

Adventure tourism market



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Tourism organisations have facilitated the growth of adventure holidays through promoting and selling a huge range of organised adventure experiences and holidays to a diverse range of markets. According to the 2010 Passport to Adventure Industry Report, in relation in the YouGov Survey, 3 in 4 adults claim to have taken some type of activity holiday in the year.

In 2012, nearly 42% of travellers from these three regions reported an adventure activity as the main activity on their last trip, which would project to an adventure travel market for \$263 billion. This is a significant increase from the 2010 Adventure Tourism Market Study in which the adventure tourism market from these three regions was valued at \$89 billions. From 2009 to 2012, the adventure travel market had an estimated average yearly growth of 65% percent.

The main providers

There are now many providers of adventure tourism from adventure holidays, to tours and excursions which are completely adventure based.

Headwater offers canoeing, kayaking, white waterwater rafting holidays to name a few, mainly in Europe as well as selected worldwide destinations.

They also offer independent walking and cycling from hotel to hotel.

The evolved trend of people now have more concern of the role of leisure in their lives. Leisure has become a very important part of life, and has positively impacted on the demand for tourism in many different ways, including Adventure Tourism. People now lead hard lives, spending most

time at work and therefore lacking clear meaning in life. This encourages people to now search for meaning and fulfilment through adventure activities and experience something which is impossible in everyday life. Explores holidays products are targeted towards the hard adventurer such as major treks and wilderness experiences but they also appeal to soft adventure market, for instance 'easy to moderate hikes'

Demographics Age

The Office of National Statistics predicts average growth in the following demographic groups to 2033. 7% growth to 30.6m adults in the 16-49 age group 19% growth to 16.3m adults in 50-69 age group.

Adventure travellers are also more likely than non-adventure travellers to use professional services, for example guides, tour operators and instructors. European adventure travellers aged 56-65 were particularly likely to use a tour operator with 57 percent of travellers from this group using a tour operator on their last trip (ATM 2013). Over 40 percent of European adventure travellers aged 46-55 and South American adventure travellers aged 56-65 used tour operators. However, only eight percent of North American travellers aged 56-65 used a tour operator on their last trip.

The higher use of professional services among adventure travellers is due to the need for training and special equipment involved in taking part in many adventure activities. It may also mean that people are wanting to discover new destinations and activities but however are looking for professional guidance and safety. This as a result has also contributed to the growth of the adventure market and provides opportunities for operators and guides

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who can attract non-adventure travellers who may be open to new experiences.

Sustainability - Demand for ethical and environmentally sensitive travel is predicted to quadruple over the next three years according to the Adventure Industry Report 2013. Travellers are attracted by the adventure travel industry's commitment to responsible and ethical travel. People are now more concerned about the world around them which is being reflected in their choice of travel experience. People no longer want just to 'give', they want to 'do as well'.

For example, people may decide to take a safari and wildlife holiday to a destination which is remote. They will have many opportunities usually to interact with the locals, where they can purchase items locally and also visit orphanages and villages. Local guides may be used at all times to ensure the best outcome for host destinations. Care of the environment through these types of adventure holidays is always encouraged by tour operators in order to minimise the impact of the visit.

Participation in strenuous activities such as rock climbing, jogging, and backpacking shows notable decline after middle age; the decline is less pronounced in activities such as bicycling, cross country skiing, nature observation and walking. It is likely that there will be more interest in soft adventure activities in the future, given the aging of the population.