



New TTC Research suggests the future of travel lies in the magic of “Microadventures”

Seattle, May 19th, 2020 –As with many organisations in the travel industry, the Transformational Travel Council (TTC) has been shaken by the impact of COVID-19 on humanity, the industry at large and its community of travel operators, travel designers and travel coaches. The TTC has been busier than ever despite the shocking reality of this pandemic. The community has grown significantly in recent weeks, particularly since the introduction of the weekly online **“Lighthouse”** gatherings, which welcome industry professionals in need of a supportive and purpose-driven community. TTC members and non-members alike are been invited to join the weekly Lighthouse gatherings. In addition, the TTC recently created a Research Division and is proud to unveil timely **Academic Research on “Microadventure,”** and will shortly launch the **“Herald Program”** specifically for media.

Jasmine Goodnow, Tourism Researcher and Associate Professor at the Department of Health and Human Development at Western Washington University, is the Director of the TTC Research Division. For over two decades, Goodnow has focused her work on the study of “Microadventures.” Her findings are extremely insightful, particularly for travel operators who are currently crafting a post COVID-19 recovery plan and developing new product and experiences for “local centric” travelers.

One of the key research findings confirms a trend recognized by members of the travel industry: the “new normal” will see an increase of “microadventurers” emerging from a population of “cautious” travelers. This traveler type exhibits a much lower risk tolerance—along with a desire to travel closer to home. The post COVID-19 travelers will seek travel experiences that are “transformational” in nature, offering deeper connections with the self and others in a nurturing and intimate environment.

Highlights from Goodnow’s research study:

- During a microadventure, travelers can reap the same benefits associated with typical travel.
- Some people worry that microadventures are not far enough away or long enough. However, according to Goodnow’s research, time and distance away from home are not as important as one’s frame of mind when traveling. Disconnecting from email, phone, and other distractions is important.
- “Depth over Distance.” Microadventures can lead to more in-depth travel experiences closer to home. These adventures occur within a travel distance of 750 miles (or less) from home, and last between 1 to 4-days.
- Microadventures offer financial and wellness benefits. Travelers can afford to go on more trips that can improve work-life balance and create deeper connections with friends and loved-ones.

“Transformative travel helps you figure out who you are, what you believe in, and what is meaningful to you,” says Goodnow. “My research suggests that we often experience transformational travel when we ‘feel away, in a liminal sense’”.

The research sampled both micro and traditional travelers in the USA, Iceland, Norway, and Croatia, with the resulting data suggesting that both types of travelers experienced similar levels of liminality and transformation. “What really mattered was a mindset and the level of novelty or the degree to which they allowed themselves to be cognitively or emotionally away,” added Goodnow.

Several tour operators within the TTC community have developed innovative microadventures. For instance, Seattle-based [Global Family Travels](#) is leading “Compassionate Community Tours of Greater Seattle.” These one-day adventures are offered in partnership with regional non-profit organizations and focus on sustainable cities and communities. [ROAM Beyond](#), based in the Pacific Northwest, has teamed up with [Explorer-X](#) to develop the “Haven Experience,” a 4-night glamping microadventure in the Cascade Mountains. The program delivers an ideal refuge in secluded nature environment with optional activities that are transformational in nature. UK-based [IGO Adventures](#) operates a 2-night active journey, “Summit the highest mountain in the British Isles and canoe Loch Ness,” for British and European travellers.

There is an increase of introspective microadventures emerging globally that are operated by travel companies that wouldn’t normally cater to the local market. The price point for these innovative microadventures is of great appeal to today’s travelers.

Find more information on the Transformational Travel Council and “Microadventure” Research, visit: <https://cutt.ly/6yYjpHV>

For an interview request with research Director Jasmine Goodnow and further information on the “Herald Program” for media, please contact TTC’s publicist.

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More about the Transformation Travel Council:

The Transformational Travel Council (TTC) is an organization dedicated to supporting both travellers and the travel industry in transforming lives and changing the world through more mindful and intentional travel experiences. Their mission is to use travel as a catalyst for creating deeper connections with self and nature and as a tool for fostering global citizenry, communication, understanding, stewardship, and real human connection. More than anything, we they believe that travel can be the ultimate inspiration for taking powerful and purposeful action in the world.