaurants, concessionaires and public venues to up their game.



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ENVIRONMENT

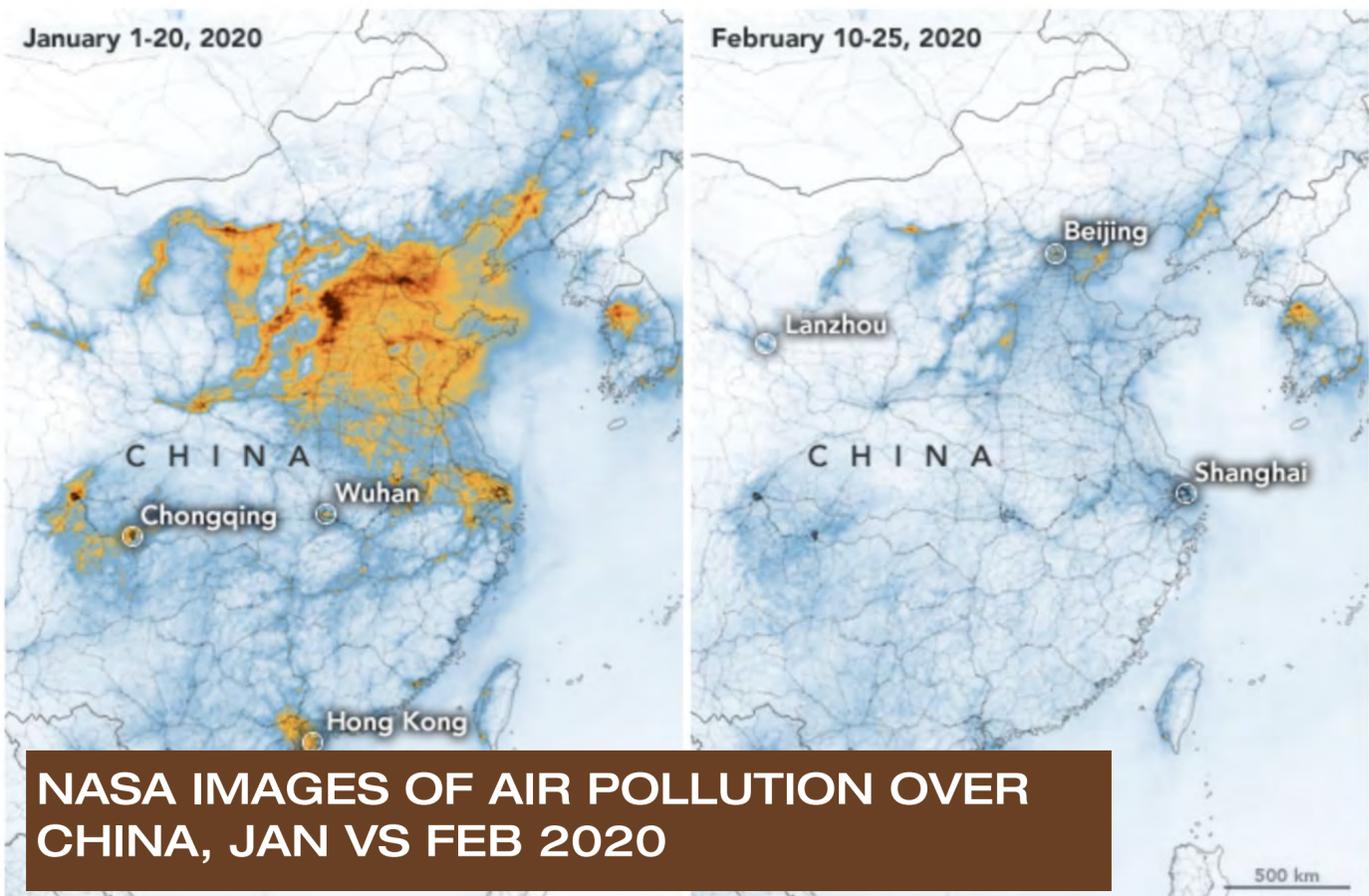




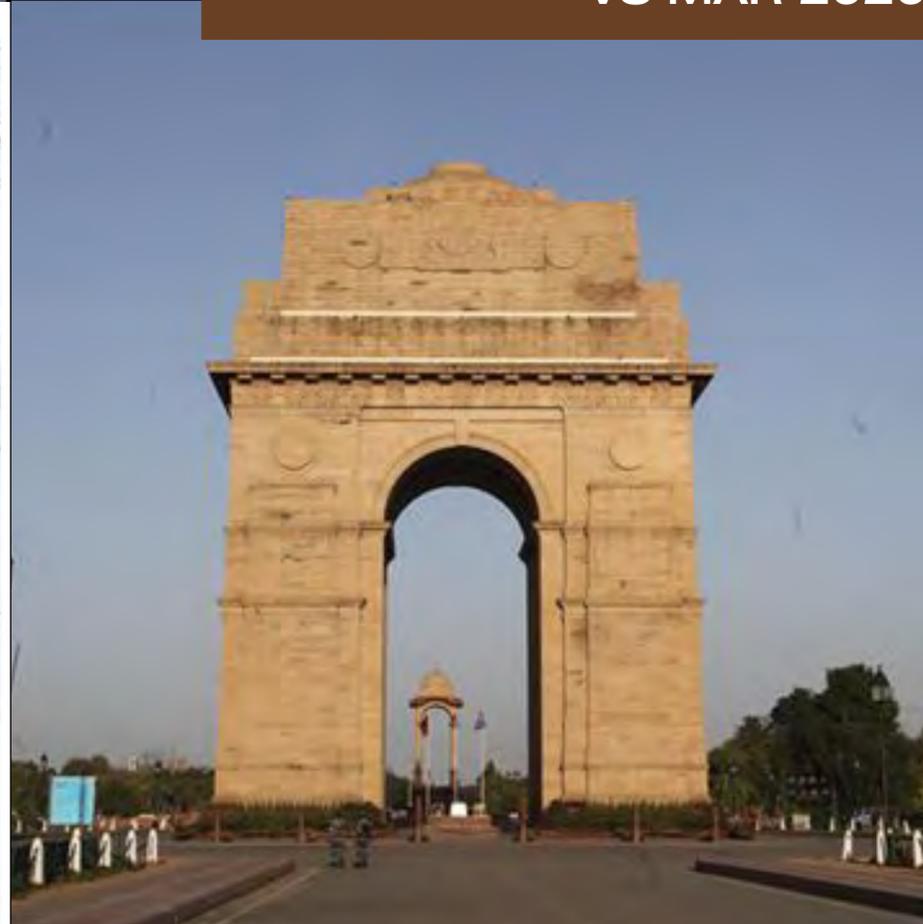
LA SKYLINE, MARCH 2020



NEW DELHI, INDIA NOV 2019
VS MAR 2020



NASA IMAGES OF AIR POLLUTION OVER
CHINA, JAN VS FEB 2020



The silver lining of quarantine measures have been the positive effects it has had on the **air quality** and the environment.

The trend may continue as 84% of Americans believe companies shouldn't require employees to return to offices if WFH options have been successful. Increased excitement for these developments have sparked a wide-spread awareness for sustainability and climate change.



THE SURGE BEHIND THE FUTURE



41% of campers still plan to take their trips

31% of were cancelled a month ago, but nearly replaced by 1st timers

33% of people during Post-Covid “Re-Entry” are likely to take a camping or Road Trip

46% of all Leisure Travelers say camping is the safest

54% say it’ll be safe to start taking camping trips in 30 days

63% of campers note that “bathrooms are very important to have” given the safety challenges still existing



Yamaha Marine, one of the world’s largest manufacturers for boats selling **more boats in April, 2020 than they ever have** in their 60 year history



85% of respondents perceived cycling as a safer mode of transport than mass transit according to Trek

14% of respondents are replacing transit with cycling

SO WHAT DOES
ALL THIS MEAN?

**MAJOR
SHIFTS.**



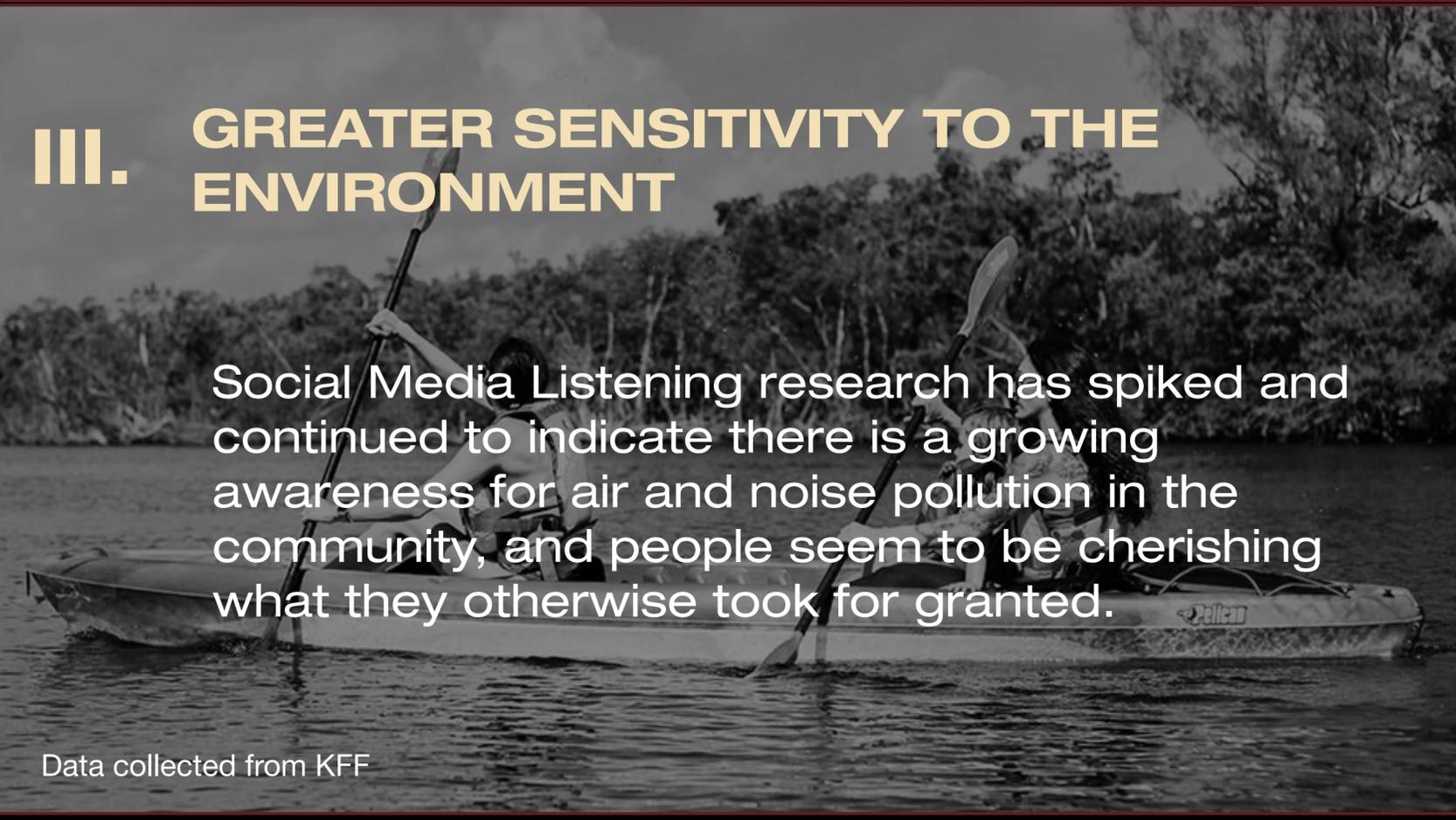
I. DEEPER CONNECTIONS WITH FRIENDS, FAMILY AND CO-WORKERS

People are craving connection and intimacy. Although digital communication is nearly the only mode, physical togetherness has been nearly impossible due to mandated lockdowns. This will likely continue to spark controversy and clashes beyond the economic impact it has had



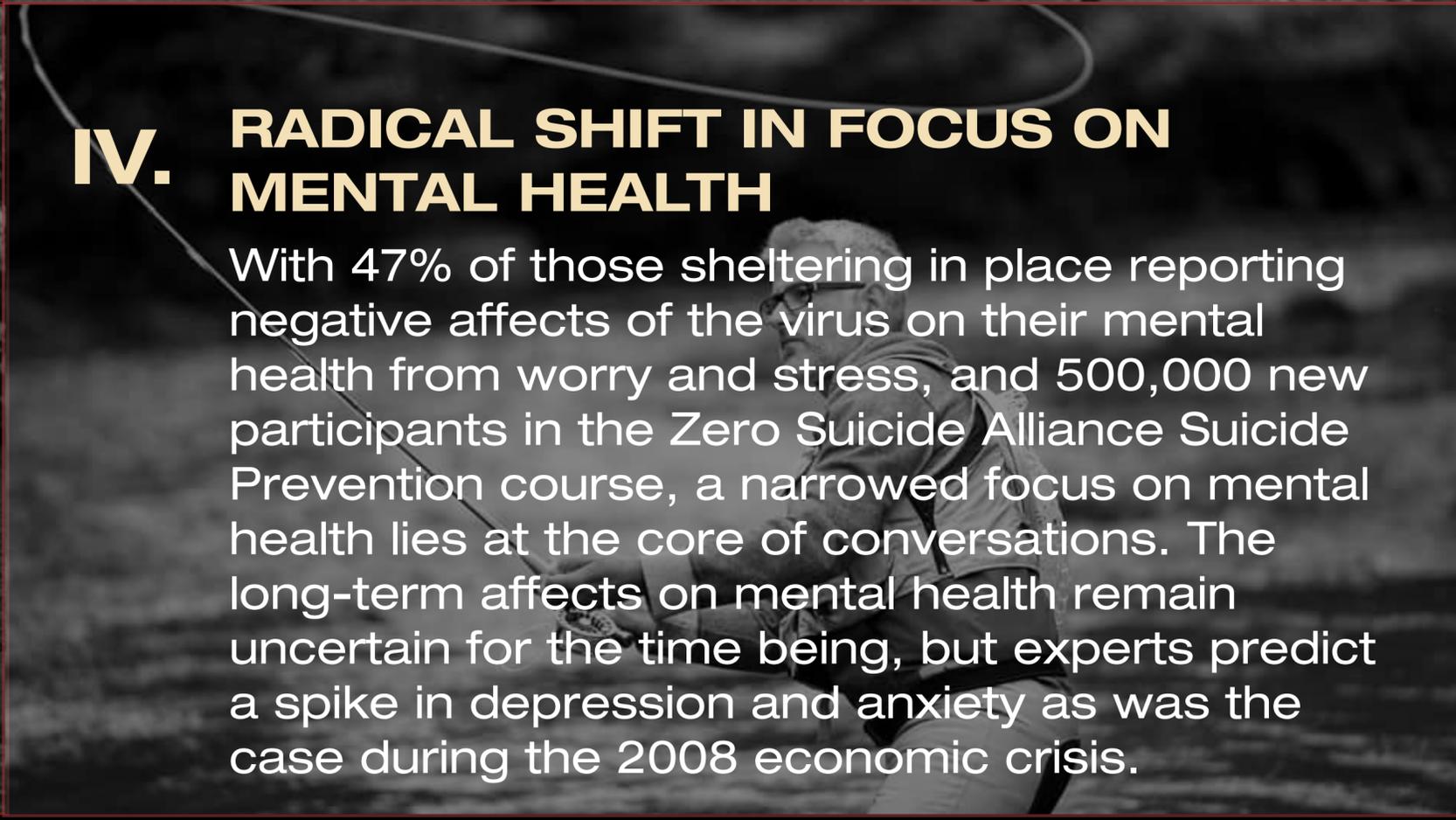
II. INCREASED FREQUENCY AND DEEPER CONNECTION WITH NATURE

We anticipate people getting away, using vacations for local and regional travel, visiting friends and family and becoming more mindful of themselves or their surroundings via day-trips to surrounding areas to foster a deeper connection with their environment.



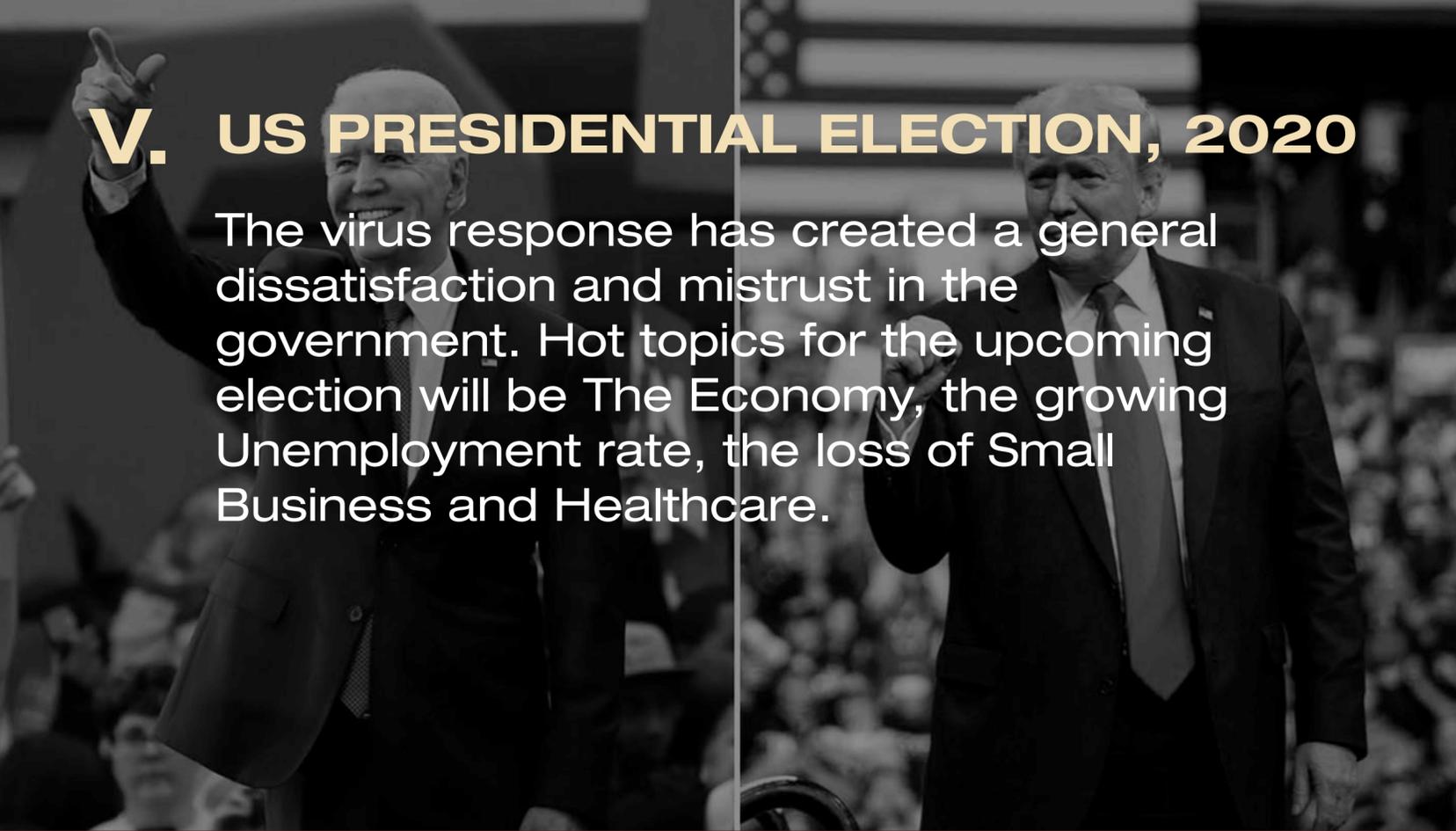
III. GREATER SENSITIVITY TO THE ENVIRONMENT

Social Media Listening research has spiked and continued to indicate there is a growing awareness for air and noise pollution in the community, and people seem to be cherishing what they otherwise took for granted.



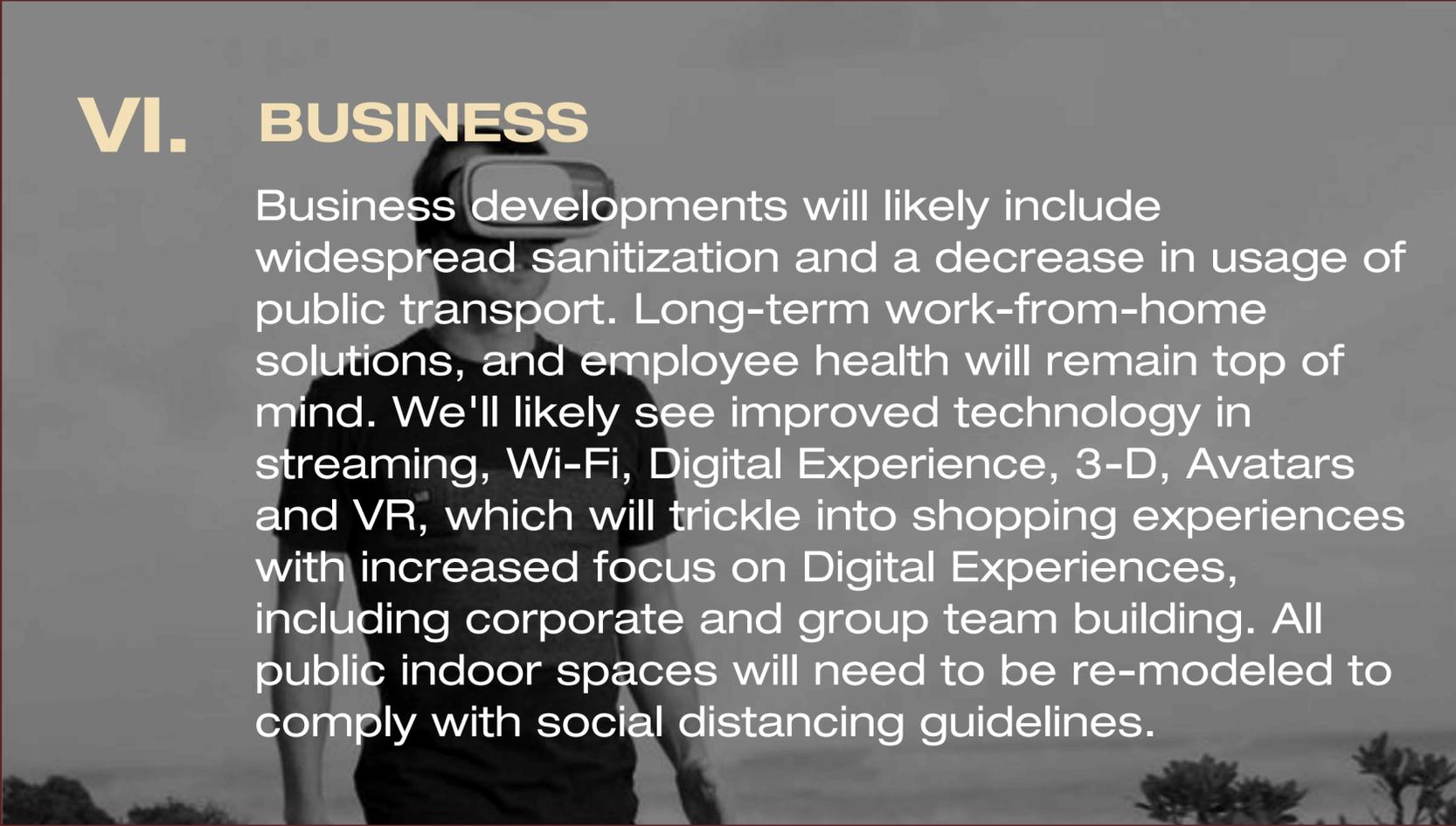
IV. RADICAL SHIFT IN FOCUS ON MENTAL HEALTH

With 47% of those sheltering in place reporting negative affects of the virus on their mental health from worry and stress, and 500,000 new participants in the Zero Suicide Alliance Suicide Prevention course, a narrowed focus on mental health lies at the core of conversations. The long-term affects on mental health remain uncertain for the time being, but experts predict a spike in depression and anxiety as was the case during the 2008 economic crisis.



V. US PRESIDENTIAL ELECTION, 2020

The virus response has created a general dissatisfaction and mistrust in the government. Hot topics for the upcoming election will be The Economy, the growing Unemployment rate, the loss of Small Business and Healthcare.



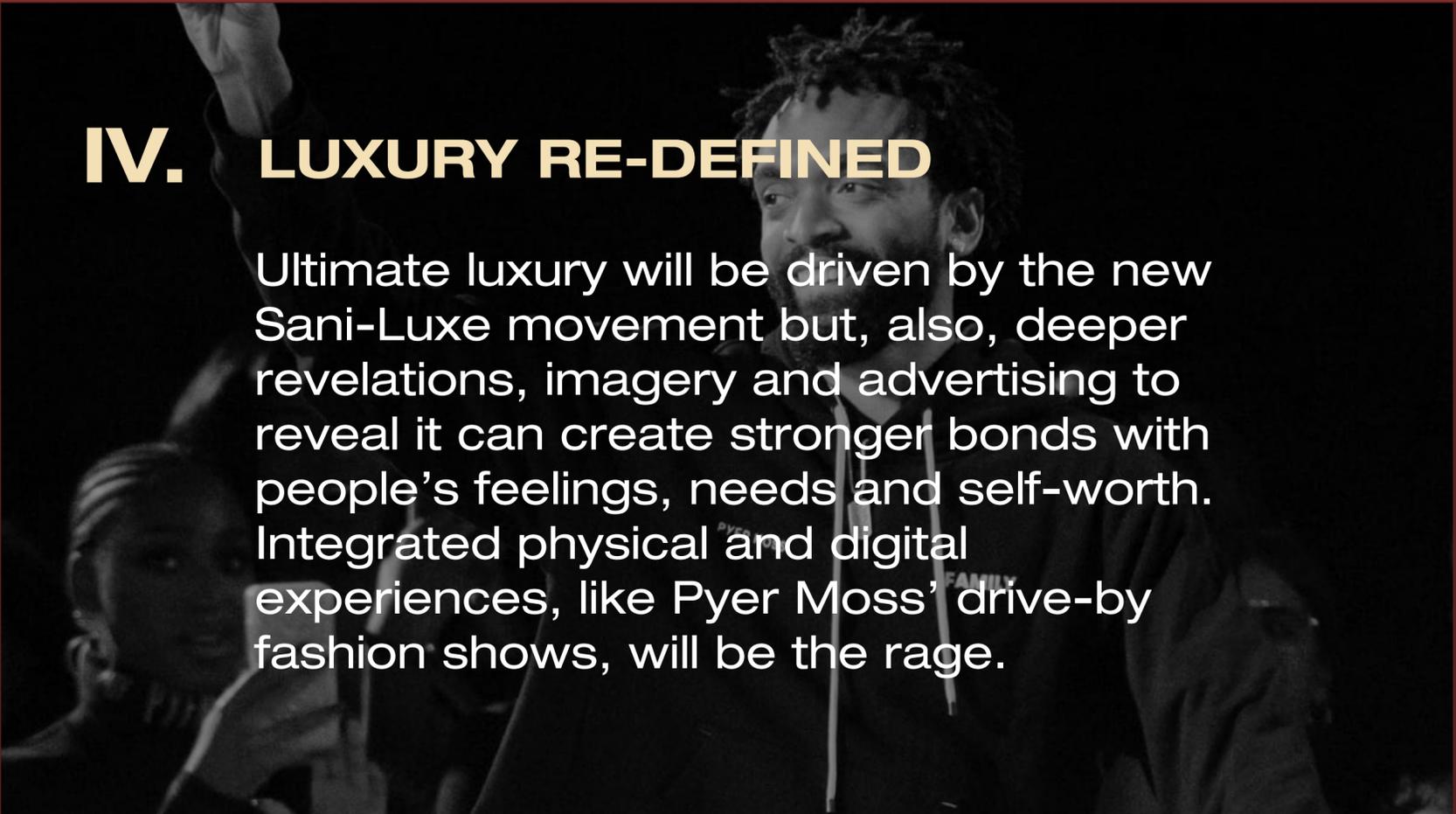
VI. BUSINESS

Business developments will likely include widespread sanitization and a decrease in usage of public transport. Long-term work-from-home solutions, and employee health will remain top of mind. We'll likely see improved technology in streaming, Wi-Fi, Digital Experience, 3-D, Avatars and VR, which will trickle into shopping experiences with increased focus on Digital Experiences, including corporate and group team building. All public indoor spaces will need to be re-modeled to comply with social distancing guidelines.



VII. SELF-RELIANCE/FRUGALITY

About 34% of people indicate they would pay more for local products, and 23% stated they were willing to pay more for ethical brands. This suggests, that People are looking to learn about and develop sustainable habits, and will soon be seeking out teachable experiences to increase their ability to be more self-sufficient in their own lives.



IV. LUXURY RE-DEFINED

Ultimate luxury will be driven by the new Sani-Luxe movement but, also, deeper revelations, imagery and advertising to reveal it can create stronger bonds with people's feelings, needs and self-worth. Integrated physical and digital experiences, like Pyer Moss' drive-by fashion shows, will be the rage.

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ADVENTURE EXPLORATIONS



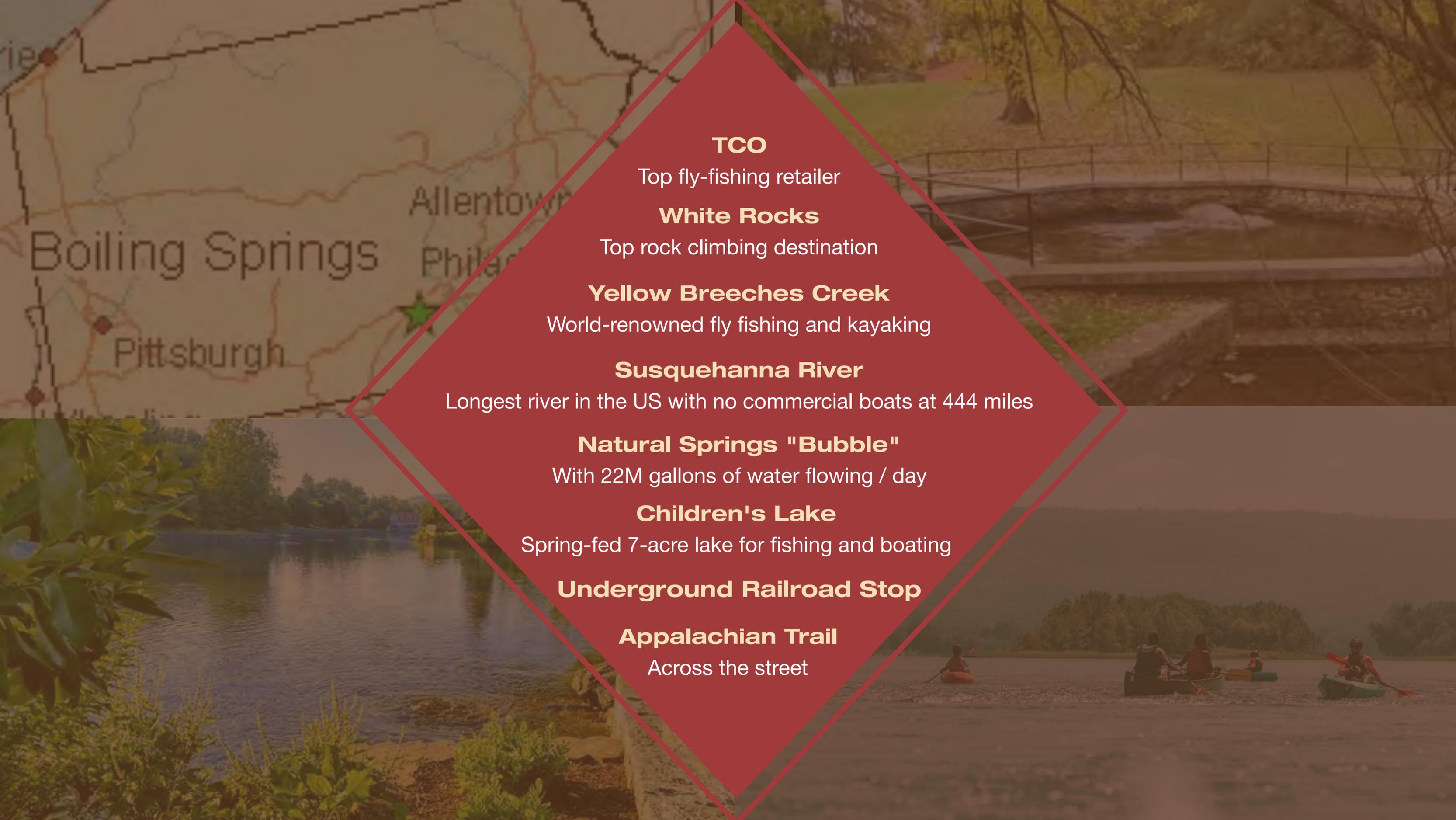
OUR MISSION

TO CREATE **POSSIBILITY**, **GRIT** AND **RESILIENCE** THROUGH **OUTDOOR AND DIGITAL ADVENTURES** OF THE BODY, MIND AND SOUL.

OUR PURPOSE

WE ARE THE BRIDGE BETWEEN PEOPLE'S DISCOVERY OF THEIR **POTENTIAL**, THEIR **POSSIBILITIES** AND **CHOICES**, AND THE **FREEDOM** IT CREATES. ALL THAT WE ARE AND DO IS DEVOTED TO BUILDING THIS CONNECTION.





TCO

Top fly-fishing retailer

White Rocks

Top rock climbing destination

Yellow Breeches Creek

World-renowned fly fishing and kayaking

Susquehanna River

Longest river in the US with no commercial boats at 444 miles

Natural Springs "Bubble"

With 22M gallons of water flowing / day

Children's Lake

Spring-fed 7-acre lake for fishing and boating

Underground Railroad Stop

Appalachian Trail

Across the street

KNOWLEDGE CENTER: BOILING SPRINGS

DISTANCES

< 2-Hour Drives

Baltimore
DC
Philadelphia
Wilmington

<1-Hour Drives

Lancaster County
Hershey Park
Carlisle

FASCINATIONS

Boiling Springs
Bubbler

Flows 22 Million
Gallons of Water Per
Day

Underground RR
Stopover

Tavern, owned by
Anheuser-Busch from
1902-Prohibition

John Travolta got his
start at the Allenbery
Keystone Playhouse

NATURAL BEAUTY

Children's Natural
Spring Lake

Appalachian Trail

Natural Spring
Pool

White Rocks
Mountain

Yellow Breeches
Creek

Amish Farms

MOTOR SPORTS

Largest Car Shows in
the US, including
Corvette, Ford, Imports

Williams Grove
Speedway

Harley Davidson
Factory

Rolls Royce Museum

Doulin Gap Motocross

Eastern Museum of
Motor Sports

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THANK YOU!