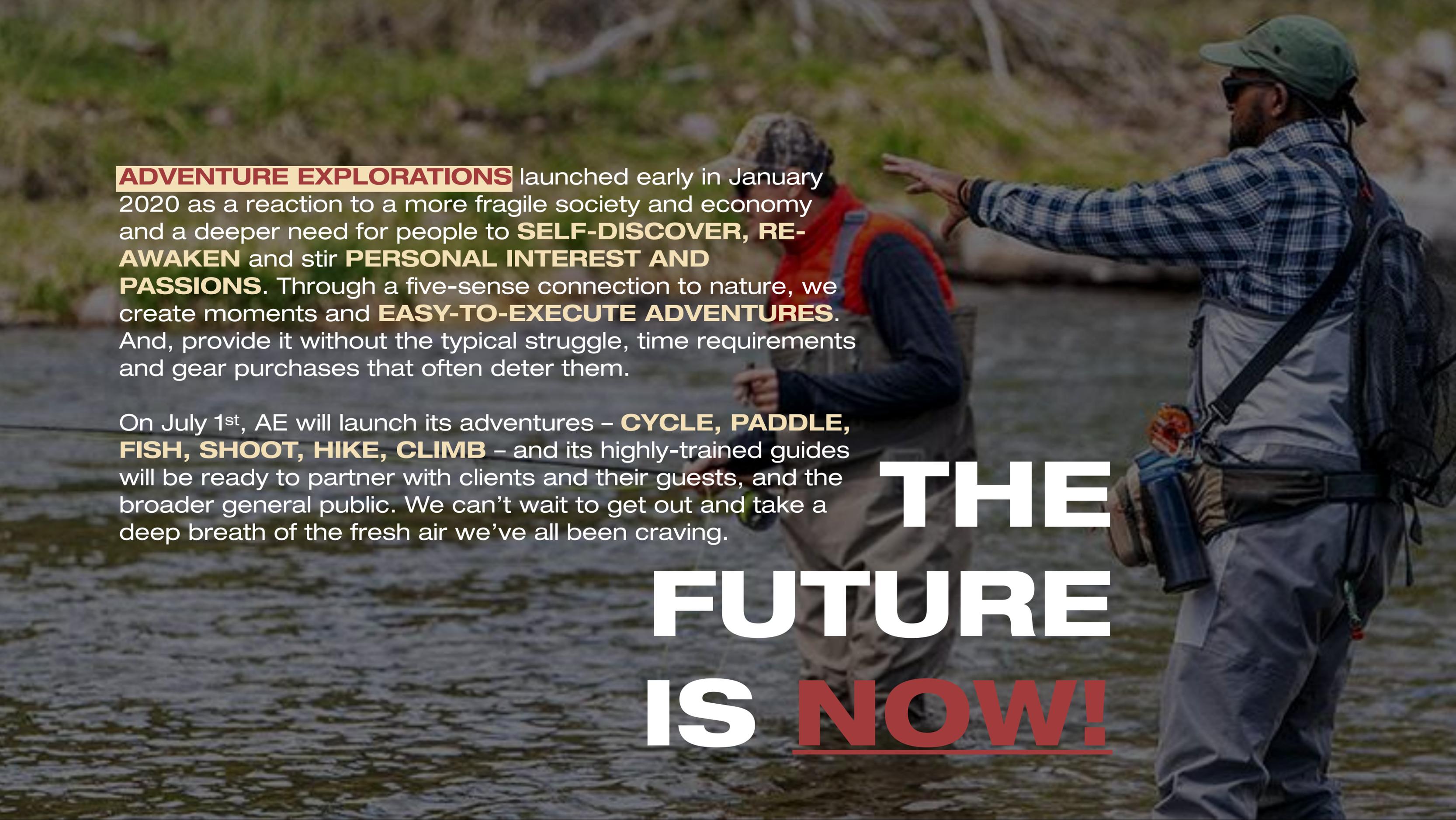


A man in a grey tank top and khaki shorts is climbing a large, textured rock face. He is positioned on the right side of the frame, with his body angled towards the left. His arms are extended upwards, gripping the rock. The background is filled with lush green foliage and trees, suggesting a natural, outdoor setting. The overall scene conveys a sense of adventure and physical challenge.

ADVENTURE EXPLORATIONS PRESENTS

# THE FUTURE IS NOW

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

A photograph of two people in outdoor gear standing by a river. The person on the right is wearing a green cap, sunglasses, a plaid shirt, and a backpack, pointing towards the water. The person on the left is wearing a red vest and a hat. The background is a rocky riverbank with some greenery.

**ADVENTURE EXPLORATIONS** launched early in 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.

On July 1<sup>st</sup>, AE will launch its adventures – **CYCLE, PADDLE, FISH, SHOOT, HIKE, CLIMB** – 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

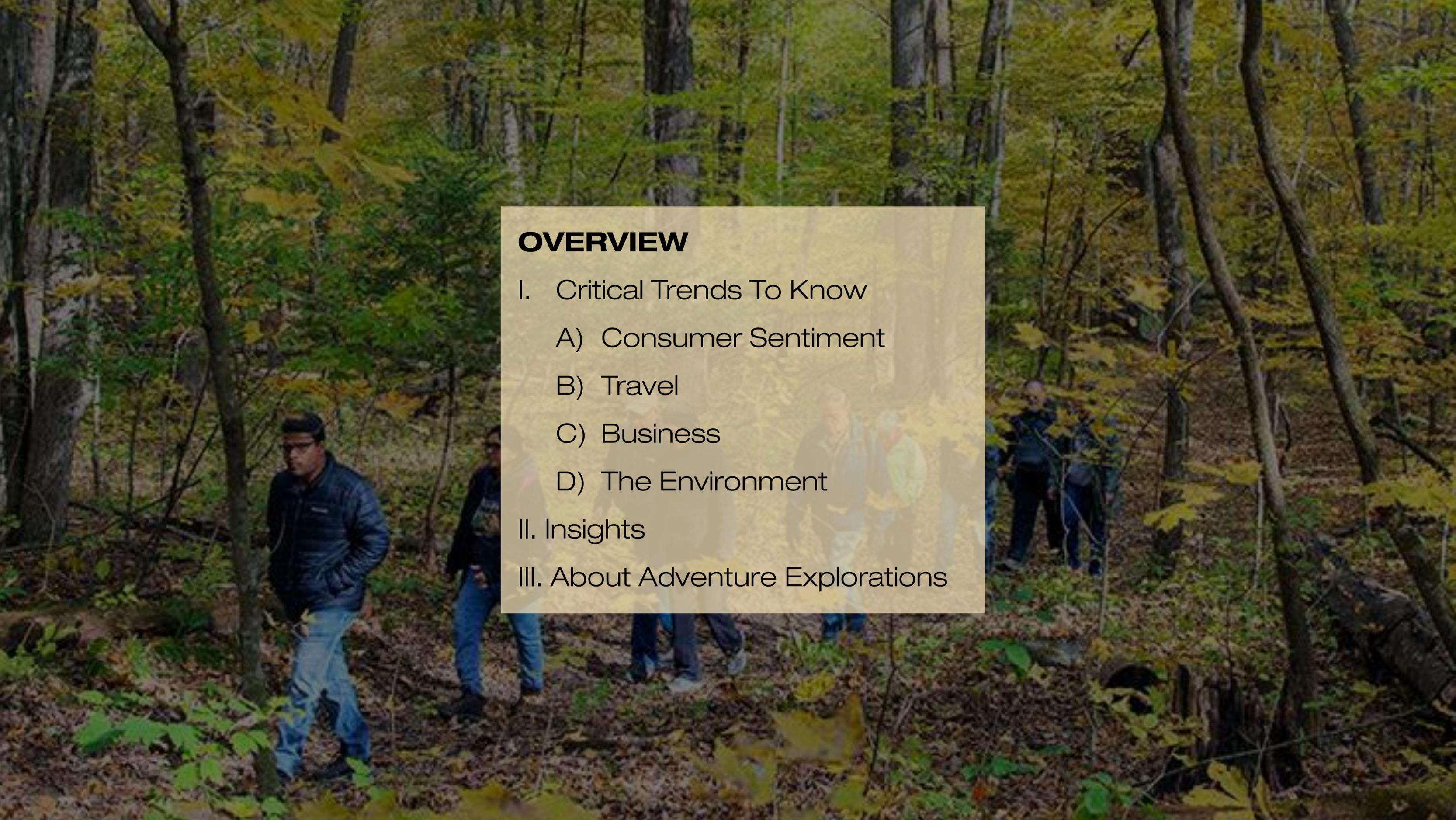
Owner

**Chris Paradysz**

Owner

Guide

Investor

A group of people is hiking through a forest with autumn foliage. The trees have yellow and green leaves, and the ground is covered in fallen leaves. The scene is captured from a low angle, looking up at the trees.

## **OVERVIEW**

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

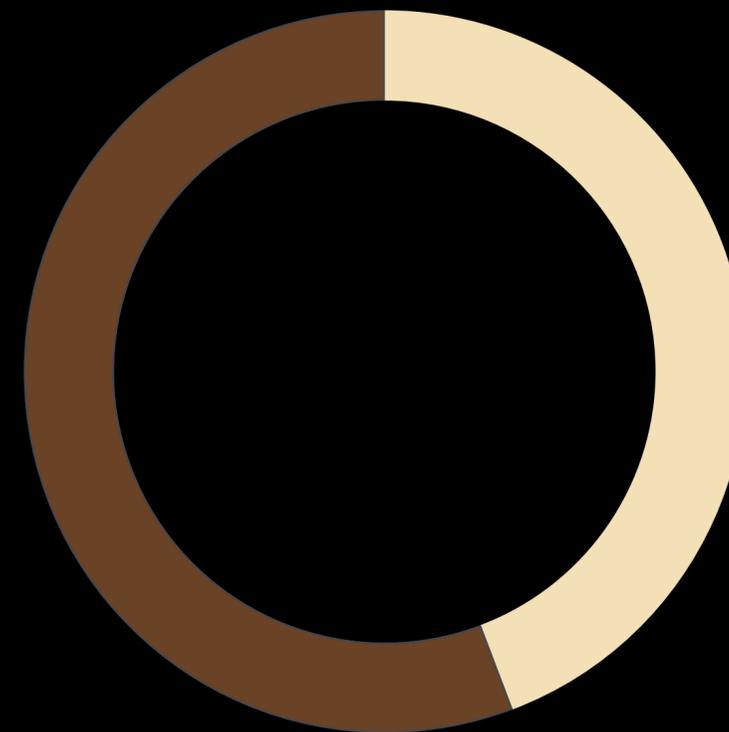
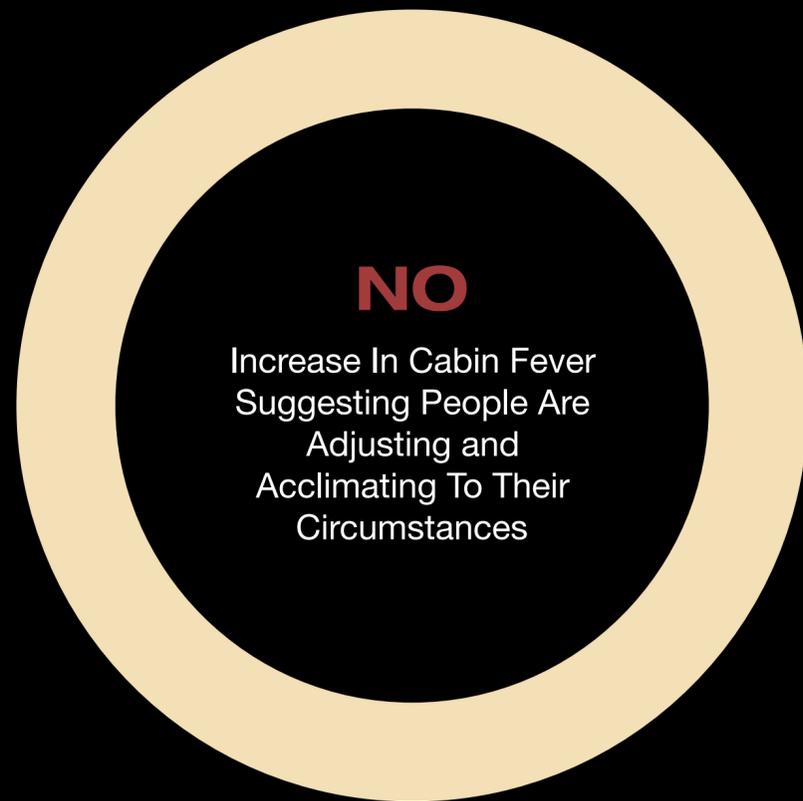
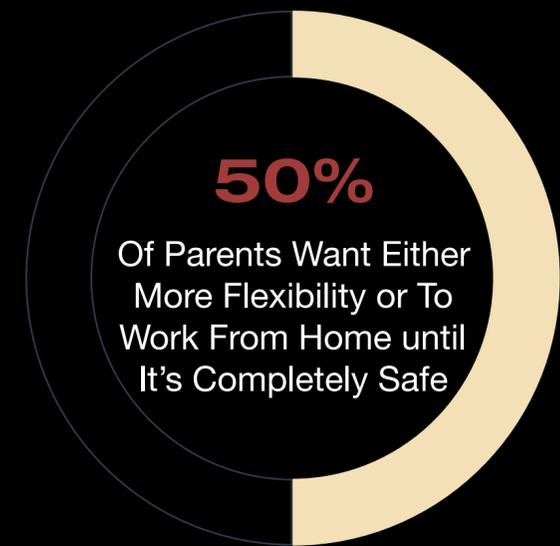
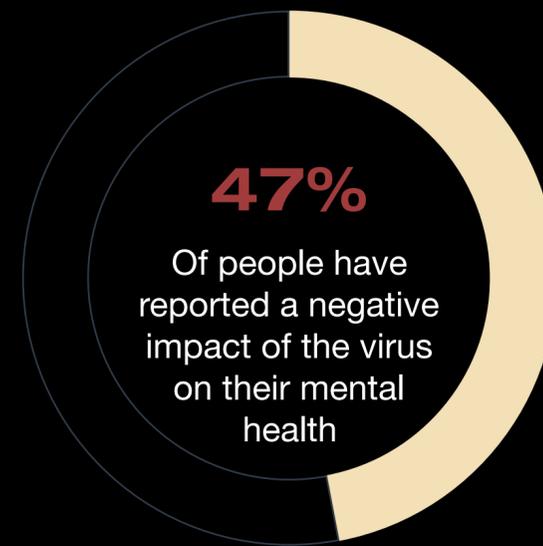
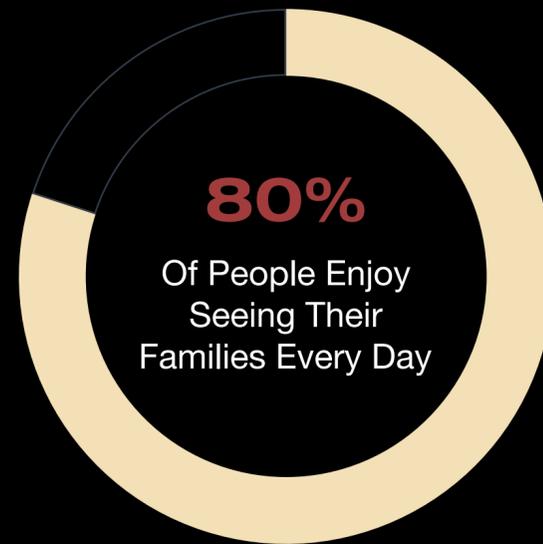
THE FUTURE IS NOW!

# CONSUMER SENTIMENT



# 2+ MONTHS OF QUARANTINE...

## HOW ARE PEOPLE FEELING?



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

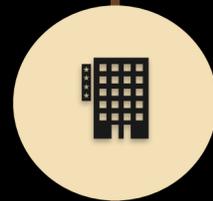
Early indicators suggest

**67%**



Won't travel for 3 months after states reopen

**69%**



Will wait 3 months before checking back into hotels

**Most**



Have used their stimulus checks for savings or paying off debt

**20%**



Less students may attempt a 4-year undergraduate degree



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** ✓  
@katharinemcpee

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](http://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 who have donated to a new charity during this time plan to continue



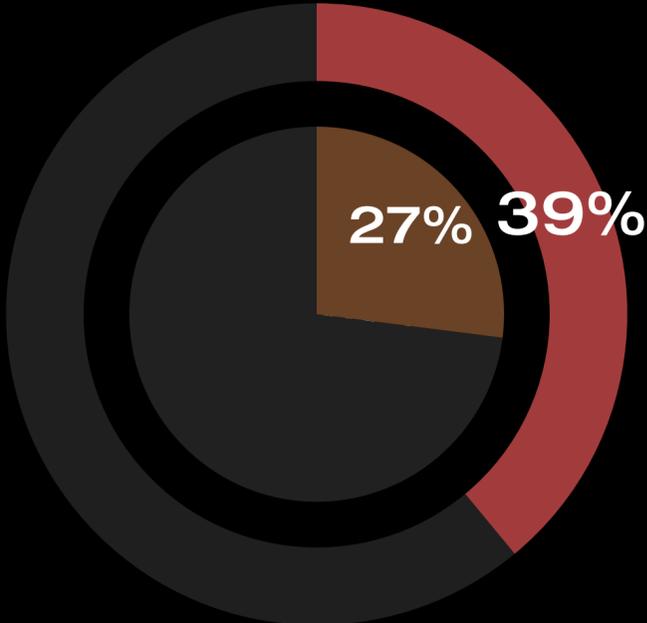
Want companies to invest in local communities



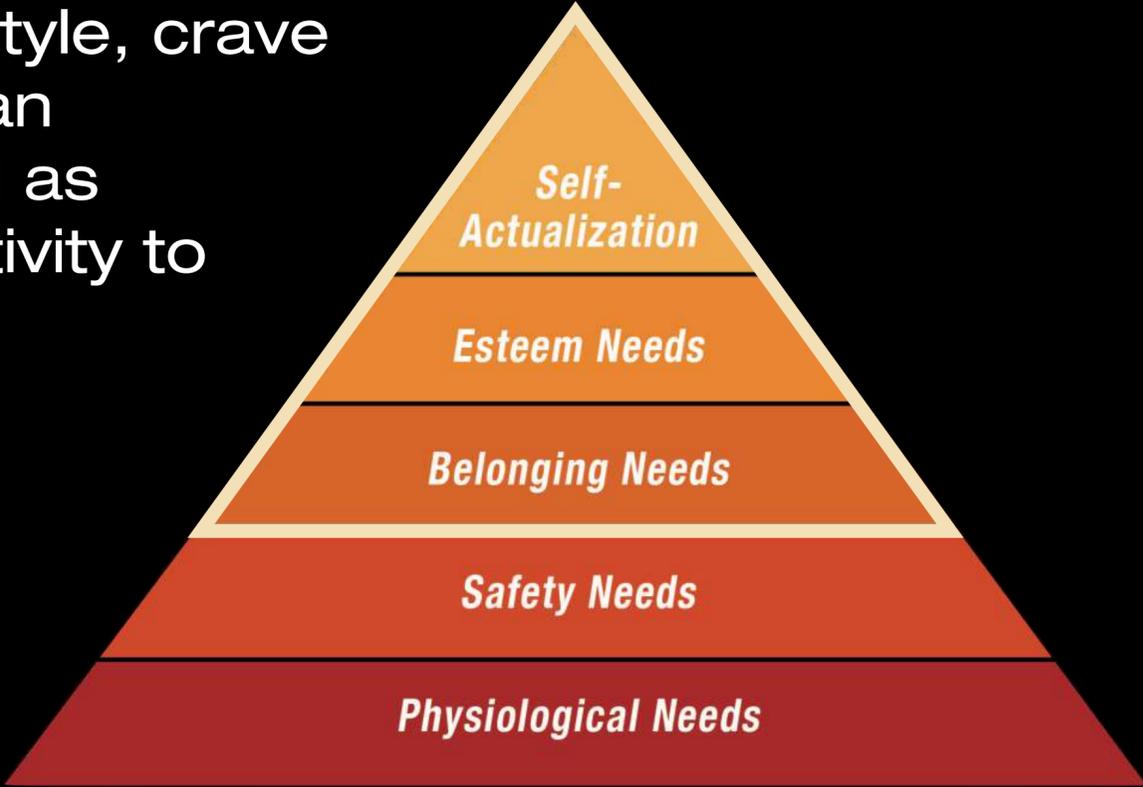
Want companies to invest their resources to address the pandemic

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

City population considering a move  
Overall population considering a move



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.



THE FUTURE IS NOW!

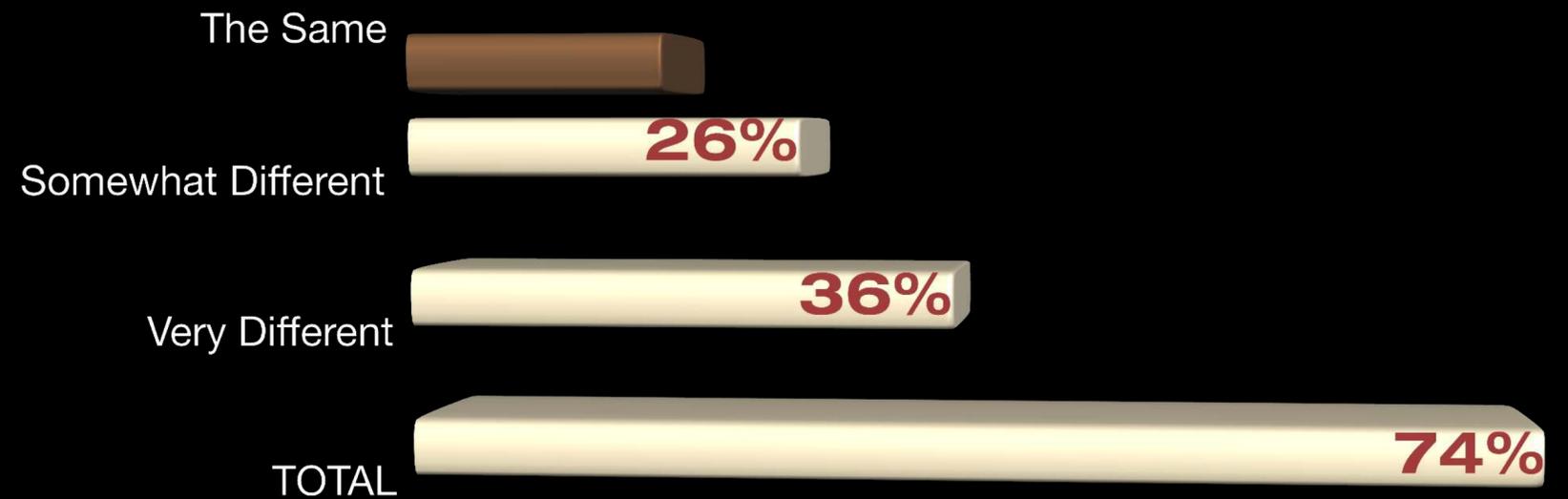
TRAVEL



SORTIE EXIT

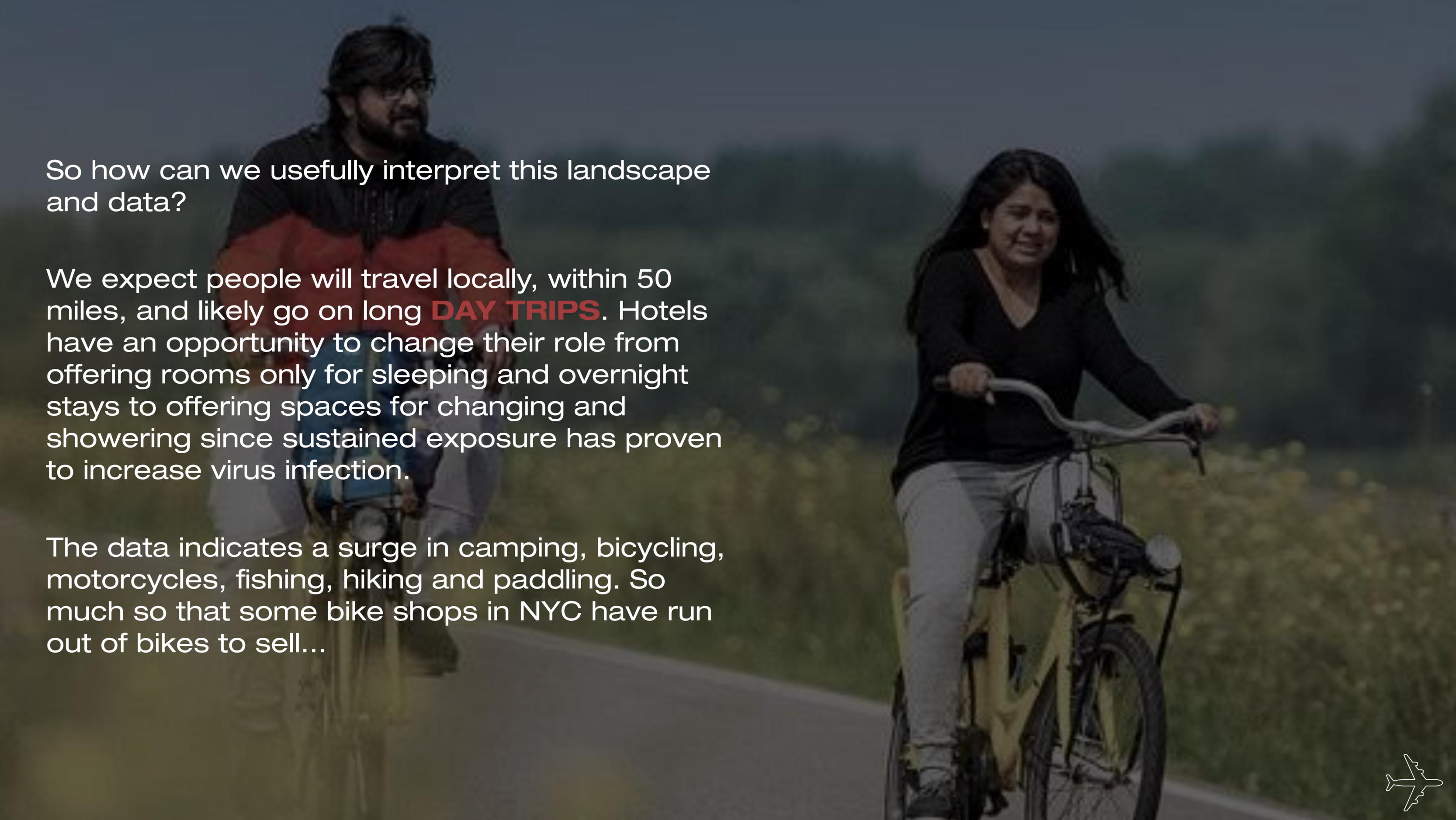
When looking at one the hardest-hit industries from the pandemic, studies show that **73%** of people say they **no longer feel safe on commercial flights**. These fears are fueled and reinforced by stories and images from fully packed flights circulating on social media. Airlines on the other hand are confronted with an **existential crisis** and the challenge of developing procedures and plans to provide safe air travel in a post-pandemic world. In light of decreasing demand, there are talks about open center seats, temperature checks, washroom approval and immunity passports.

## PEOPLE'S OUTLOOK ON POST-PANDEMIC TRAVEL



## HOW LONG BEFORE PEOPLE ARE COMFORTABLE STAYING IN HOTELS AFTER FLATTENING OF THE CURVE?



A man and a woman are riding bicycles on a paved road that curves through a field of yellow flowers. The man is on the left, wearing a red and black jacket and glasses. The woman is on the right, wearing a black top and light-colored pants. The background shows a line of trees under a clear sky.

So how can we usefully interpret this landscape and data?

We expect people will travel 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 indicates a surge in camping, bicycling, motorcycles, fishing, hiking and paddling. So much so that some bike shops in NYC have run out of bikes to sell...



THE FUTURE IS NOW!

BUSINESS



# HOW ARE COMPANIES RESPONDING?



*Redirecting excess product to food banks*



*Expanding WFH options indefinitely*



L V R N

*Mental health branch for artists*



*Additional time-off/sick days for employees*

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 and flights 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.

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% —

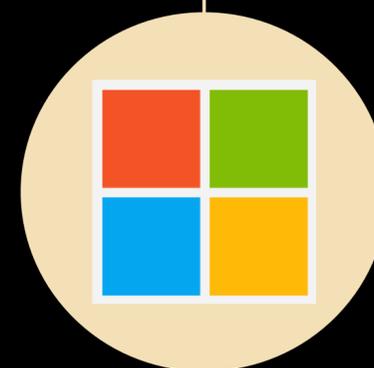
75% —



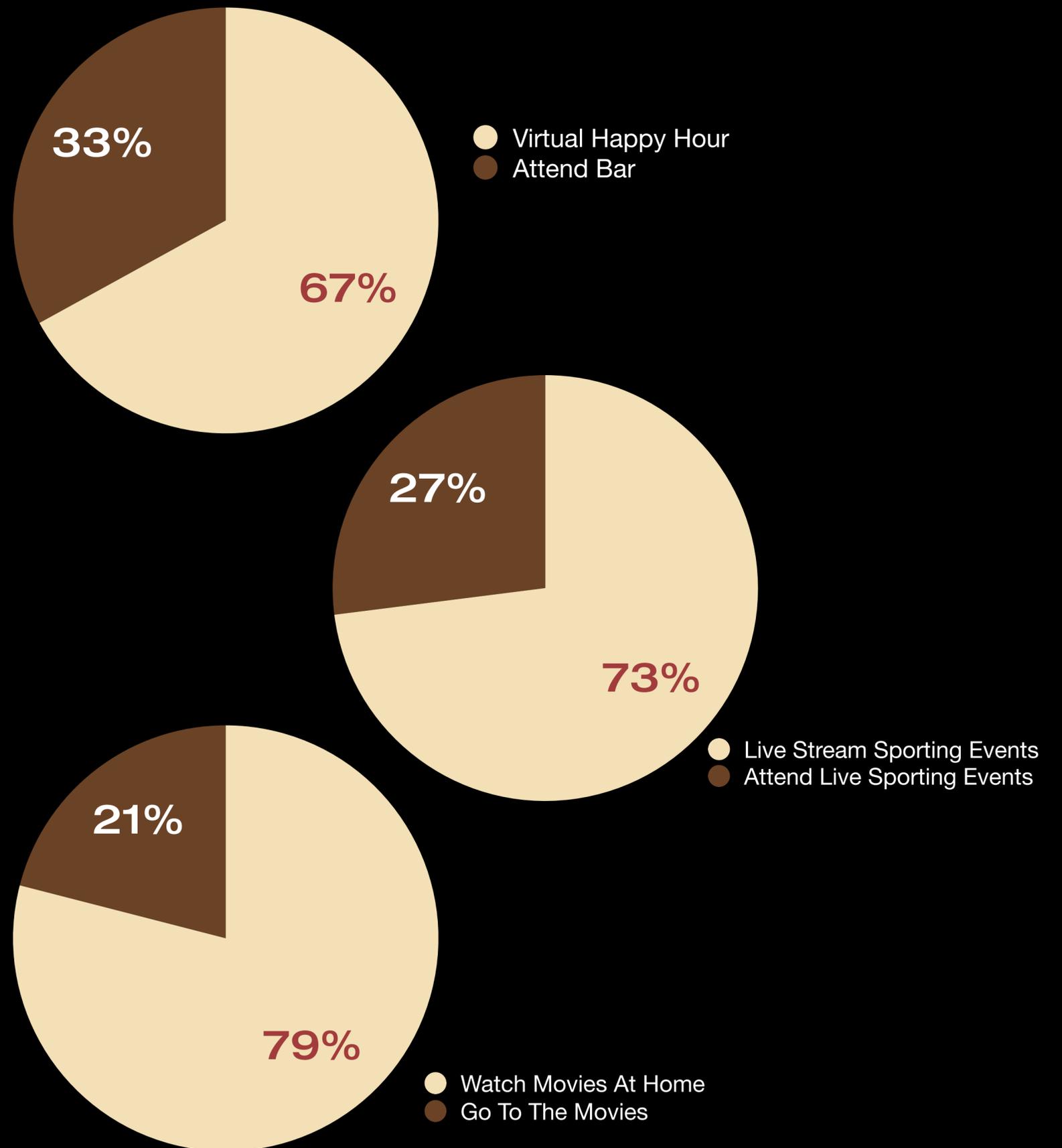
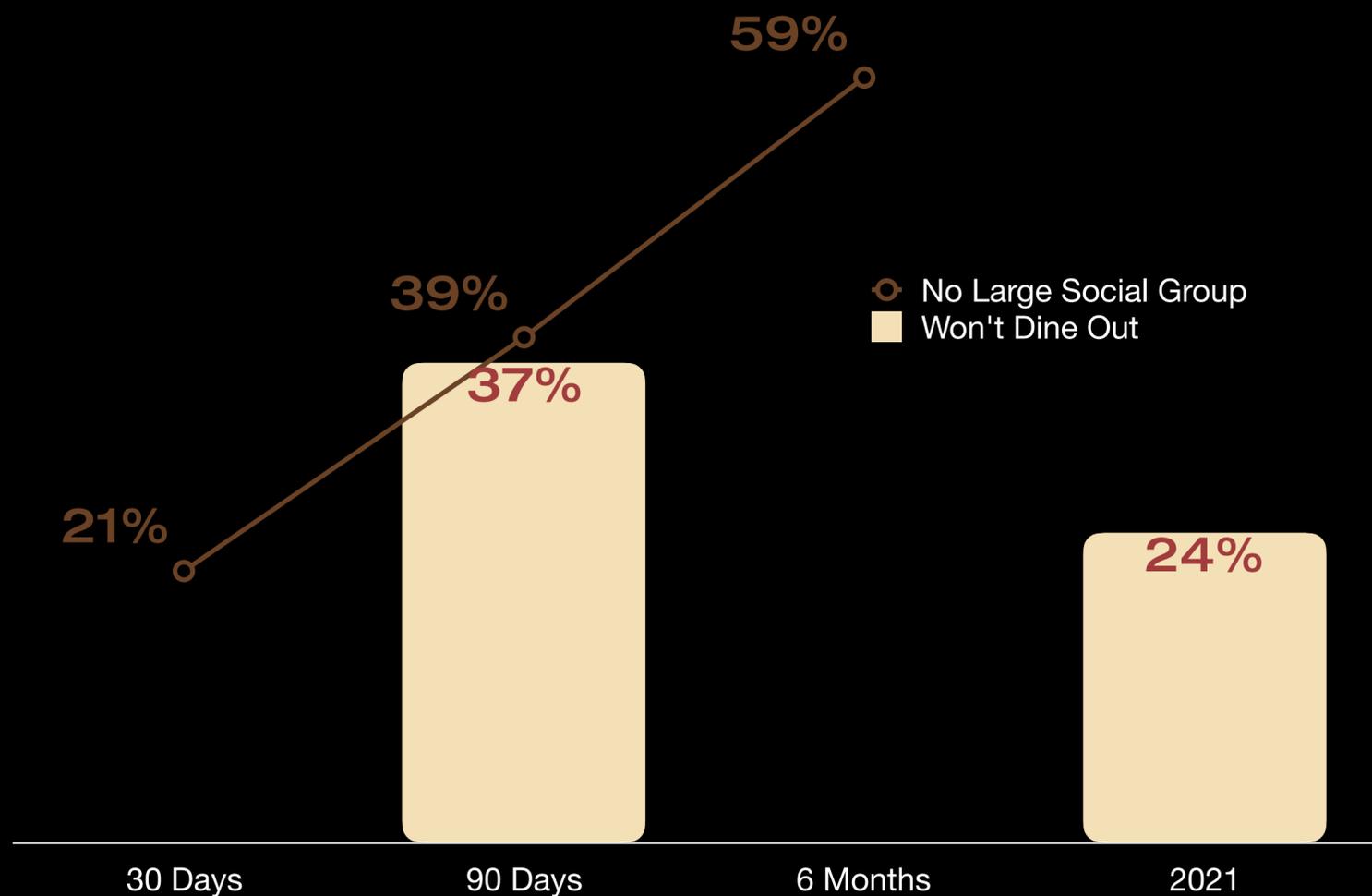
76% —

71% —

Of people expect a better positioning post-COVID

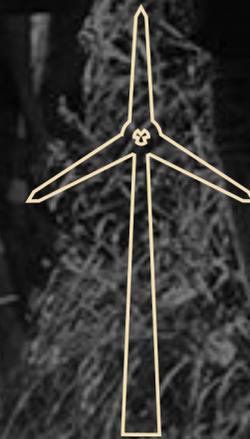


Amazon seems to be paving the way when it comes to recalibrating due to the COVID impact. Just last week news surfaced that Jeff Bezos could be the the world's first Trillionaire by 2026. The online shopping empire also is investing \$4B to create entirely **touch-less, and fully sanitized food processes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



THE FUTURE IS NOW!

# ENVIRONMENT

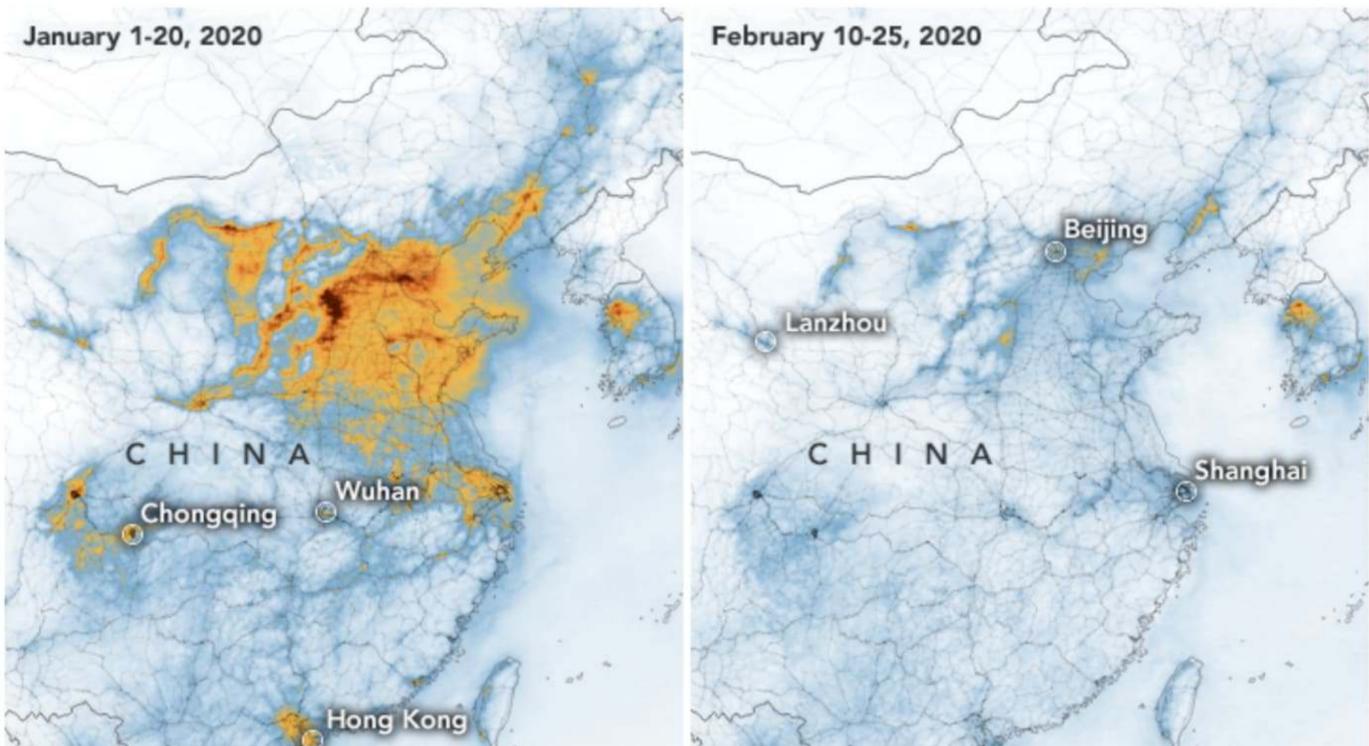




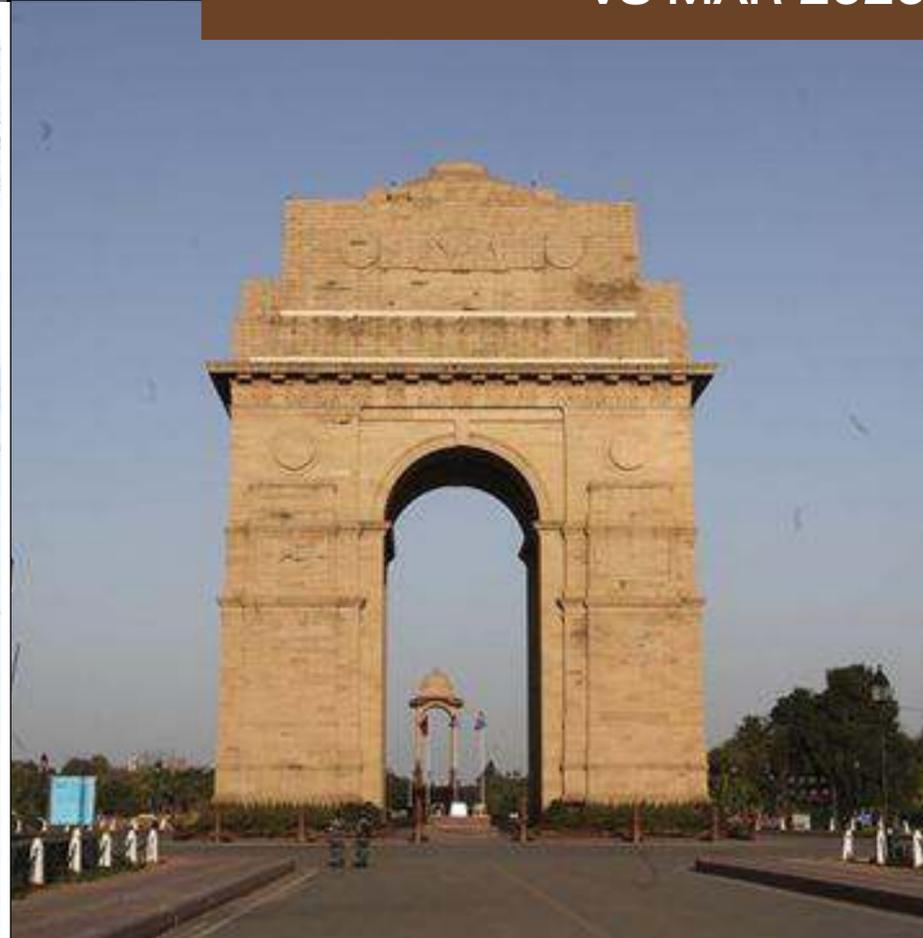
LA SKYLINE, MARCH 2020



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.

While experts aren't expecting the improved air quality to last post-lockdown, 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.**



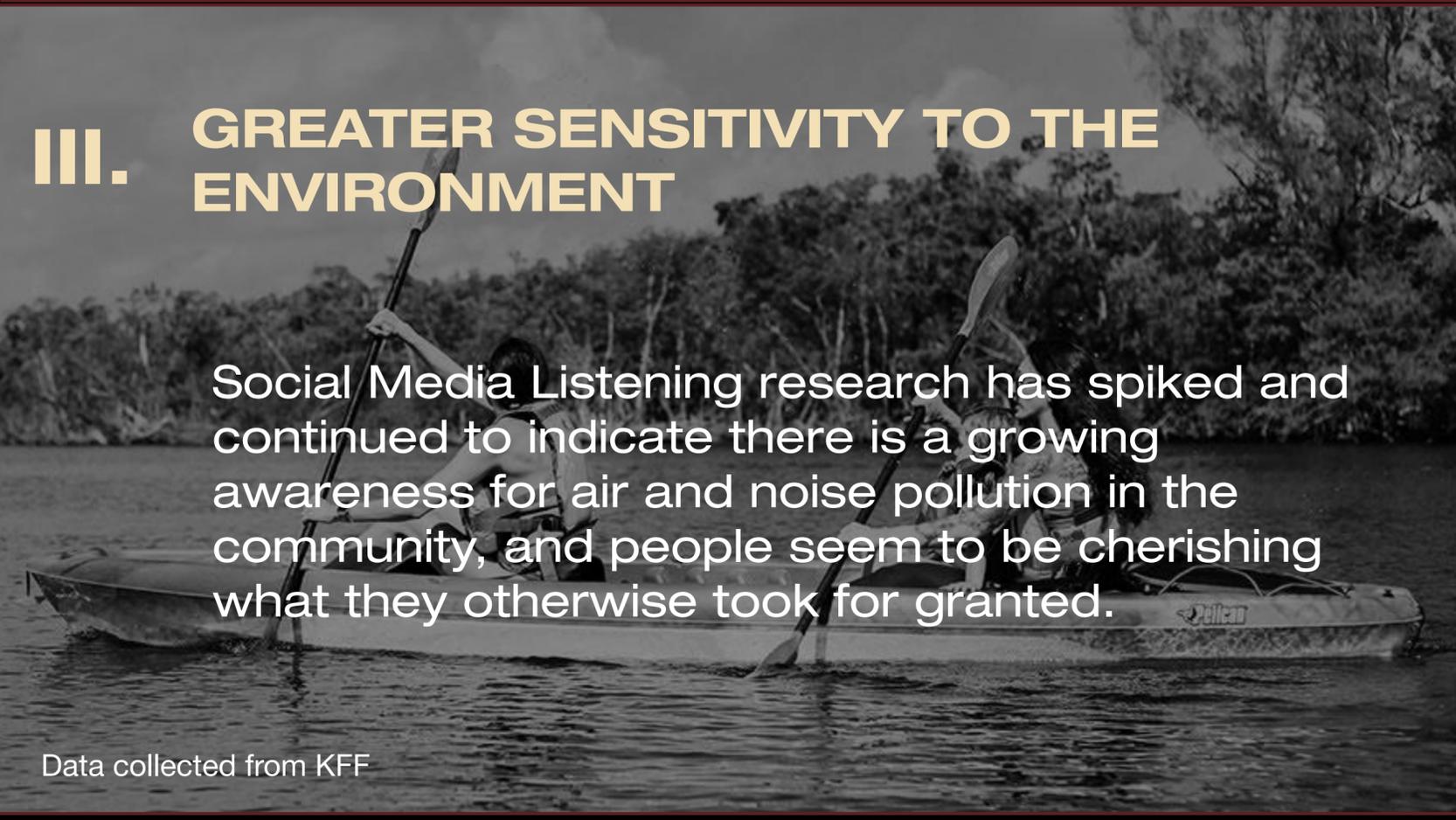
## I. DEEPER CONNECTIONS WITH FRIENDS, FAMILY AND CO-WORKERS

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



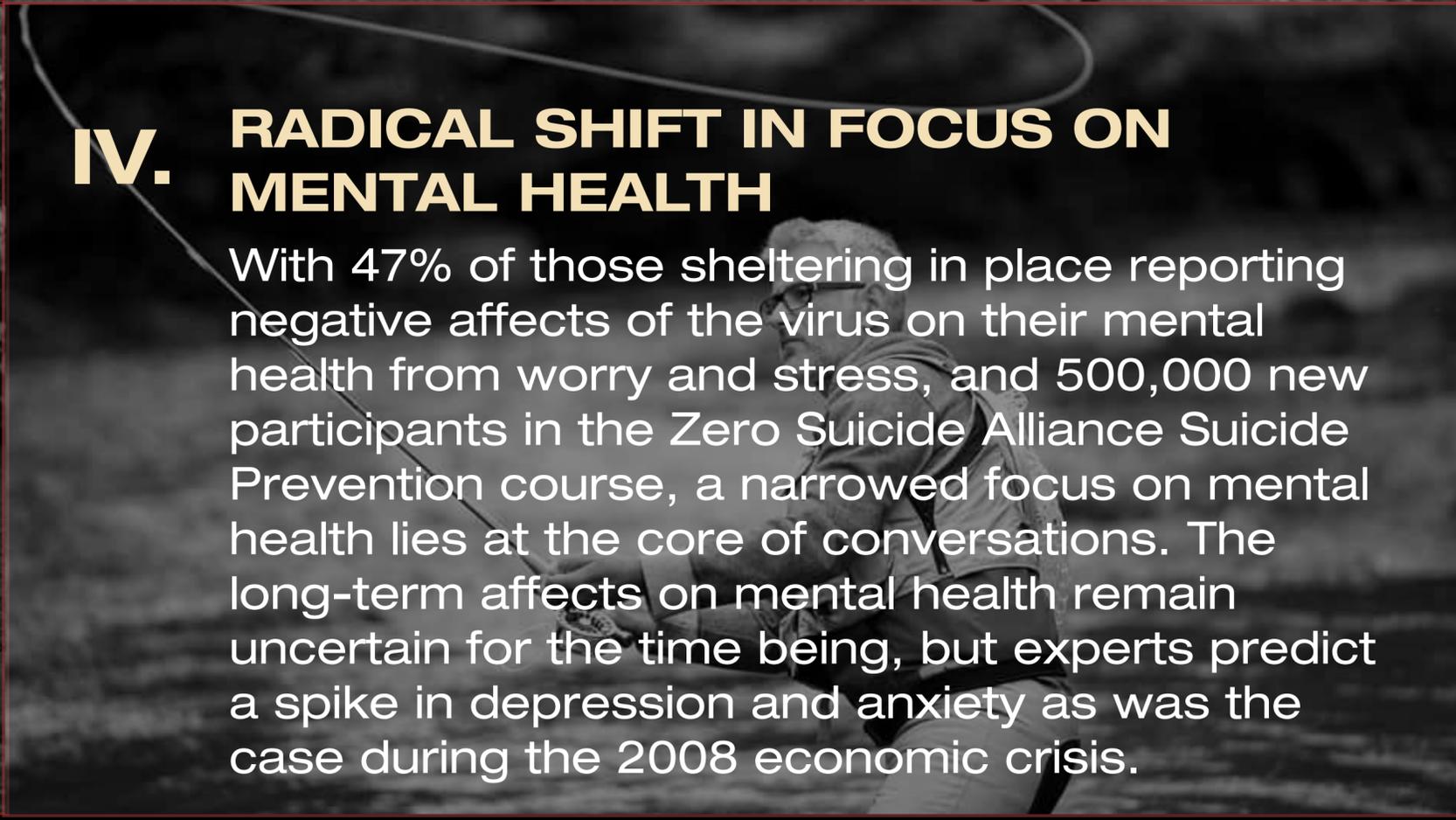
## II. INCREASED FREQUENCY AND DEEPER CONNECTION WITH NATURE

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.



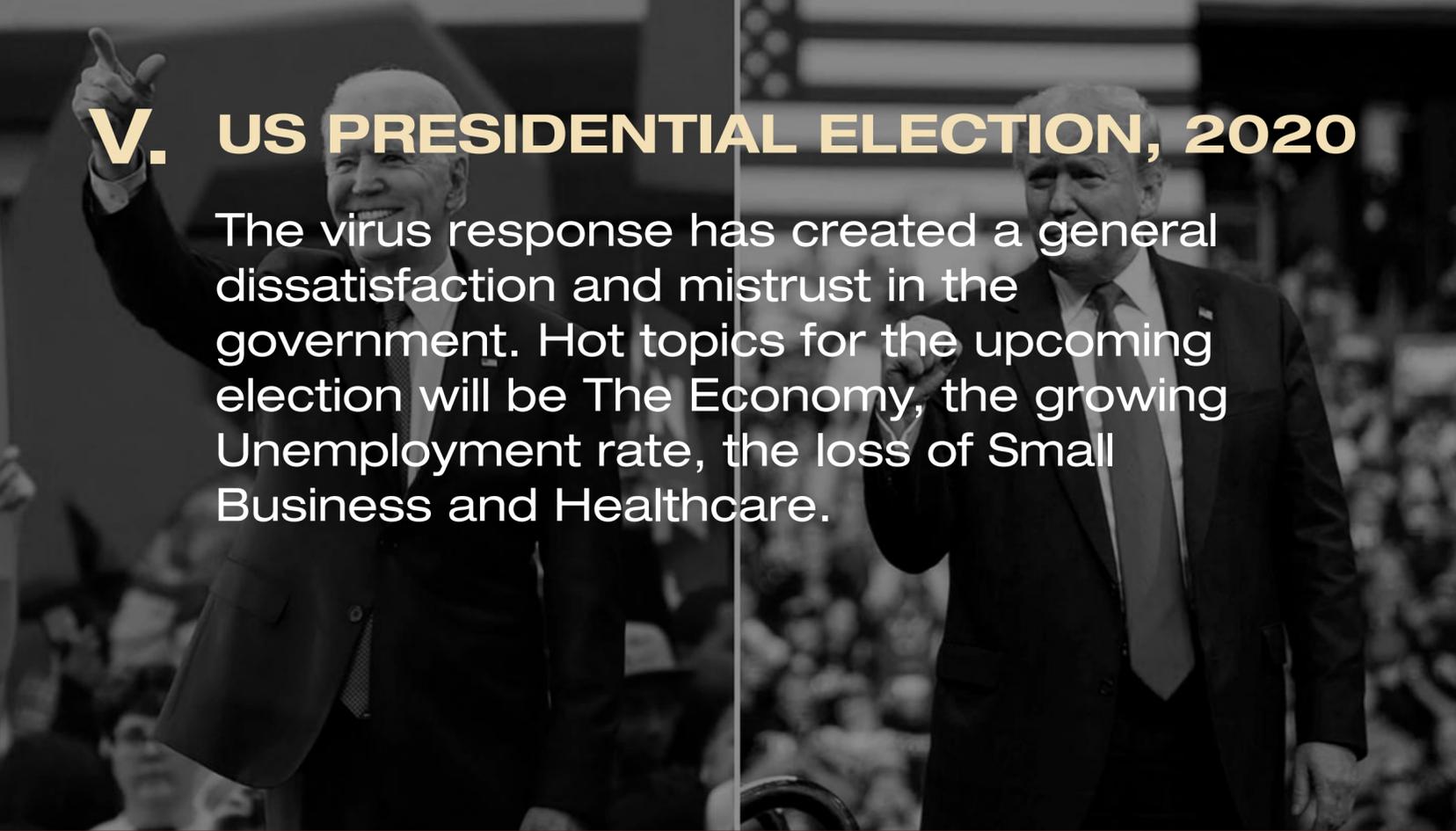
## III. GREATER SENSITIVITY TO THE ENVIRONMENT

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.



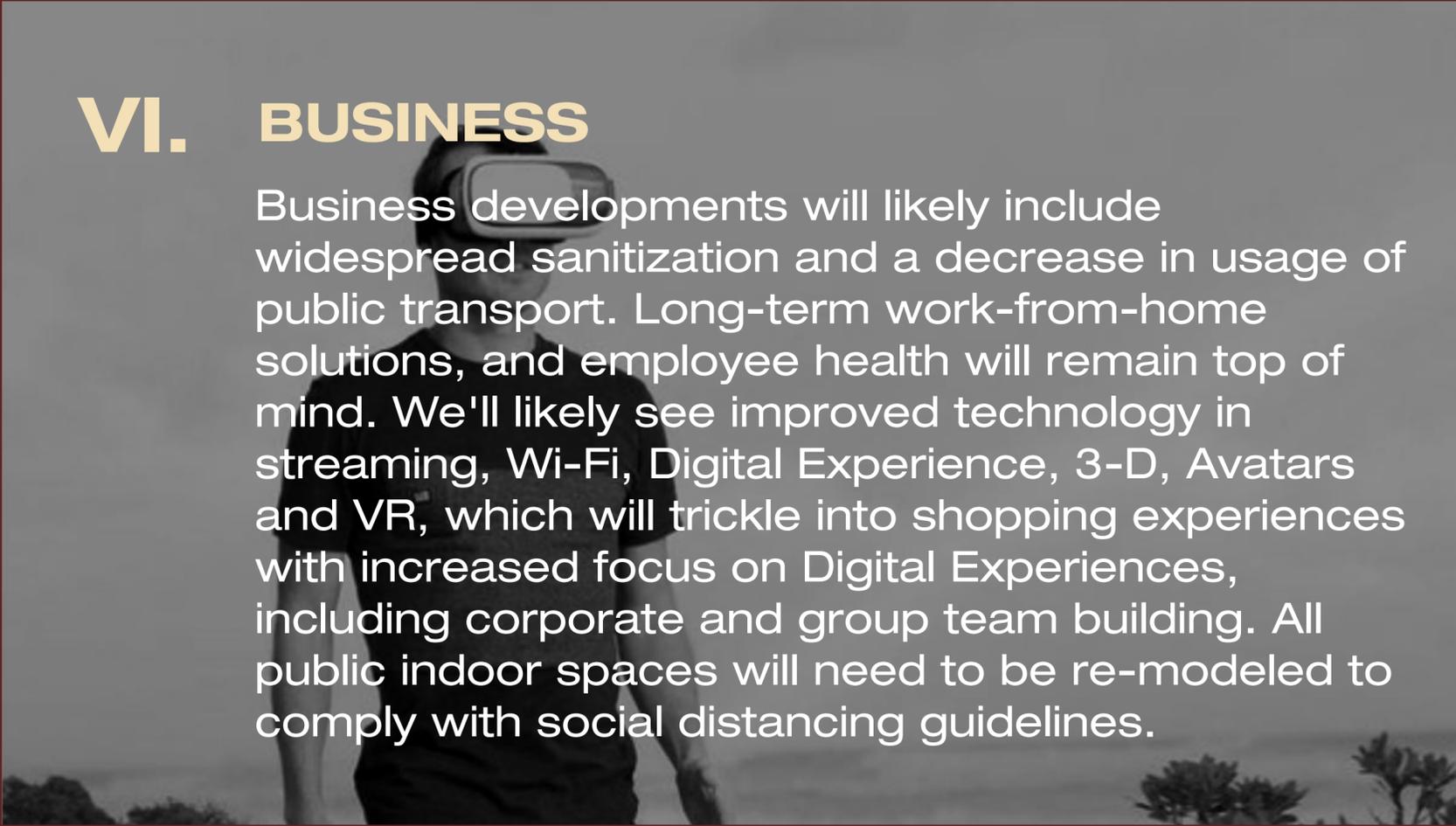
## IV. RADICAL SHIFT IN FOCUS ON MENTAL HEALTH

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.



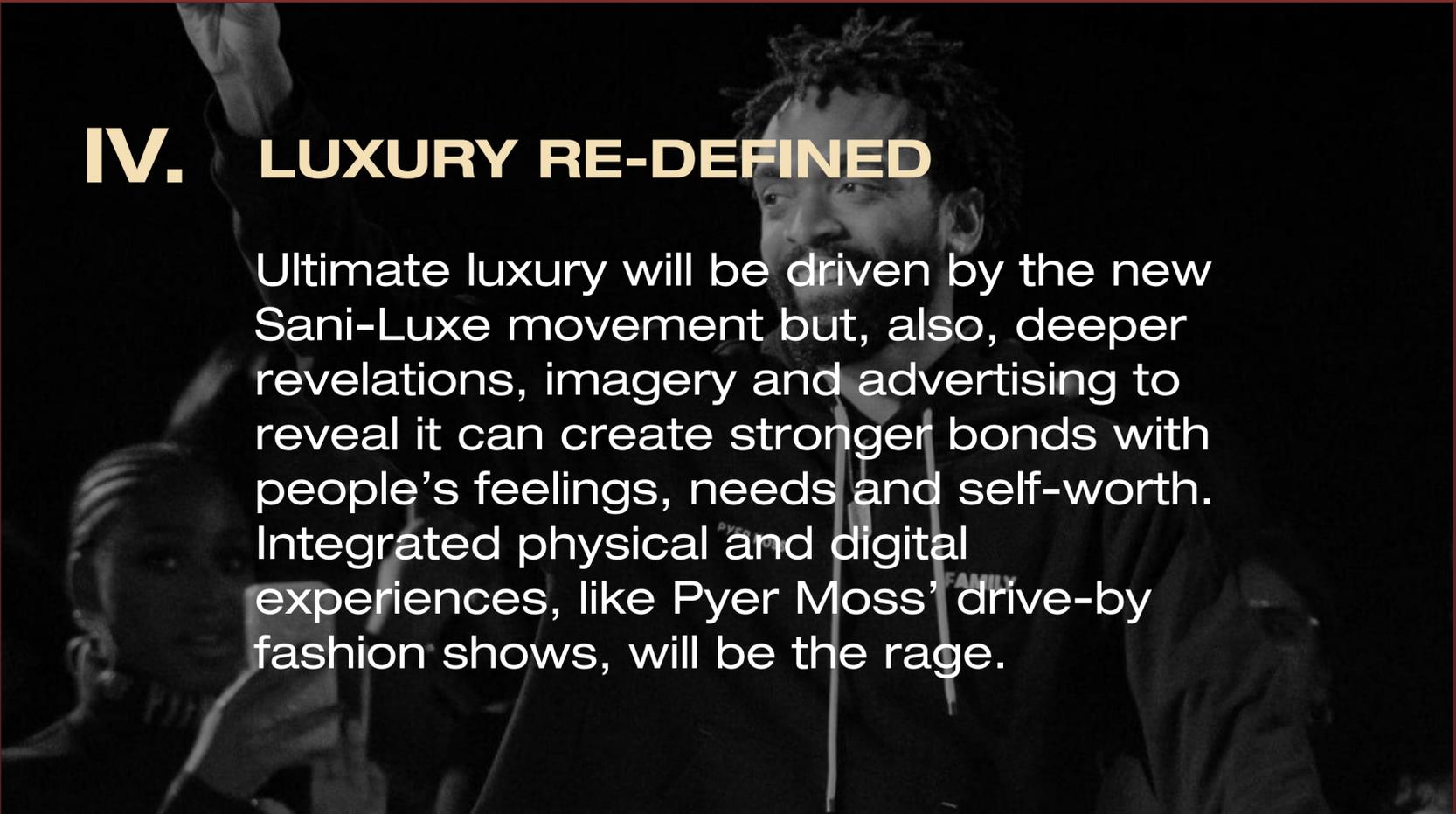
## VI. BUSINESS

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.

THE FUTURE IS NOW!

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

THE FUTURE IS NOW!

THANK YOU!

