



**57 HOURS**

**A year into the pandemic, survey demonstrates the impact of COVID-19 on the Outdoor Guiding Industry**

# Survey Methodology + Results

**93**

Total sample size of mountain guides who completed the survey

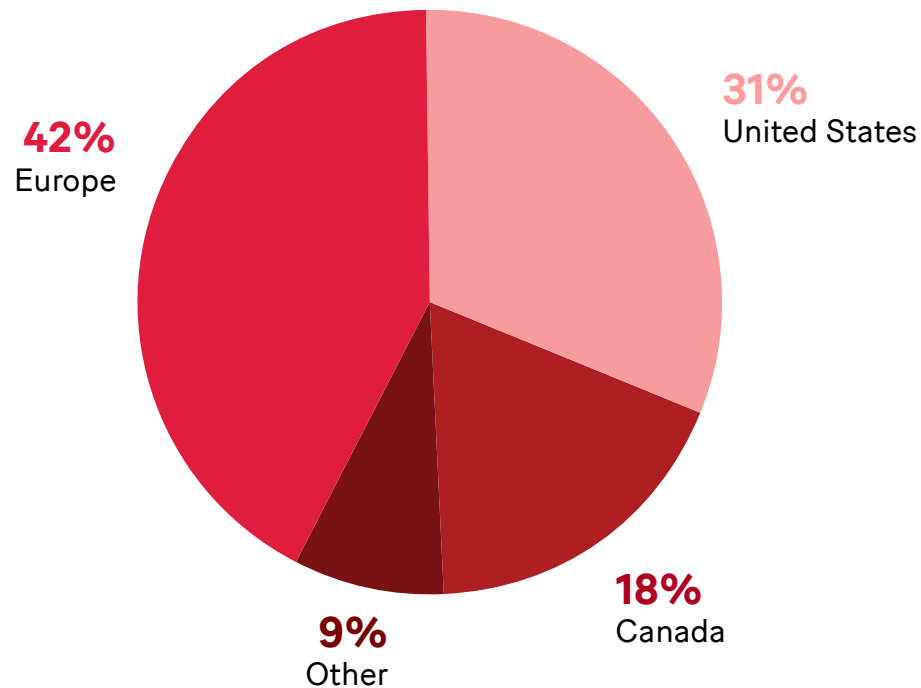
**56%**

Percent of survey respondents who lost over 50% of their guiding income in the past year to COVID

**97%**

Percent of survey respondents that are taking precautionary COVID safety measures with their clients

## Primary Guiding Location Among Respondants



A single, anonymous survey was deployed to 57Hours' international network of independent mountain guides to explore the lasting effects of COVID-19 on the outdoor guiding industry. The survey consisted of 9 multiple choice questions, as a follow-up to an initial survey conducted in the early stages of the pandemic. Participation was voluntary and there was no incentive provided. Guides were encouraged to respond to help 57Hours understand shifting trends in guided trip bookings and adjust their marketing strategies accordingly—with the larger goal of ensuring their guides make it through these unprecedented times. The survey was administered using Typeform and remained available for 2 weeks, and was shared to guides via e-blasts and personalized emails.

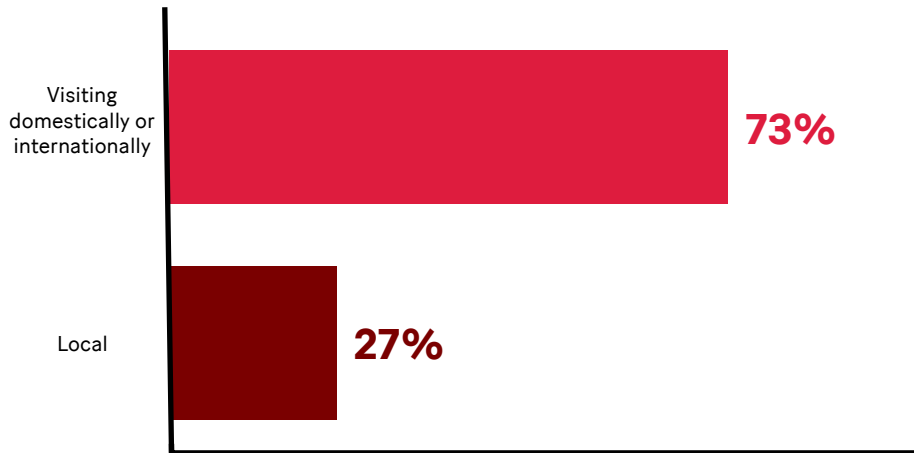
57Hours, the company that connects people with certified guides for outdoor adventures, compiled the results of a survey of independent mountain guides to explore the effects of COVID-19 on the outdoor guiding industry. The results demonstrate that guides are still suffering financially from trip cancellations due to COVID. In the trips that are booked, there has been an interesting shift in people seeking out local adventures. With travel restrictions in place and people staying closer to home, guides noticed a trend towards people booking activities in the immediate vicinity of where they live or within driving distance—indicating a new desire to explore and adventure in their own backyards.



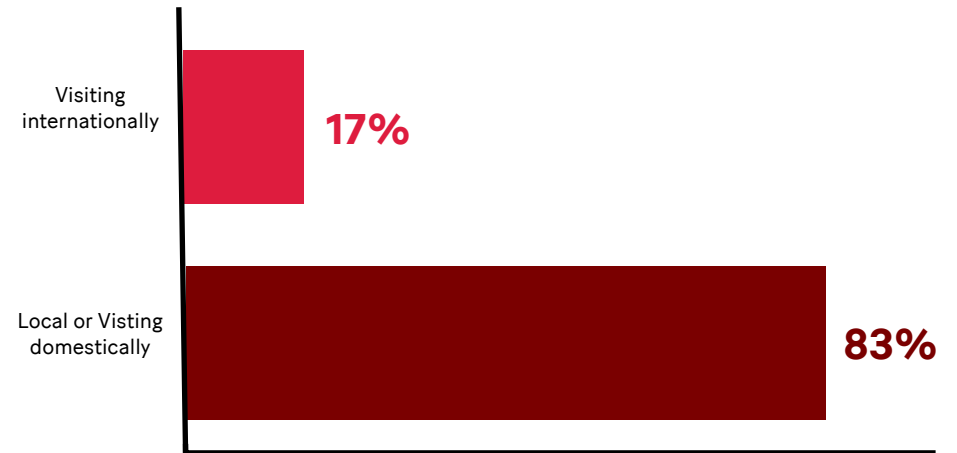
# Key Findings

- Most respondents indicated they lost 75-100% of their guiding income to COVID in 2020
- 62% of guides' future trip bookings have been outright cancelled with no plans to reschedule
- Even as travel picks back up, 50% of respondents indicated their upcoming 2021 bookings are still down compared to a normal year
- There was a major shift towards localized adventure travel in the last year, with an increase in people seeking out close-to-home adventures
- Over 80% of guides had their client base shift to either locals or people visiting domestically, compared to only 27% of guides who are booked by local clients in a normal year
- 75% anticipate that the guiding industry and salaries will not return to normal until 2022
- 97% indicated they are taking precautionary COVID safety measures with their clients when guiding
- The top safety precautions implemented by guides include driving separately to the trailhead, clients and guides both required to wear masks, only taking out 1-2 individuals at a time, and only taking groups from the same household

**In a normal year (pre-COVID), are most of your clients local or visiting?**



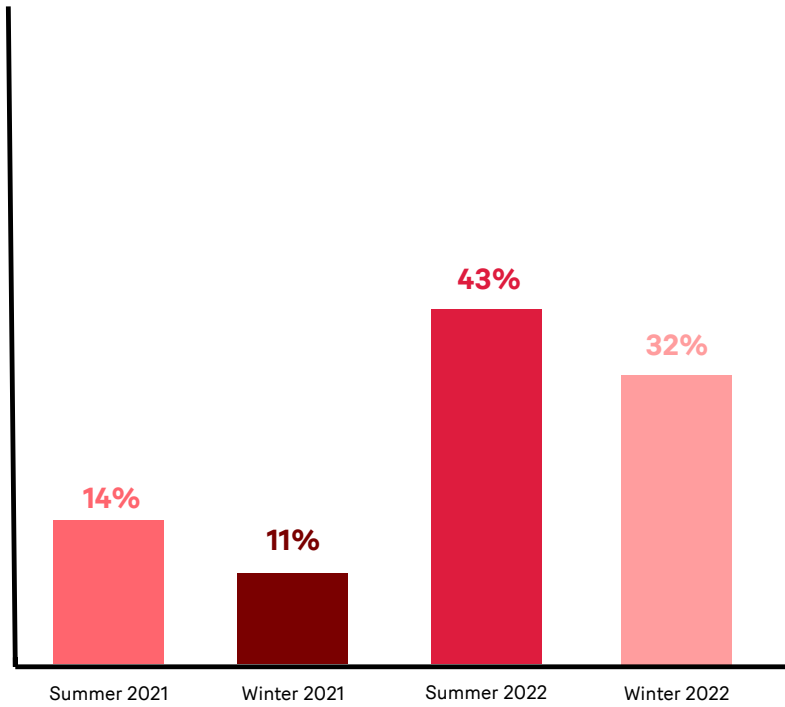
**In 2020, were most of your clients local or visiting?**



**“ It is so easy to glorify far away travels and, pre-pandemic, it’s relatively easy to plan and execute them. We often ignore the adventures close at hand because it may not seem as romantic as travelling across the world to an exotic location. In truth, our backyards are just as worthy of our attention. ”**

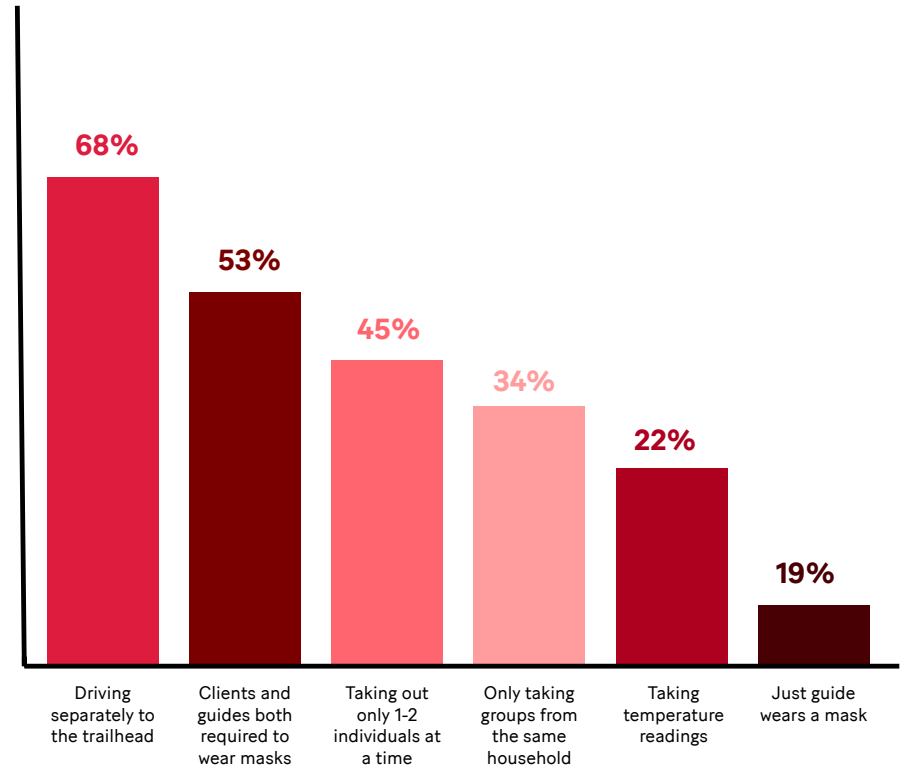
*- Greg Hill, 57Hours guide*

### When do you anticipate the guiding industry and salaries returning to normal?



### What measures are you implementing to ensure safe guiding during COVID-19?

(Option to select multiple)





# Contact

**Media Contact:**

Abby Schwamm

Purple Orange PR

[abby.schwamm@purpleorangepr.com](mailto:abby.schwamm@purpleorangepr.com)

**57 Hours:**

Perica Levatić

[perica@57Hours.com](mailto:perica@57Hours.com)

**[www.57Hours.com](http://www.57Hours.com)**