



PATA[®]
Pacific Asia Travel Association

中国·洛阳

PATA Adventure Travel Conference and Mart 2017

In conjunction with Luoyang
Adventure Tourism and Equipment Expo

2017PATA
探险旅游大会
及交易会

暨河南洛阳探险旅游
与装备博览会

“Create. Connect. Conserve.”

创建、连接、保护

April 1-4 | Luoyang, Henan Province, China

时间: 4月1日至4日 地点: 中国河南省洛阳市

HOSTED BY:



SUPPORTING MEDIA PARTNERS:



We must illuminate sacred moments, encourage our clients to travel with their lights on, and connect with something much bigger than themselves.

Jake Hauptert



evergreen
escapes

www.Transformational.Travel

The Insights

- Why Now?
- Why We Travel?
- What's Missing?
- The Research Quest & Results
- The Framework for Transformational Travel
- The Bottom Line
- Our Challenge



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**A JOURNEY WITHOUT
CHALLENGE HAS NO
MEANING; ONE WITHOUT
PURPOSE HAS NO SOUL.**

-PHIL COUSINEAU



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A Shift in Travel

Exploration Inward Drives Positive Change Outward



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The Transformational Travel Movement

VOGUE



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AFAR

Leading this shift is the newly formed [Transformational Travel Collaborative \(TTC\)](#), an organization that provides both travelers and travel outfitters with tools to encourage personal and professional growth while on the road.

“Today’s culture is device- and pace-driven,” says Jake Hauptert, TTC cofounder and president and founder of [Evergreen Escapes](#). “We’re disconnecting from ourselves, our relationships, nature, and culture. The external pieces of an itinerary don’t reveal the inner journey a trip can inspire.”

Dr. Michael Bennett's Research Quest

- Ancient Wisdom
- Kolb's Experiential Learning Cycle
 - *Intention + Mindfulness +Introspection + Synthesis*
- Maslow Hierarchy of Needs
- Beginning, Peak, End Theory
- Joseph Campbell's Hero's Journey

The Results

Process for Achieving Transformation through Travel

- **The Call & Departure (Pre-Trip)**
 - Set Intention & Prepare Mind, Body & Soul
- **The Journey**
 - Be Present, Open to Insights & Perspective
- **The Return (Post Trip)**
 - Employ Reflection & Meaning Making

3 Types of Transformational Experiences

- **The Connection**
- **The Cumulative -- “A Slow Burn”**
- **The Aha Moments!**

The Call



Pre-Journey Preparation

- Set intentions, make a promise to a friend
- Prepare Mind, Body and Soul
- Ask questions that “tune the soul...”
 - Why now? Why this destination? Why us?
 - What is your motivation? What are you seeking?
- Clear your inbox, clear your mind
- Exercise, go through a cleanse
- Gain Encouragement & Inspiration
- Retrieve a destination’s myths, stories, art, poetry, songs and dances...

The Journey



Conscious “External” Itinerary Design

- Celebratory & Ceremonial Threshold Experiences
- The Art of Slow Travel
- “The Space Between” for Unplanned Exploration
- High Contrast & Challenging Experiences
- Time in Nature
- Sacred Sites & Places of Energy
- Wellness, Spiritual & Restorative Experiences
- Engage in Ritual
- Multi-Sensory Experiences

Pursuit of “Internal” Transformation

- Active Participation “Playing your Role”
- Seek Opportunities for Personal Growth
- Adopt The HERO’s Traits
 - **H**umility | **E**ngagement | **R**esolve | **O**penness
- Introspection & Reflection
- “Just Be” in Natural & Urban Environments
- Be Vulnerable
- Seek out Cultural Exchanges
- Be Mindful – Travel “*Moment to Moment*”
- Practice Gratitude
- Carry a Talisman - “*Pebble in the Pocket*”

The Return: What's Next



Post Journey Transition

- Write and mail a letter to your ‘Travel Self’
- Ceremonial end & Celebrating the Accomplishment
- Ritualize the Return
- Book a “Soft Landing”
- Goals Achieved, Promise Fulfilled?
- New insights, New Discoveries?
- Silence the Questions, Bring Travel to Life!
- ‘Remember to Remember’
- Revisit Your Journal & Photobook

The Boon

*“It’s only in adventure that some people succeed in knowing themselves,
loving themselves, in finding themselves.”*

—Andre Gide



The Boon

Personal

- Personal Growth
- Sense of Stewardship
- Increased Empathy, Understanding, Intolerance
- Sharing the Boon
- Global Awareness

Planet

- Spread of Empahty, Understanding & Enlightenment
- Broad & Compassionate Humanity
- Global Transformation

The Opportunity & The Market

Trends indicate we're in a New Age of Travel

The Opportunity...

- Too much noise, human spirit counterbalancing
- Seek out open spaces, sacred sites, in search for self
- Powerful value proposition – “Fulfillment over Satisfaction”
- Reignite a sense of “Awakened Wonder”

The Target Customer...

- Personal Development? LOHAS? Millennials?
- Relevant at all stages of life
- The market is *awake* or in the process of *waking up*

Their Boon, Your Bottom Line

Positively Impacts...

- Employee Engagement
- Sense of Purpose
- Retention
- Productivity
- Traveler Fulfillment

Resulting in...

- Word of mouth
- Repeats / Loyalty
- Referrals

Transformational Travel shifts perspectives, unleashes imagination, inspires understanding and cultivates empathy, which in turn promises peace.

Jake Hauptert

你过奖了, 我的中文还有很大的进步空间



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