



ADVENTURE TRAVEL
TRADE ASSOCIATION



ADVENTURE
360

SHAPING YOUR (SMART) FUTURE IN TOURISM

12 September, 2018

Svolvær, Lofoten, Norway



@ADVENTURETWEETS
#THISISADVENTURE

HOW CAN LOFOTEN ENGAGE IN A MORE RESPONSIBLE FUTURE IN TOURISM?



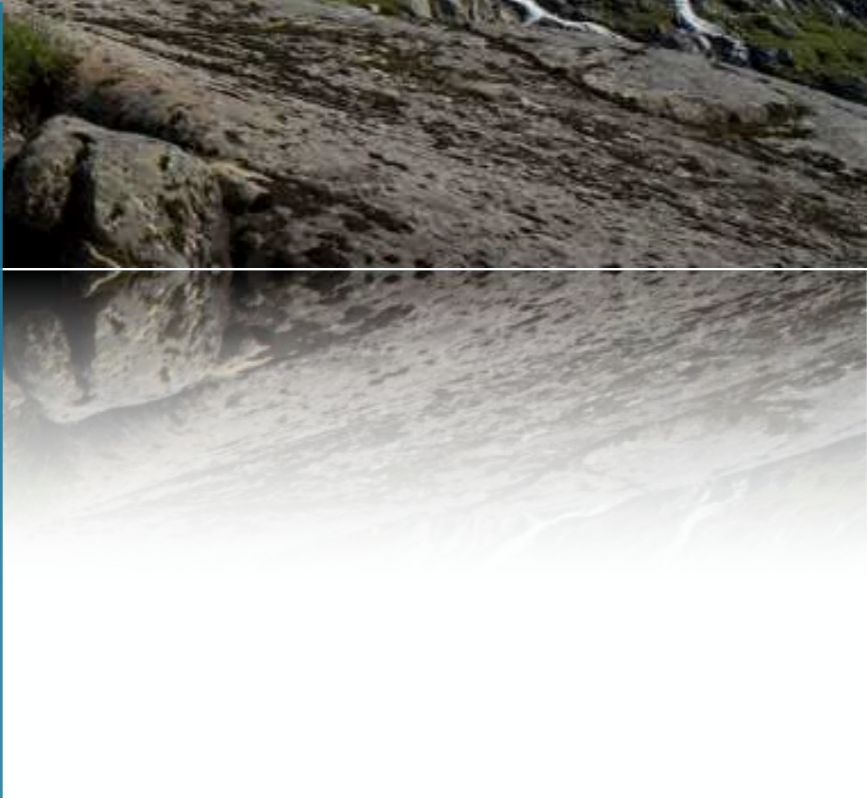
A scenic photograph of a white lighthouse with a red roof situated on a concrete pier extending into a body of water. The background features rugged, dark mountains under a dramatic sky with soft, colorful clouds from a sunset or sunrise. The overall mood is serene yet powerful.

COMPLEX. CHALLENGING. POSSIBLE.



“We but mirror the world. All the tendencies present in the outer world are to be found in the world of our body. If we could change ourselves, the tendencies in the world would also change. As a man changes his own nature, so does the attitude of the world change towards him. This is the divine mystery supreme. A wonderful thing it is and the source of our happiness. We need not wait to see what others do.”

Mahatma Gandhi





INNER TRANSFORMATION



**COLLECTIVELY: IMAGINE, INNOVATE &
DESIGN YOUR OWN (DARING) FUTURE**



ANTICIPATE THE FUTURE

ANTICIPATORY FRAMEWORK:

**Start with foreseeable futures in mind (move beyond existing paradigms)
– examples:**

- ✓ Fossil fuel free future in tourism
- ✓ Radical advancements in human movement (...and tracking, monitoring)— e.g., Passenger drones/aerial taxis to dramatically alter the very notion of localized/regional travel
- ✓ Language barriers non-existent
- ✓ Biometric everything (security, payments, etc.), wearable technology
- ✓ Dramatic shifts in human learning -- e.g., limitless (access to) knowledge vis-à-vis AI, AR, VR
- ✓ Globally higher water levels; human migration; water scarcity; urbanization; etc.
- ✓ Societal shifts globally: consumer attitudes and behaviors regarding needs, expectations, responsibilities are changing

A scenic landscape featuring a river with white rapids flowing through a rocky valley. The background shows steep, rugged mountains under a sky with soft, white clouds. A horizontal teal band is superimposed across the middle of the image, containing the word "TRENDS" in white, bold, sans-serif capital letters.

TRENDS

TRENDS INFLUENCING GLOBAL TRAVEL

CHANGING TRAVELER BEHAVIOR

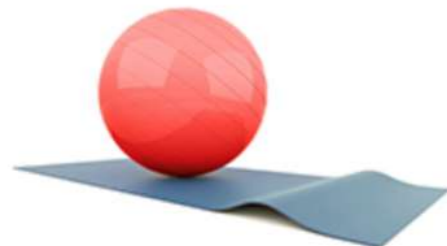
- Status seeking, exclusivity and personalization
- Wellness, mindfulness, transformation
- Back-to-nature
- Independence and silence



#STATUSSEEKING #EXCLUSIVITY #PERSONALIZED



#WELLNESS #HUMANCENTERED #CAREFORTHETRAVELER



VITALITY IN MOVEMENT

Earn our Swiss chocolate with a variety of fitness options both indoors and out.



VITALITY IN CUISINE

Enjoy healthy food throughout the day that fits your lifestyle.



VITALITY IN MEETINGS

Learn to love meetings with specially tailored breaks featuring fresh food and drinks.

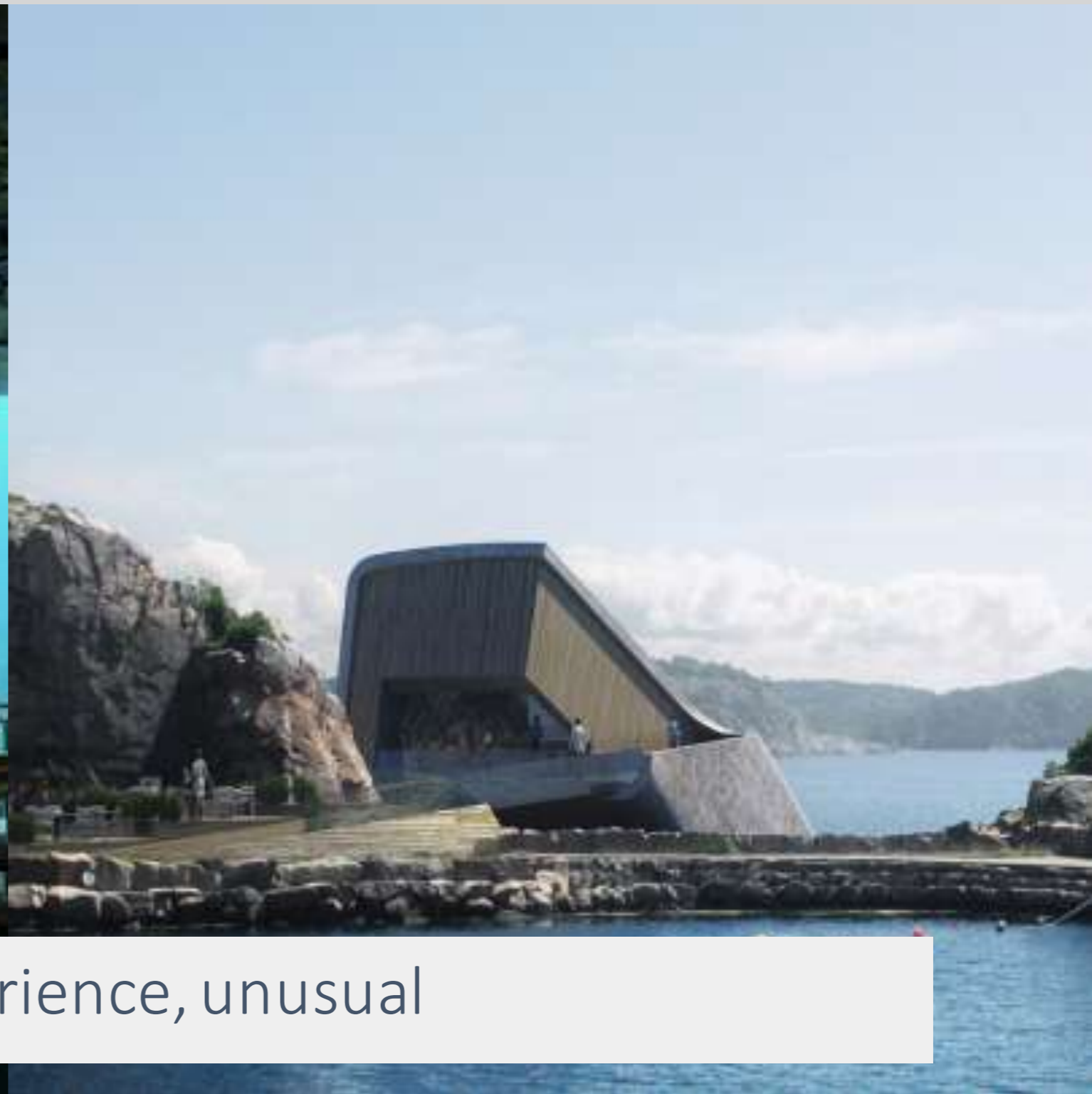


VITALITY GUIDE

Delve deeper into your destination with our Vitality Guides.

#BACK-TO-NATURE
#DIGITALDETOX





underwater restaurant, experience, unusual

#SELFGUIDED #SILENTTRAVELER #TECHNOLOGY



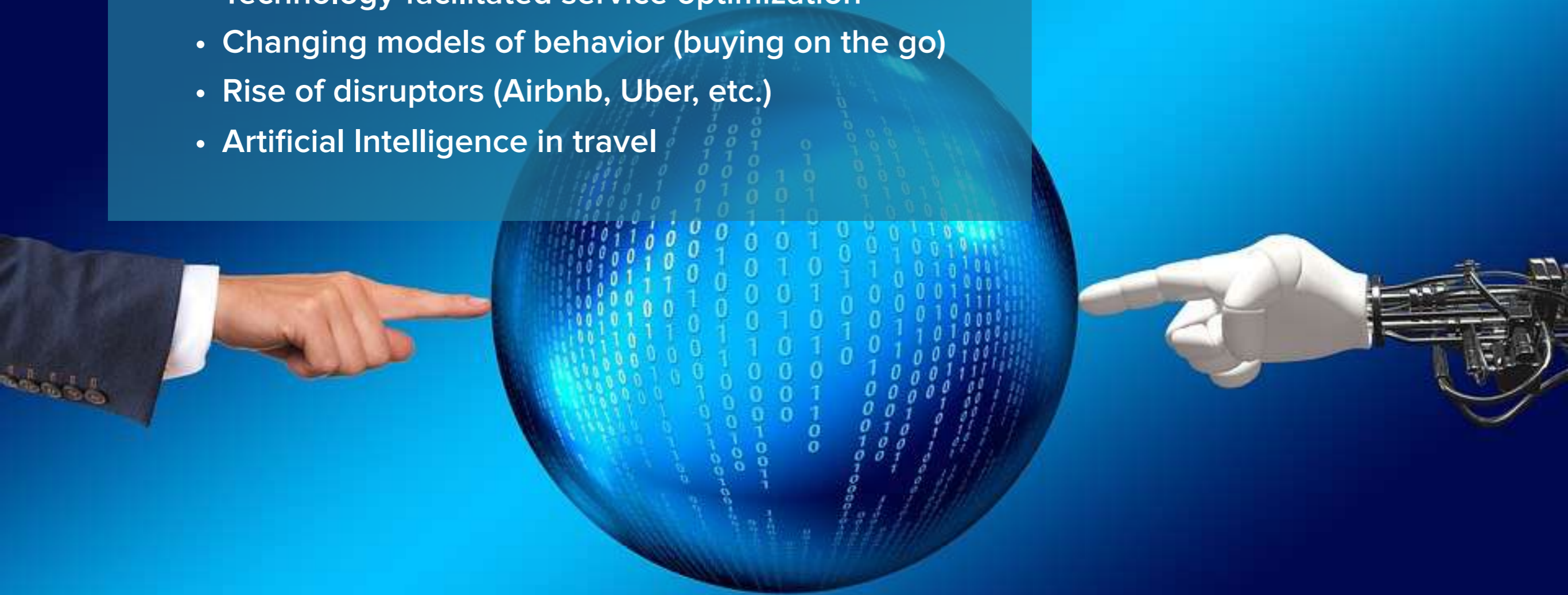


Peer-to-peer, airbnb for camping, democratizing nature,
Millennials

TRENDS INFLUENCING GLOBAL TRAVEL

ADVANCE OF TECHNOLOGY

- Technology-facilitated service optimization
- Changing models of behavior (buying on the go)
- Rise of disruptors (Airbnb, Uber, etc.)
- Artificial Intelligence in travel



#INSTANT-AND-ANYWHERE

#SERVICEOPTIMIZATION



#BUYONTHEGO #NEWBUYERJOURNEY

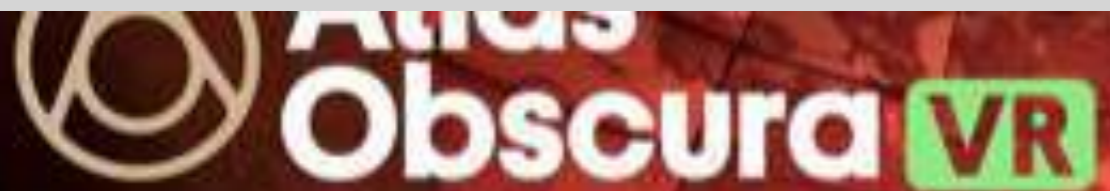


#DISRUPTIONALLAROUND #SLEEPINGWITHVIEW



#AR-ENHANCED-EXPERIENCE #TECH-IN-TRAVEL





virtual travel, exclusivity

**ATLAS
OBSCURA VR**

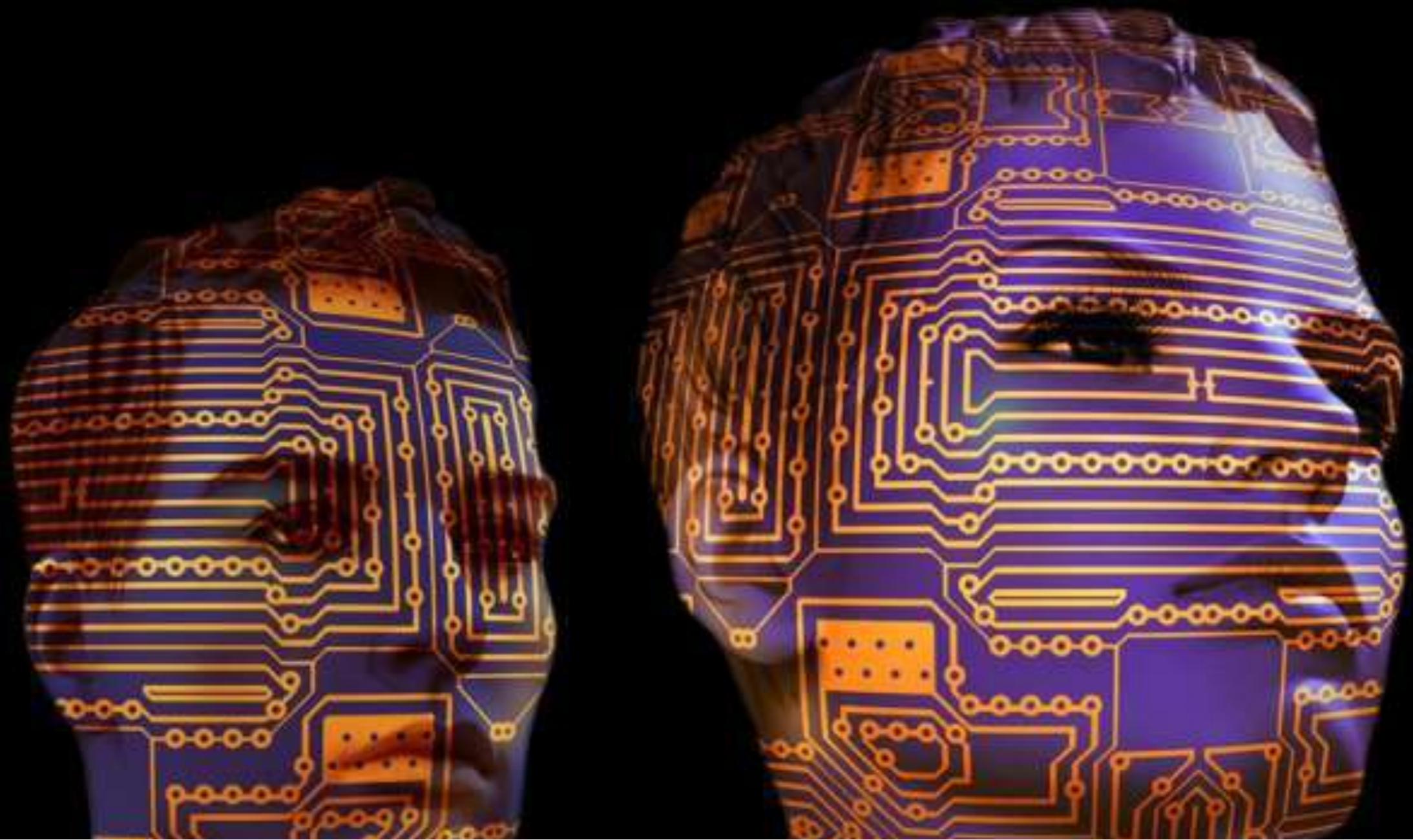
VR platform takes travelers to
obscure and mysterious destinations



caption glasses, technology & theater, tech art



smart clothing, tech-enabled humans



mind-reading AI, transparency of mind (and wishes)

TRENDS INFLUENCING GLOBAL TRAVEL

IMPROVED TRANSPORTATION INFRASTRUCTURE & TECHNOLOGY

- New airports, new railroads, new roads
- Smart cars, self-driving cars...flying cars
- Scientific breakthroughs in speed of travel



#NOEMISSIONTRANSPORT #NOTRAFFIC



bike on water, this is adventure, electric hydrofoil bike



OCEAN

The front tiller section lets you carve down steep ocean swells and over rough chop.



RIVER

Hydrofoiling drastically reduces drag. Allowing you to easily cut through fast moving water.



LAKE

The 400-W motor gives you quiet propulsion when you need it.

#DRIVERLESS #NOTRAFFIC #SKY-IS-THE-LIMIT



#ELECTROPLANES #NOEMISSIONS
#LIMITFOOTPRINT



#RADICALESCAPE #TRANSFORMATIVE
#THE-NEW-LUXURY



close to nature, innovation & sustainability, learning to live with natural disasters, off the grid



TRENDS INFLUENCING GLOBAL TRAVEL

SUSTAINABILITY AND CLIMATE CHANGE AWARENESS

- On the global society's to do list
- Shared responsibility of all
- Changing demand

#CREATIVESUSTAINABILITY
#SHAREDRESPONSIBILITY



#TRAVEL-WITH-IMPACT

#MAKING-A-DIFFERENCE



Interested in hosting a social impact experience?

If you're a volunteer, employee, or board member of a registered nonprofit, you can create an experience that brings people closer to your work and encourages them to become advocates for your cause.

[Get Started](#)[Learn more ›](#)

Start your journey.

Get to know the volunteers and activists who are closest to the causes. Share their stories and inspire others to get involved, too.



GET IT ON
Google Play



Available on the
App Store



#CREATIVITY-AND-IMPACT
#EXTREME-AWARENESS-RAISING



#ENTREPRENEURSHIP-WITH-IMPACT

#GOOD-COMPANIES





PARADIGM SHIFTS

CONFRONTING ZERO-SUM THINKING

In economic theory, a zero-sum game is a mathematical representation of a situation in which each participant's gain or loss of utility is exactly balanced by the losses or gains of the utility of the other participants.



RETHINK: WHAT WE VALUE & HOW WE MEASURE SUCCESS



PHOTO CREDIT © WWW.SKULPTURLANDSKAP.NO

NEW PERSPECTIVE: TOURISM AS A RESTORATIVE, REJUVENATING FORCE



EXPERIENCE VS. PRODUCT



RIGHT VS. PRIVILEGE: RESPONSIBILITIES



SOCIETY (VERSUS) AND TOURISM



ADVENTURE TRAVEL



ADVENTURE TRAVEL

(IN DEVELOPMENT CONTEXT)

Adventure travel is:

- ✓ a viable option for **regeneration/adaptation of places** to new socio-economic realities (resource depletion, climate change or decline of competitiveness), and/or
- ✓ a **complementary alternative for rural development** and existing economic activities (additive option)



ADVENTURE TRAVEL (IN DEVELOPMENT CONTEXT)

Strategic economic development benefits:

- ✓ economically viable market **model** for sustainable management of natural resources
- ✓ creates incentives for **transition from destructive/ extractive** environmental activities
- ✓ creates **economic opportunities for local communities**, especially for **women and youth**
- ✓ facilitates **public-private partnership**
- ✓ tends to be **THE** "connective tissue" between diverse industry sectors

ADVENTURE TRAVEL

Adventure tourism incorporates and promotes the values of the tourism that we want - a tourism that respects cultural and natural assets, and protects the most vulnerable

Taleb Rifai
former UNWTO Secretary General

Adventure Travel defined:

- ✓ connects **people with nature** (for mutual rejuvenation)
- ✓ weaves **culture and lifestyle** in the nature-based experience
- ✓ nature - traveler relationship based on respect and **natural attitude of protecting** and managing footprint (both for travelers and suppliers)

ADVENTURE TRAVEL ACTIVITIES

COMMON ACTIVITIES OFFERED BY ADVENTURE TRAVEL OPERATORS

SOFT ADVENTURE

trekking
hiking
kayaking
canoeing
scuba diving
camping
going on safari
horseback riding
cycling
wildlife watching
participating in cultural events
culinary experiences
sailing
etc.

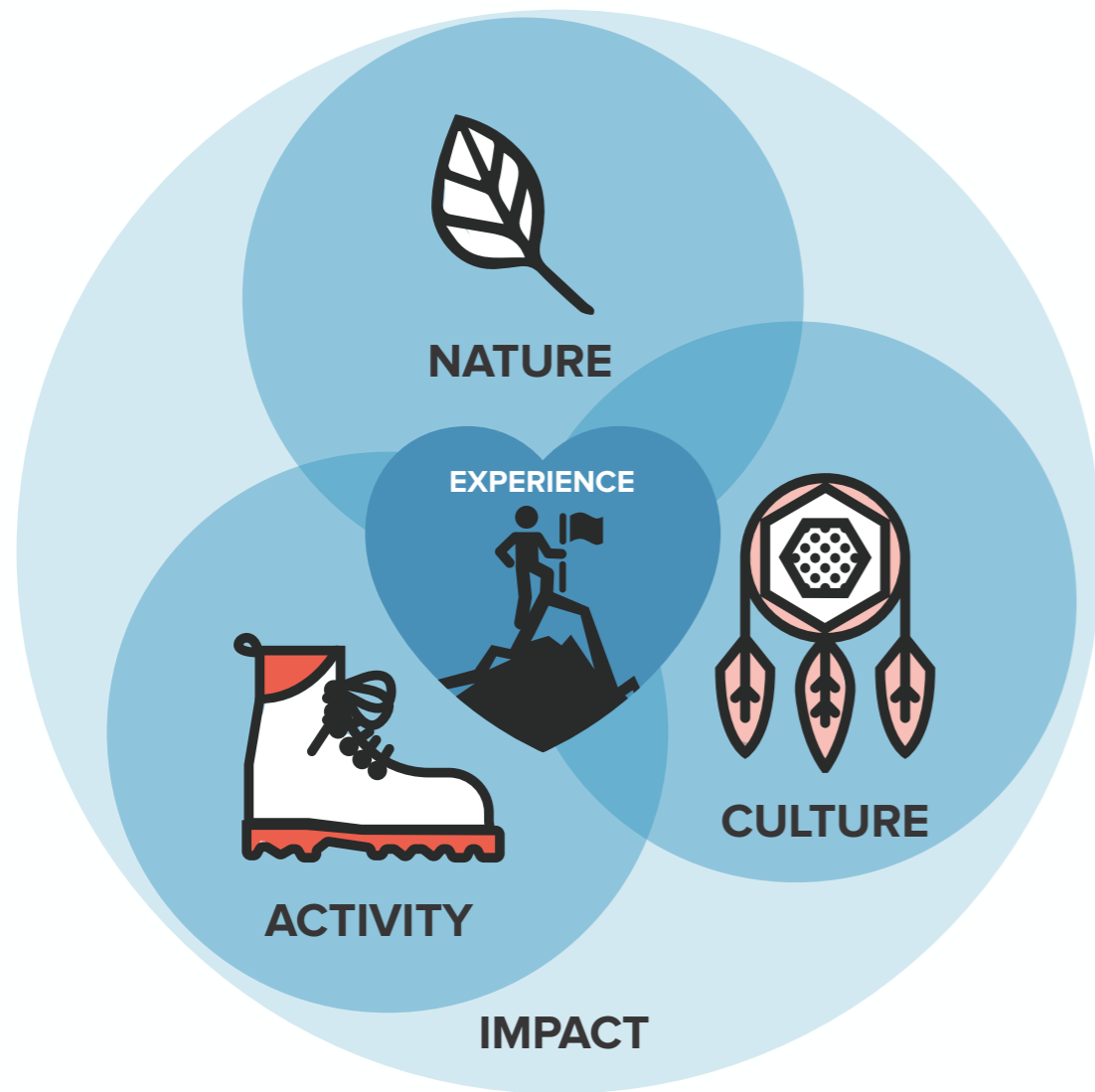
HARD ADVENTURE

mountain climbing
mountain biking
paragliding
skydiving
caving
heli-skiing
kite surfing
skiing
snowboarding
sand boarding
rappelling/abseiling
hand gliding
rock climbing
surfing
etc.

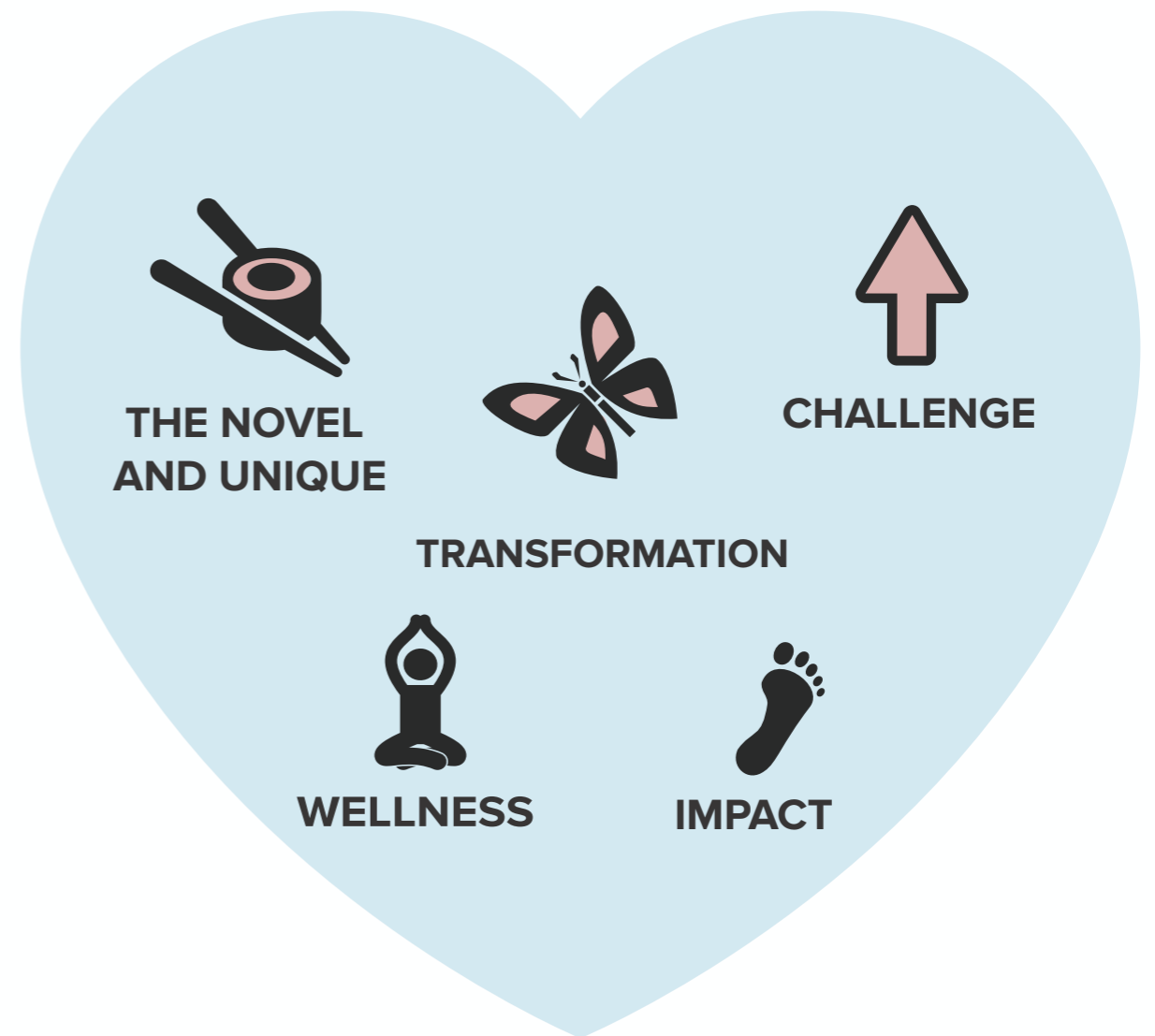
SPECIALIZED

birdwatching
educational trips
cultural immersion trips
exploratory expeditions
research expeditions
“voluntourism”
yoga retreats
mindfulness programs
reflection retreats
etc.

ADVENTURE TRAVEL DEFINED



Essential Elements



Traveler Experience

KEY TAKEAWAYS

- ◎ Adventure travel = **sustainable tourism** balancing economic, environmental and social dynamics
- ◎ Opens doors to strategic and **long-term partnerships** enables destinations to become better **prepared for global industry** competition
- ◎ Importance of taking a **wholistic approach** to growth that considers all elements of the **ecosystem**
- ◎ Essential importance of **visible results** and **gradual market success** (demonstrable along the process)
- ◎ Ongoing stakeholder involvement and **public-private partnership**



**ECONOMIC IMPACT -
DECISIONS, DECISIONS....**

INTERNATIONAL ADVENTURE TRAVEL MARKET SIZE

- Projections Based on ATTA Consumer Research From 2009 and Repeated in 2012
- Survey Research Did Not Include Asian Outbound Markets, Does Not Include Domestic Adventure Travel

2009: \$89B

2012: \$263B

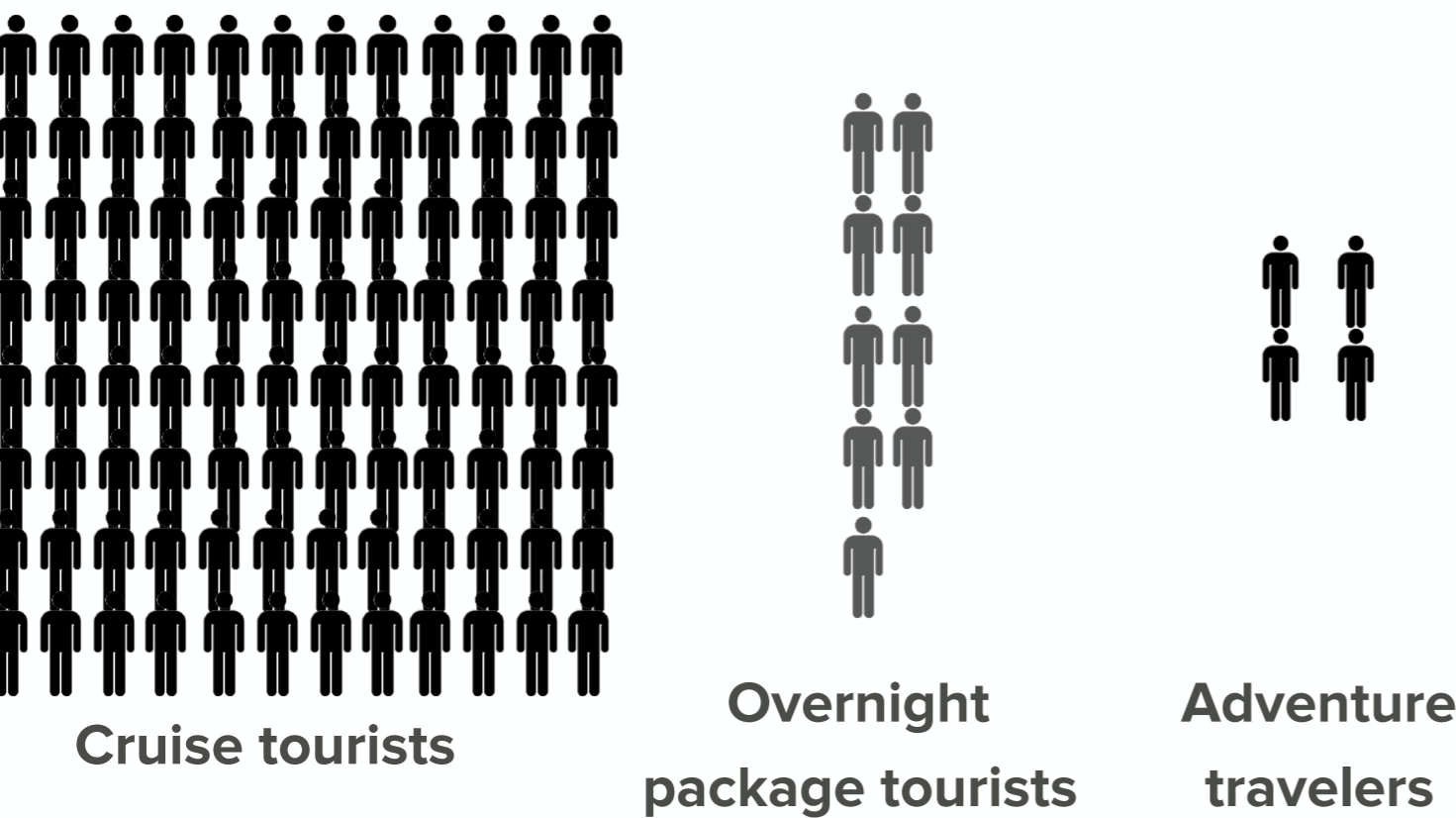
44% CAGR

21% CAGR

2017: \$683B

MARKET IMPACT


GENERATING US\$10,000 IN THE LOCAL ECONOMY TAKES:*



*based on World Bank (2015) Strengthening Tourism Competitiveness in the OECS countries: Market Analysis


MASS TOURISM

14%
of revenues remain in the country

1.5 
local jobs per \$100, 000 USD

ADVENTURE

65%
of revenues remain in the country

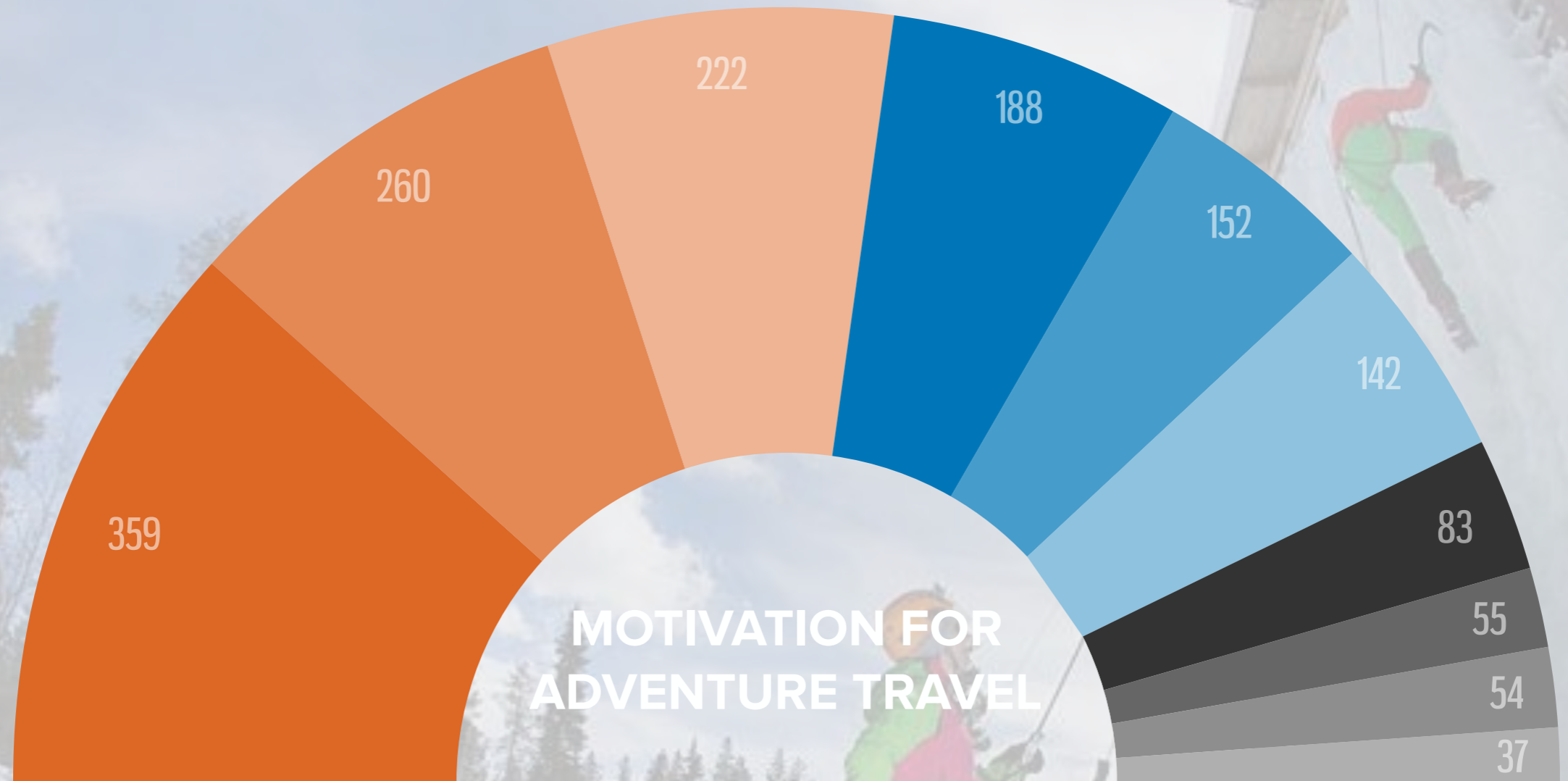
2.6 
local jobs per \$100, 000 USD

*based on USAID (2017) research study comparing mass tourism with adventure tourism in Jordan



ATTRACTING HIGH YIELD, PRINCIPLES-BASED TRAVELERS





Transformation



Expanded Worldview



Learning



Nature & Discovery



Mental Health



Fun & Thrills



Connections



Meaningful Stories



Physical Health



Unique Experience

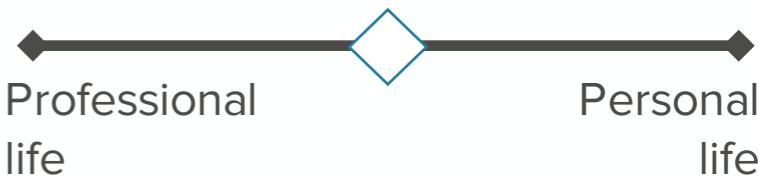
BUYER PERSONA



Karen & Mike

AGE	Mid 50s
NATIONALITY	German American Living in the UK
LIFE	Professionally active
INCOME	Above average
EDUCATION	Graduate degrees
HOME	Empty nesters

GOAL



PASSION



TRAVEL PROFILE

- ✓ Preferred TO
- ✓ Travel = adventure, discovery, contact with nature and culture
- ✓ Travel holidays are the most precious moments of the year



IDEAL HOLIDAYS



Combine nature and culture with heavy emphasis on experiencing the place and its people

Combine convenience and good service with raw contact with nature, pure touch with locals and sense of adventure

Fully pre-designed (with TO) itineraries with a small group that may include some friends and acquaintances

Balance between being active (biking, hiking, kayaking, etc.) and connecting with local culture and people

Favorite things to do: visit local market, take local cooking class, listen to stories about local legends while hiking the area

Enjoy learning about the place and immersion in its culture and people



TYPICAL ACTIVITIES DURING HOLIDAY

Outdoor activities of moderate difficulty (hiking, biking, kayaking, etc.) mixed with cultural experiences that reveal to them what is interesting and different about the place they are visiting



When in cities likely to stay at small 4- or 5-star hotels, which have character and very high rankings (Booking, TripAdvisor)

When in rural setting excited to stay at small B&Bs with traditional character or do homestays in local communities

Passionate about food and wine, and particularly about actively exploring local cuisine and food traditions (farm visits, spice training, cooking demonstrations and classes, etc.)

Read a lot about the history and culture, and all attractions on the itinerary but rely heavily on learning even more from local guide to deepen knowledge and truly connect with the place.



DECIDING ON THE NEXT TRIP



Consult with one of their preferred TO's (with one of which they always travel)

Read and follow in social media specialized media for travel and active travel (Nat Geo, NYT Travel, Outdoors Magazine, Discovery Channel, Lonely Planet, etc.)

Talking to friends and seeing their travel pictures in social media

UPON RETURN

Spend the days after their return uploading and sharing photos “bragging” about the cool experiences they were part of

Invite friends over to taste some of the wine or food they have brought back and to share moments from their travels

Enjoy the fact that many of their friends get inspired and later visit the same places they have been the first to go to



FAVORITE MOMENTS FROM KAREN & MIKE'S TRAVELS

CAPTURED ON CAMERA AND SOCIAL MEDIA



Karen

Today at 19:33 · 🌐

Our visit to the 7th-generation family farm in Southern Spain. Amazing freshly-cooked food (in front of us) with vegetables and spices from the garden. Lunch over family stories and a lot of laughter. The wine from the family cellar was outstanding! Bringing some home...

[See translation](#)



👍 Like 💬 Comment ➦ Share

👍❤️😂 3,675

Write something...



Mike

Today at 13:27 · 🌐

We were told that Albania is one of Europe's best kept secrets and yet we are amazed by the beauty and warmth of this place... Biking for three hours to this view...totally worth it (and rewarded with home-cooked lunch in the nearby village)!

[See translation](#)



👍 Like 💬 Comment ➦ Share

👍❤️😂 163

Write something...



FAVORITE MOMENTS FROM KAREN & MIKE'S TRAVELS

CAPTURED ON CAMERA AND SOCIAL MEDIA



karentravels



♥ Iwahito, alexman_ and 394 others

karentravels One of the top chefs in Chile sharing with us the history of his homeland's cuisine and food traditions... We had an unforgettable evening at his restaurant where we were served some of the most delicious meals we have tasted.

[view all 12 comments](#)



MikesAdventures



♥ Iwahito, alexman_ and 394 others

MikesAdventures After a four-hour hike to this picturesque village in Southern Italy, we met Marco – a passionate local story keeper and wine maker. We enjoyed an evening at a local family bed and breakfast with amazing stories and unforgettable wine. Stunning nature, warmest people...we must come back!

[view all 12 comments](#)

QUOTES FROM KAREN & MIKE

“Travelling is about seeing another part of the world that you aren't used to seeing. Getting outside of what you see day to day and seeing how another part of this huge world lives.”

“Our holidays allow me to expand my own limits and provides me ideas for what gives me the greatest pleasure and how I can best feel at peace in a crazy world.”


“What makes this type of travel so addictive is the endless opportunities to learn new skills, try new things, taste new foods, meet fascinating people, and have amazing experiences!”

“When we travel, I feel we are more alive....I learn about myself and my limits, and I keep being surprised by the wonders of the world. Every time we travel I feel we return home more enriched and with expanded life limits.”

“When we travel we want to feel that we are doing good. Everyday life does not give us that many opportunities to do good so we want to experience this when we travel.”

“Physical and spiritual wellness is really important these days so with travelling we look to restore our sense of wellness.”



A wide-angle landscape photograph showing a sandy beach nestled between two steep, rocky mountains. The ocean is visible in the distance under a sky filled with large, grey clouds. The foreground on the right shows a rocky, grassy slope. A semi-transparent teal box is overlaid on the lower left portion of the image, containing white text.

**WHEN DESIGNING YOUR FUTURE: START
WITH THE END IN MIND**

WHERE IS YOUR ROADMAP?

TOWARDS SUSTAINABLE TRAVEL AND TOURISM IN NORWAY

A roadmap

A scenic photograph of a rugged coastline. In the foreground, dark blue water with white foam from waves is visible. A large, light-colored rock formation with vertical fissures dominates the middle ground. Several people in colorful climbing gear are visible on the rock face. In the background, more rocky terrain and distant, dark mountain peaks are visible under a clear sky. A semi-transparent blue rectangle is overlaid on the upper left portion of the image, containing white text.

DISCOVERY PROCESS: FACTS, SCIENCE & EMPIRICAL EVIDENCE

WHAT NORDIC DESTINATIONS SHARE IN COMMON

- High ranking in the Adventure Tourism Development Index
- Environmentally and culturally diverse & sensitive destinations
- Solid economy & stable government
- Progressive & highly educated workforce

- Generally safe & secure destination
- Creativity & Resourcefulness
- Propensity toward sustainability & engagement with nature
- Solid infrastructure
- Innovative drive
- "Grand" visions for the future...need only operationalize

NORWAY – STRATEGIC ADVANTAGES

- Proven, effective cooperation between public-private sector
- Drive for INNOVATION
- Depth of nature-based and cultural assets
- Progressive, sophisticated...
- Proven emphasis on quality, safety and the traveler experience
- Well funded and/or with access to funding
- Focus on thematic destination development
- Strong sustainability sensibilities

NORWAY – “NO FEAR” AREAS OF OPPORTUNITY

- Evaluate services and integrate “freedom to roam” policies with increased capacity hopes/expectations
- Boost local actors in delivery of responsible adventure tourism
- Stimulate eco-system mindset and commitment across industries (transportation, agriculture, energy, retail, arts, etc.)
- Integrate sustainable strategies into profitable, innovative experiences
- Deepen commitment to thematic adventure tourism & signature routes - transition from “products” to experiences
- Create comprehensive ecosystem of activities (e.g., concept of combining art touring with marine communities, culinary and wildlife viewing experiences)
- Better understand future adventure travelers and target well your international source markets
- Embrace “Co-opetition”

SEEK EQUILIBRIUM

- ✓ Economic
- ✓ Cultural
- ✓ Natural



ECO-SYSTEMS

“...sustained and inclusive progress means working across disciplines and stakeholders to promote common visions and confront zero-sum thinking.”

Klaus Schwab

Founder/Executive Chairman of the World Economic Forum,
“Shaping the Fourth Industrial Revolution”

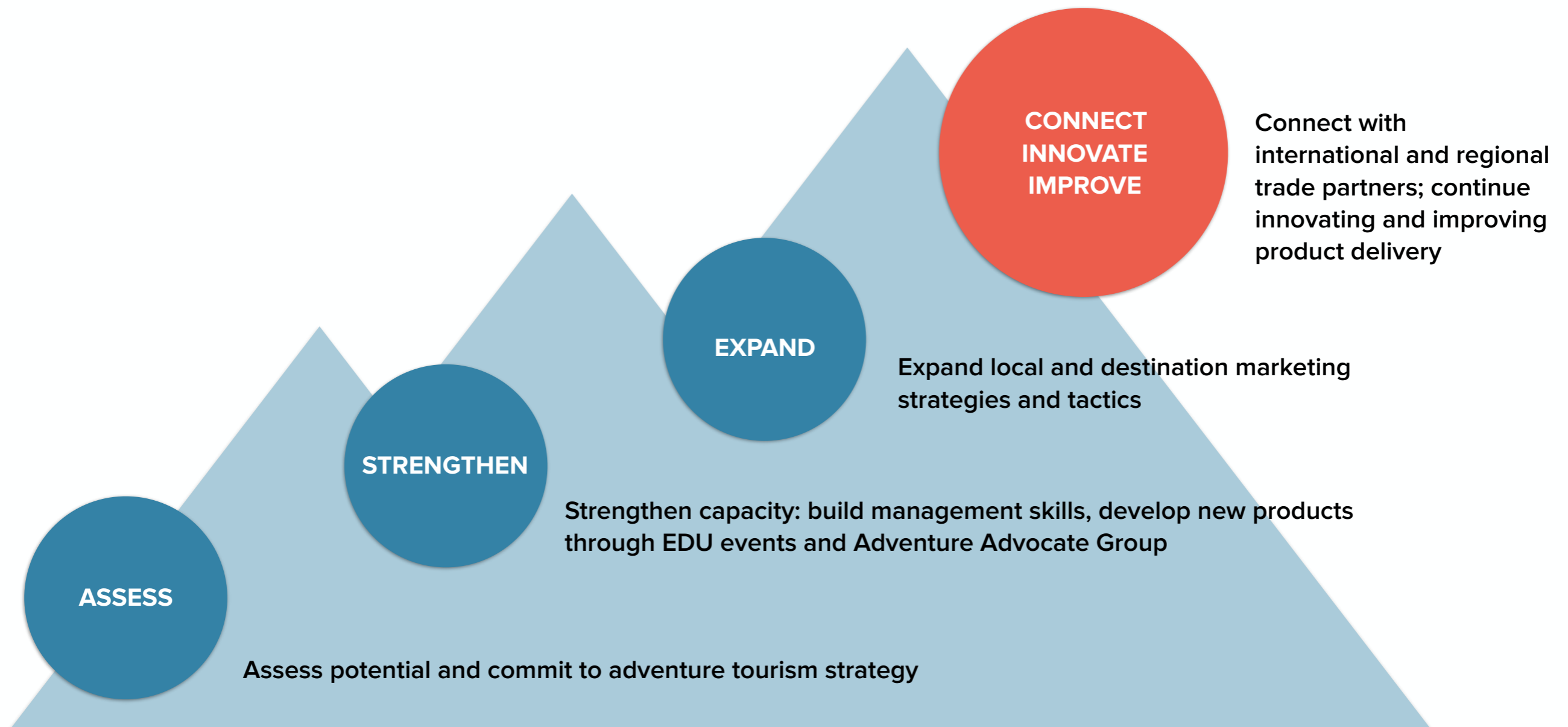




ALIGNMENT: OPTIMIZING YOUR ECO-SYSTEM

TRAJECTORY FOR DESTINATION DEVELOPMENT

Strategic development will result in high-visibility exposure to the international community – to tour operators, travel media and travelers.



A photograph of a group of people in a coastal setting. In the foreground, a man in a dark suit and tie is looking towards the right. In the background, three other people are visible: a woman in a blue jacket and beanie standing, and two men sitting at a wooden picnic table. The background features a body of water, a sandy beach, and large, rugged mountains under a cloudy sky.

COMPREHENSIVE STAKEHOLDER ENGAGEMENT



CROSS-SECTORAL ENGAGEMENT

ESTABLISH ECO-SYSTEM FRAMEWORK

Government/Public Sector

NGO/NP Sector

**Imagined,
Designed Future**

Citizens + Travelers

Private Sector



CASE STUDIES



KALAVAN, ARMENIA

Zita Cobb:

“I believe that our job in the present is to mediate the relationship between the past and the future...”

FOGO ISLAND, NEWFOUNDLAND



NAMIBIA - COMMUNAL CONSERVANCY



THE WORLD'S FIRST ZERO WASTE ADVENTURE

ORIENTATION



COMMUNITY BUILDING



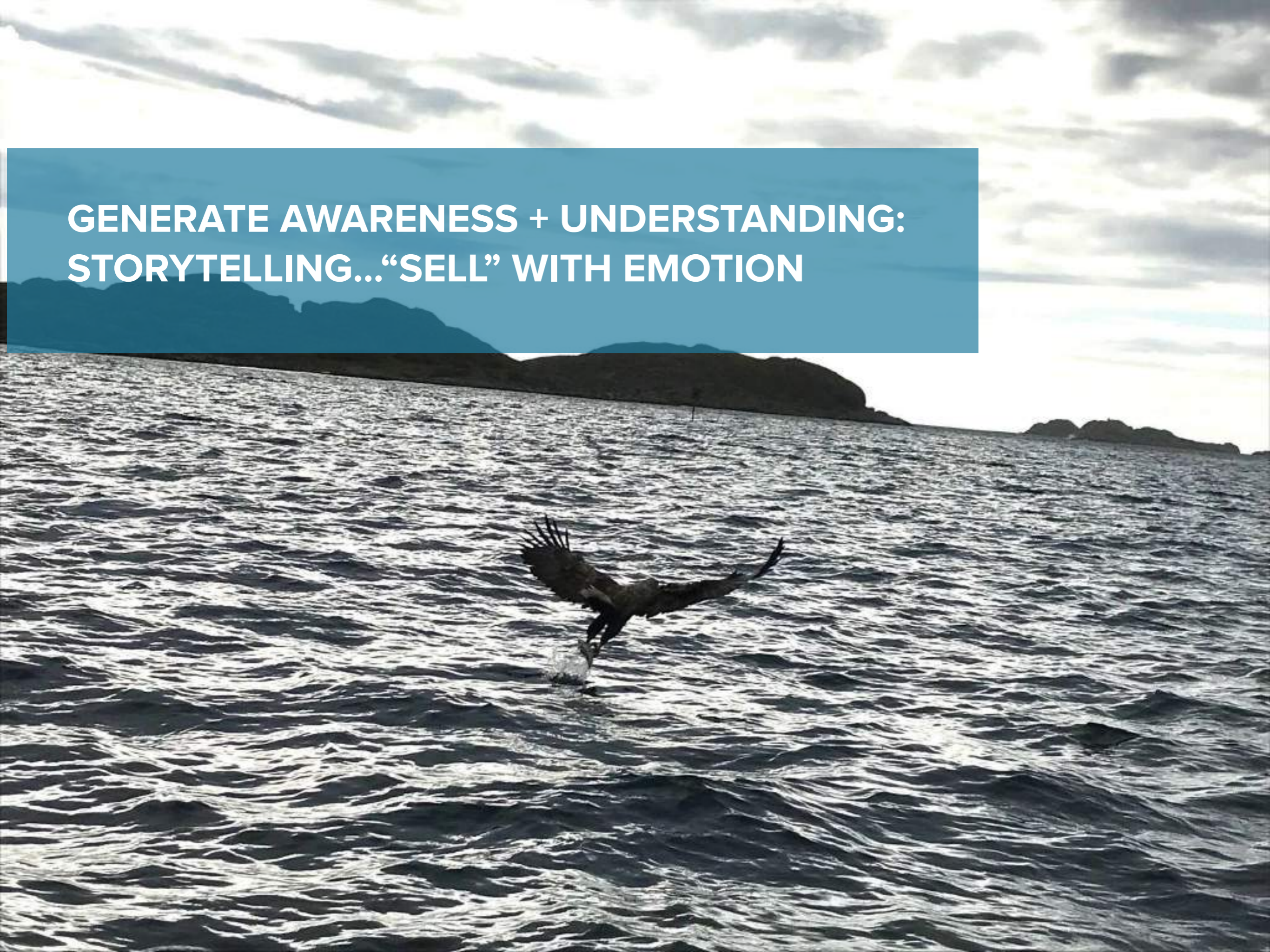
ACHIEVABLE, VISIBLE RESULTS



A group of people are on a boat, likely a ferry, in a scenic fjord. In the background, there are steep, rocky mountains and a small village with white houses. The water is a deep blue. A semi-transparent blue banner is overlaid across the middle of the image, containing white text. In the foreground, a man in a dark blue jacket is sitting and talking to a woman in a dark blue jacket. Other people are visible in the background, some wearing colorful jackets and hats. A red lifebuoy is visible on the boat's deck.

**INCENTIVES: STIMULATE TRADE & CONSUMERS
TO WANT TO MAKE RESPONSIBLE CHOICES**

**GENERATE AWARENESS + UNDERSTANDING:
STORYTELLING...“SELL” WITH EMOTION**



A scenic photograph of a white lighthouse with a red roof situated on a concrete pier extending into a body of water. The background features rugged, dark mountains under a dramatic sky with soft, colorful clouds from a sunset or sunrise. The overall mood is serene yet powerful.

COMPLEX. CHALLENGING. POSSIBLE.

A scenic landscape featuring a small, two-story yellow house with white window frames and a chimney, situated on a lush green hill. The house is positioned in the middle ground, slightly to the left of the center. Behind the house, a large, rugged mountain with steep, rocky slopes rises prominently. The sky is a deep blue with scattered white clouds. In the foreground, there is a field of tall, green grass and yellow wildflowers. A semi-transparent blue rectangular box is overlaid on the right side of the image, containing the text "FINITE RESOURCES" in white, bold, uppercase letters.

FINITE RESOURCES

COMMON SENSE (THINK RISE AND FALL OF NATIONS)





CHOICE

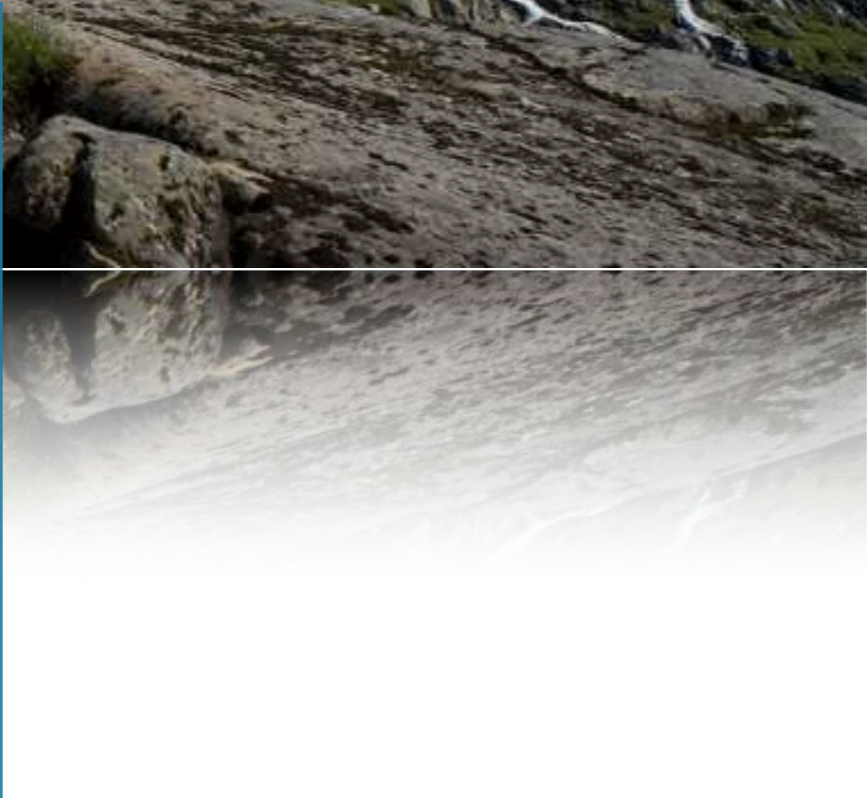


SPREAD YOUR WINGS. FLY. BE FREE.



“We but mirror the world. All the tendencies present in the outer world are to be found in the world of our body. If we could change ourselves, the tendencies in the world would also change. As a man changes his own nature, so does the attitude of the world change towards him. This is the divine mystery supreme. A wonderful thing it is and the source of our happiness. We need not wait to see what others do.”

Mahatma Gandhi



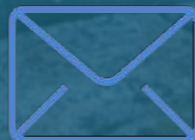


ADVENTURE TRAVEL TRADE ASSOCIATION

TUSEN TAKK! THANK YOU!



@adventuretweets



europe@adventuretravel.biz

PHOTO CREDIT © HENRIK TRYGG