

# RESILIENCE WEBINAR 4 THE EXPERIENCE ECONOMY

12<sup>TH</sup> June 2020

# Panellists

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**Andrew Fairley,**  
*Former Deputy Chair,  
Tourism Australia*



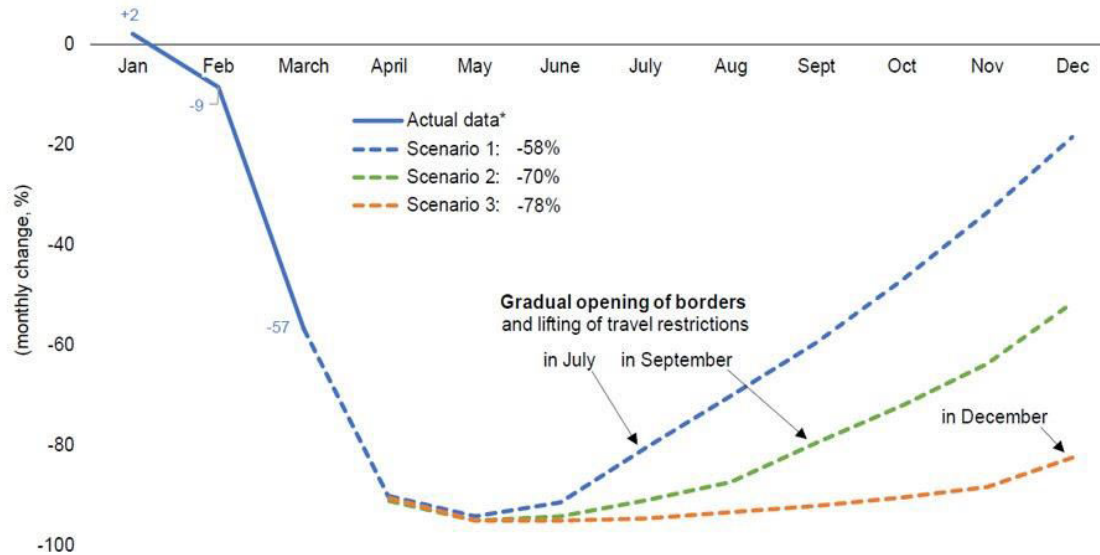
**Oliver Martin,** *Partner,  
Twenty31 Consulting Inc*



**Dilsiri Welikala,** *Business  
Owner, Kitesurfing Lanka*

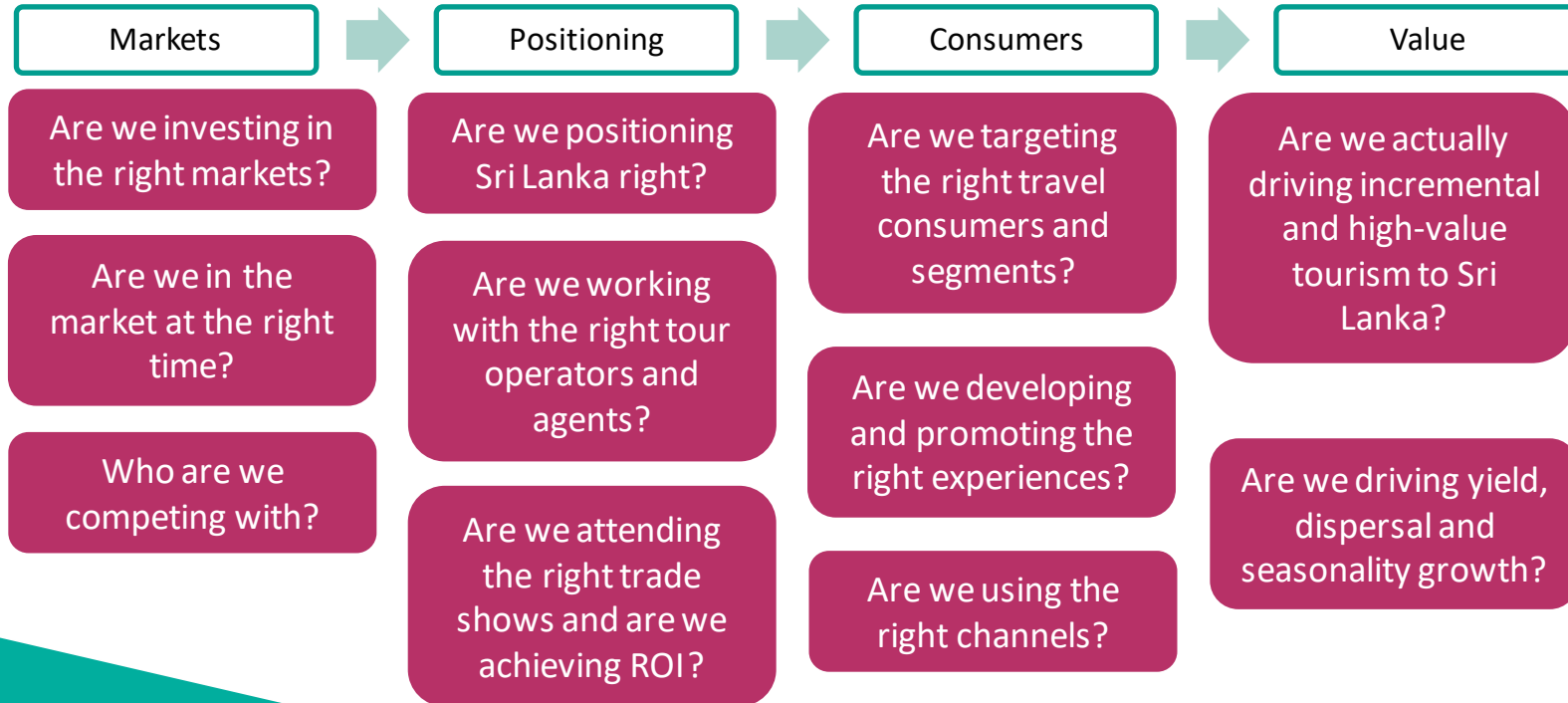
# COVID-19 IS THE MOST PROFOUND SHOCK TO THE GLOBAL TRAVEL AND TOURISM INDUSTRY AND GLOBAL ECONOMY IN RECORDED HISTORY.

COVID-19 IMPACT ON GLOBAL TRAVEL, 2020

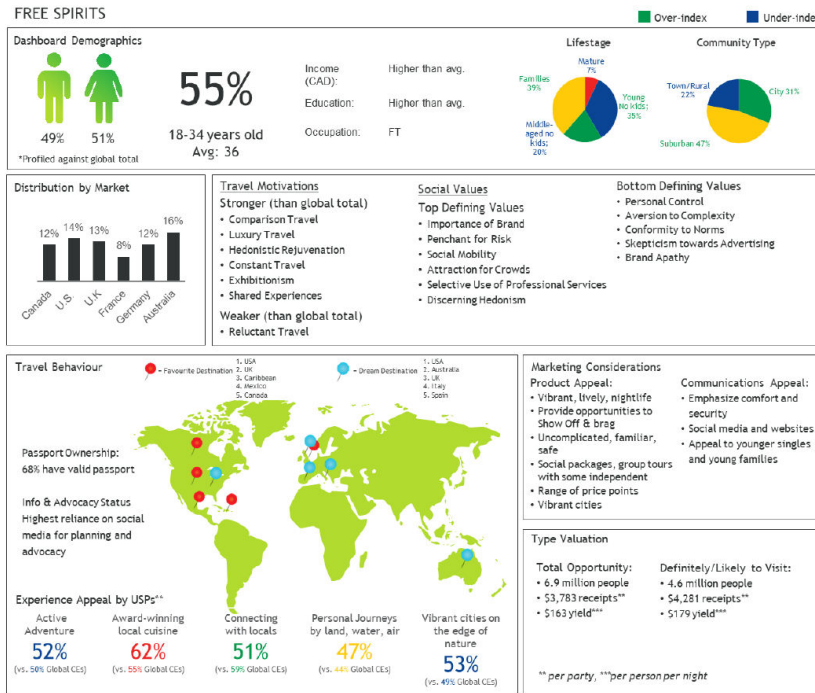


**Tourism will drop 50% to 70% in 2020, with recovery slowly unfolding through to 2024.**

# COVID-19 IS CHALLENGING DESTINATIONS AND OPERATORS TO ASK CRITICAL QUESTIONS.

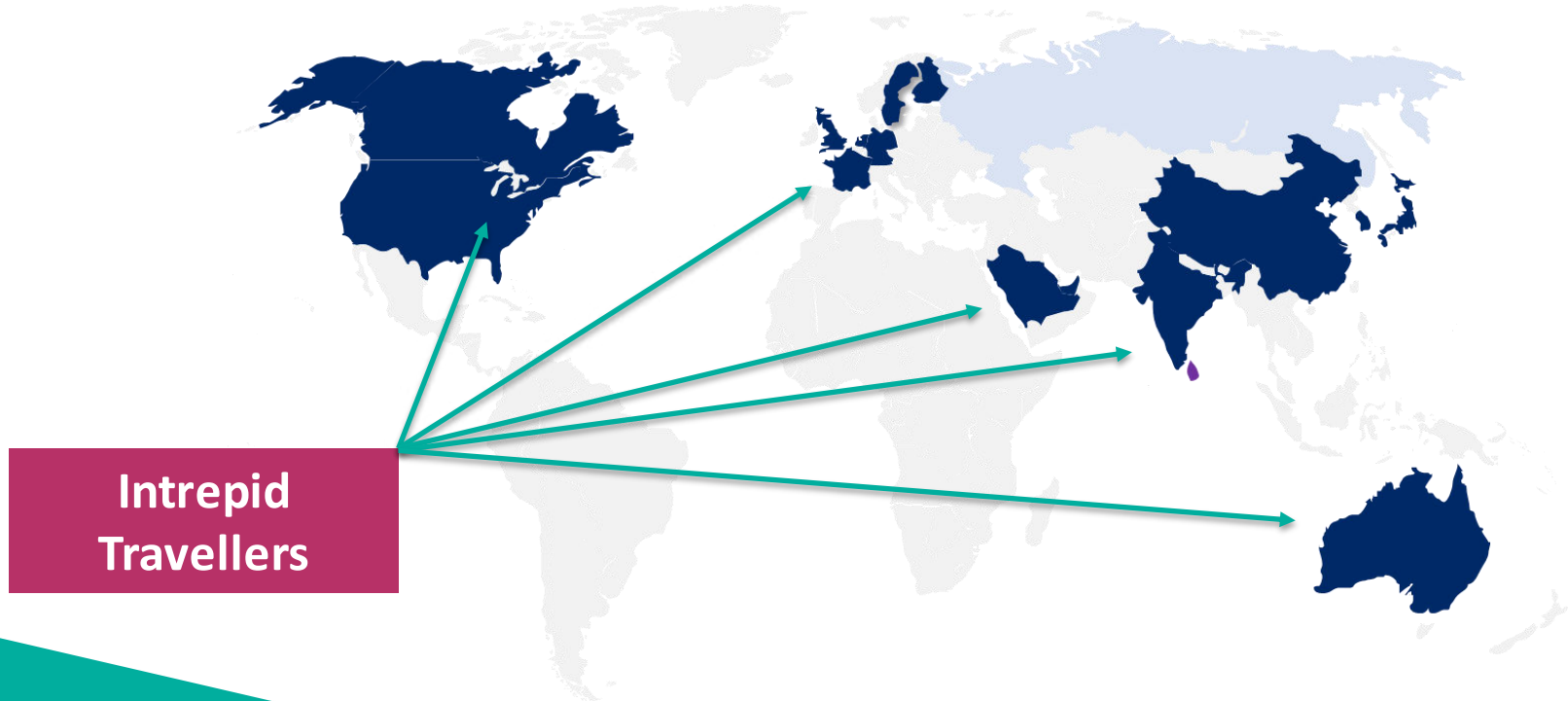


# THE EXPERIENTIAL OR INTREPID TRAVELLER PRESENTS AN AWESOME OPPORTUNITY FOR DESTINATIONS AND OPERATORS GIVEN THEIR SOCIAL VALUES.



**Intrepid Travellers: Free Spirits; Cultural Enthusiasts; Authentic Experiencers represent 1/3 of the total travel population**

WHILE THE WORSENING ECONOMY WILL DECIMATE THE SIZE AND POTENTIAL OF MOST OUTBOUND MARKETS – AT LEAST 15 HAVE A CRITICAL MASS OF INTREPID TRAVELLERS.



Sources: Twenty31 Quantitative MPA Data, 2020

# Sri Lanka Tourism Alliance Contact Us

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