



57 HOURS

## Survey Exposes Impact of COVID-19 on the Outdoor Guiding Industry

# Survey Methodology + Results

**109**

Total sample size of guides who completed the survey

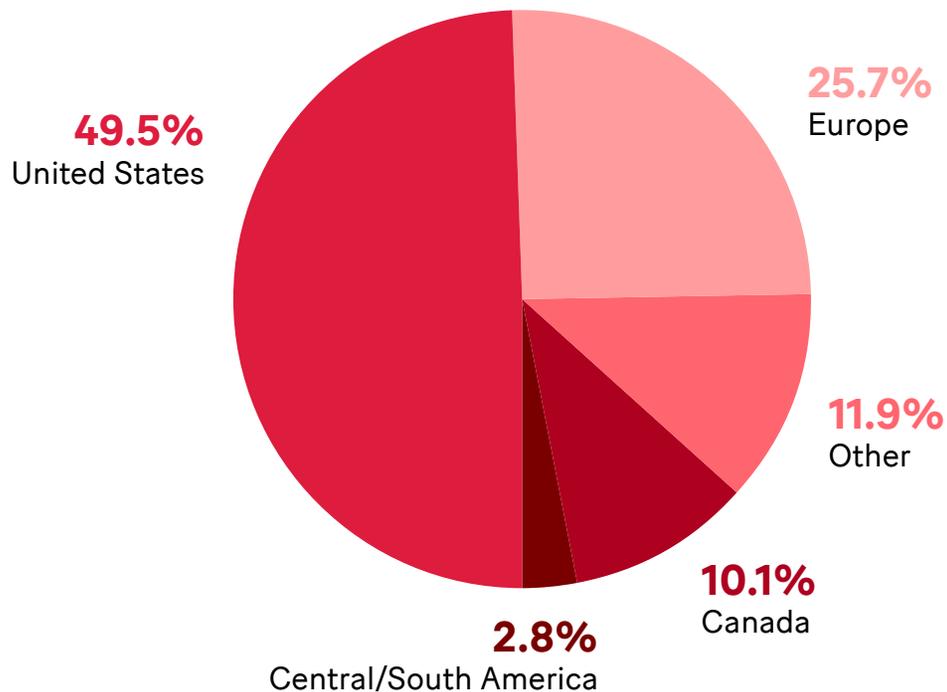
**56%**

Percent of survey respondents who use guiding as their only source of income

**0%**

Percent of survey respondents who are still taking out guided trips

## Primary Guiding Location Among Respondants



A single, anonymous survey was deployed to 57Hours' international network of independent mountain guides to explore the effects of COVID-19 on the outdoor guiding industry. The survey consisted of 11 multiple choice and one open ended question. Participation was voluntary and there was no incentive provided. Guides were encouraged to respond in order to help 57Hours navigate how to best move forward and find solutions that will ensure their guides make it through these unprecedented times. The survey link was shared via e-blasts and personalized emails. The survey was administered using Typeform and remained available for 2 weeks.

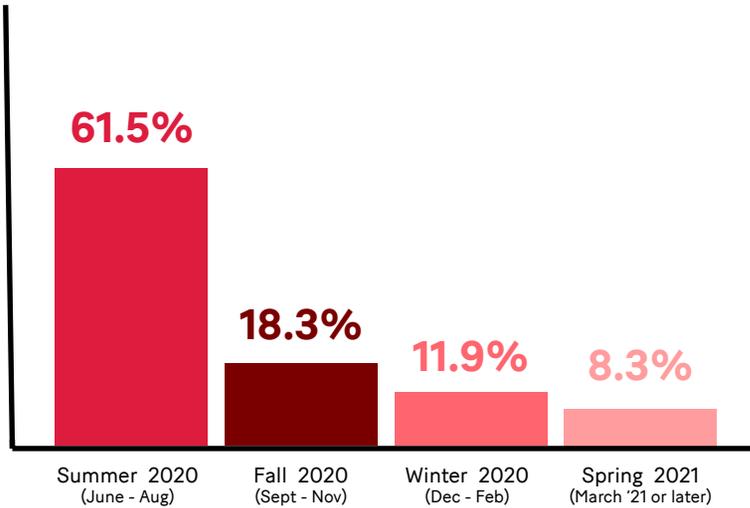
# Key Findings

57Hours, the company that connects individuals with certified guides for outdoor adventures, recently compiled the results of a survey of independent mountain guides to explore the effects of COVID-19 on the outdoor guiding industry. 109 independent guides responded, and the results paint a grim picture for the near future of the outdoor guiding industry. Overwhelming sentiment indicated that fear from would-be clients may prevent guides from getting back to work long after other small businesses have reopened.

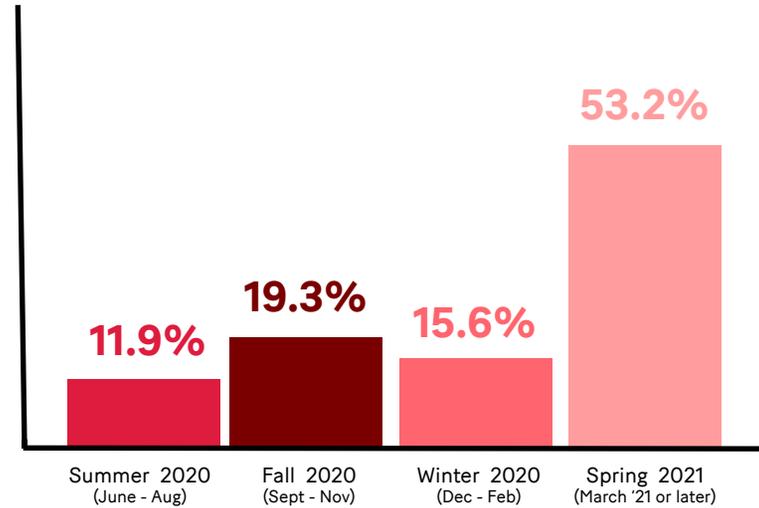
- 92% of guides surveyed facilitated their last guided trip in February or March 2020
- Most respondents indicated they have already lost 75-100% of their guiding income in 2020
- Less than half of guides surveyed had successfully applied for a PPP loan at the time of the survey
- 74% of guides agreed the stay at home measures were appropriate at the time, including limiting social interactions between clients and guides
- 62% indicated that they believe it will be safe to start taking clients back out this summer and it's unlikely to contract the virus outdoors with proper screening and social distancing measures
- 69% anticipate that the guiding industry and salaries will not return to normal until December 2020 or later
- 78% of their future trip bookings have been outright cancelled with no plans to reschedule
- When trips do resume, 71% indicated they will take extra precautionary measures. 70% said taking only 1-2 individuals out at a time matters most to them for safe guiding during COVID-19. Others say they will likely start by booking only return clients with whom they're already well acquainted. Frequent equipment disinfection, mask-wearing, mandatory health testing, and physical distancing will all be part of the new normal.



### When do you personally think it's safe to start taking clients back out?



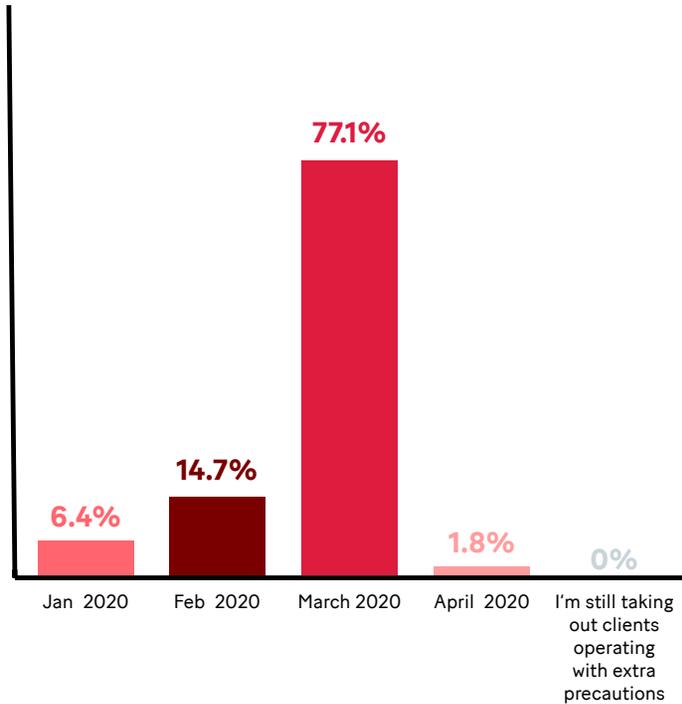
### When do you anticipate the guiding industry and salaries returning to normal?



**“ The bottom line is that clients will not come back until they are comfortable. In my opinion, business will not go back to previous levels until immediate testing or a vaccine is readily available. ”**

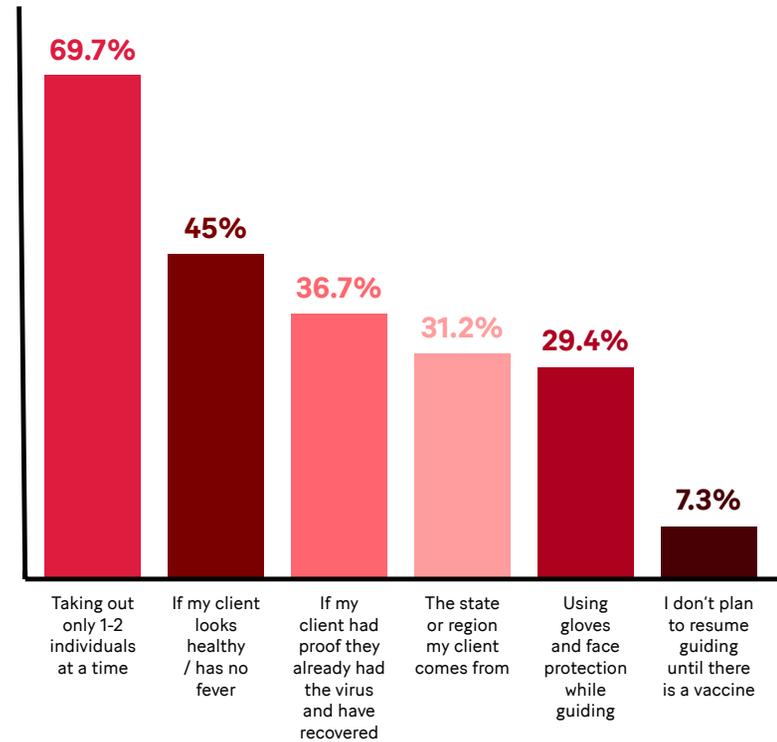
*-Anonymous guide from survey*

### When was the last guided trip that you took out?



### What factors matter most to you for safe guiding during COVID-19?

(Option to select multiple)



“ Here in Europe, we were forbidden to work, so that decision was made for us. Guides in the U.S., though, face more uncertainty with the varying local and state restrictions. Most guides have accounted for this by taking the conservative route and ceasing all operations. ”



“ As businesses reopen, some guide services continue to put their services on hold while others are pushing to get back in the field. It's a tough situation. ”

-IFMGA and AMGA guide Rob Coppolillo



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