

# The rise of the conscious traveller

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# Acknowledgement of country

Intrepid Travel acknowledges Traditional Owners of Country throughout Australia and recognises their ongoing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander Elders past, present and future, and support the continuation of cultural, spiritual and educational practices.





**Our customers  
have changed,  
we need to meet  
their expectations.**



Eco Actives



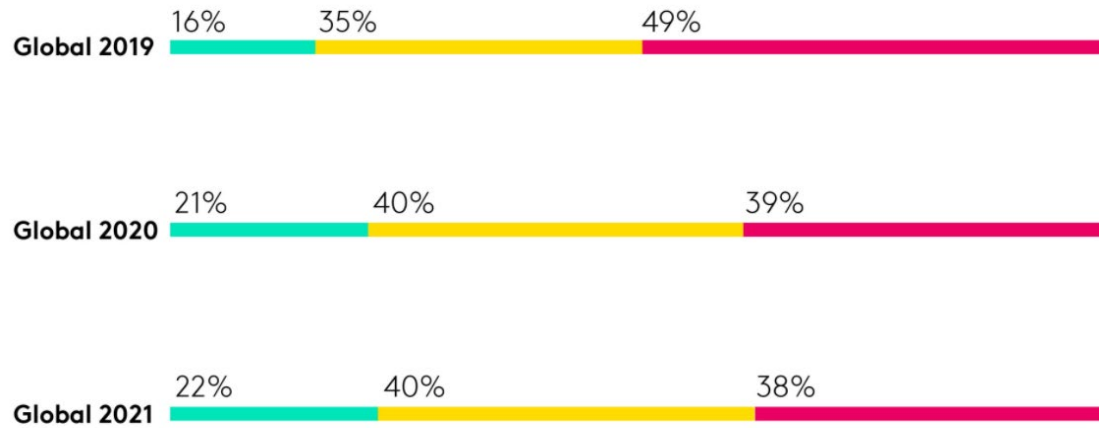
Eco Considerers



Eco Dismissers

## Household Population share

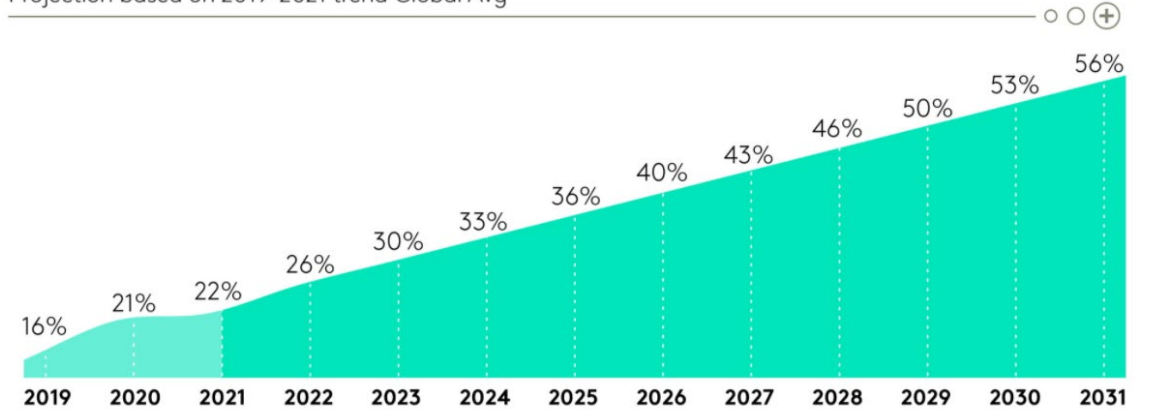
■ Eco Actives ■ Eco Considerers ■ Eco Dismissers



Source: Kantar, europanel, GfK

## Eco Actives Household Population share

Projection based on 2019-2021 trend Global Avg



Source: Kantar, europanel, GfK

## Customers' changed expectations

**83%** of travellers think sustainable travel is vital

**61%** say the pandemic has made them want to travel more sustainably in the future

**49%** believe there aren't enough sustainable travel options available.





**The growing  
movement of  
purpose led  
business.**

**We can't have a  
healthy travel sector  
if we don't have a  
healthy planet.**





Positively  
influence your  
supply chain.



The lasting  
impact of  
to face  
learning and  
experience.



The future is

*regenerative*





*Thank you*

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