



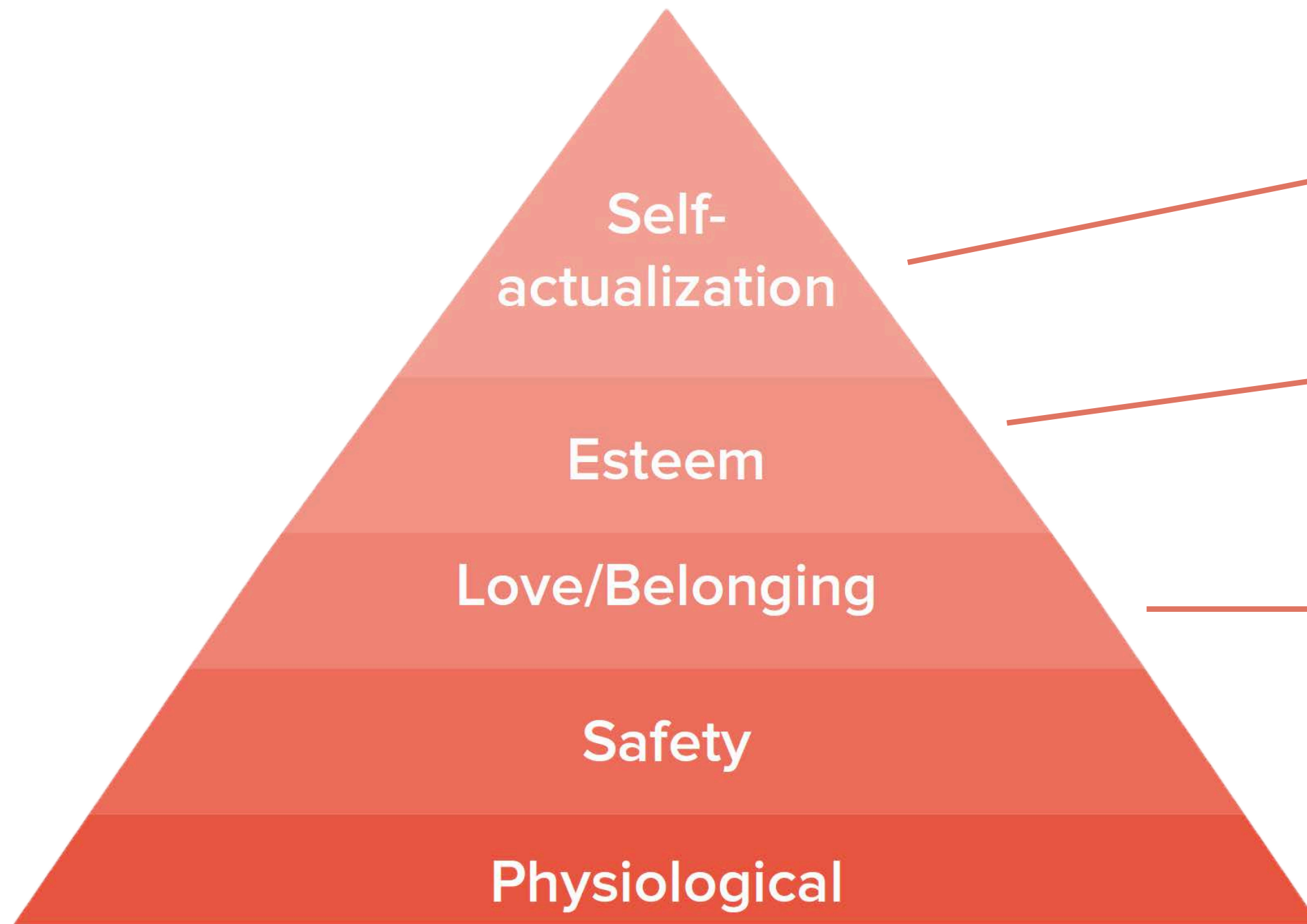
ADVENTURE TRAVEL
TRADE ASSOCIATION

Consumer Research Perspectives: Tomorrow's Adventure Traveler

Russell Walters

UNDERSTANDING TRAVELER MOTIVATIONS

2006



12% motivated for adventure travel by self-fulfillment/actualization.

70% motivated for adventure travel by self-esteem development.

12% motivated for adventure travel by a desire for relationship building.

Safety/security needs as a motivation for adventure tourists were almost nonexistent (.9%) and were related to stress reduction.



Transformation



Expanded Worldview



Learning



Nature & Discovery



Mental Health



Fun & Thrills



Connection



Meaningful Stories



Physical Health



Unique Experience

The 2017 International Aboriginal Tourism Conference

KEY STATEMENTS FROM THE TRANSFORMATION CATEGORY 2016



Theme

Personal Challenge: “Experiencing the world, getting out of my comfort zone! Seeing the world and learning new things! Pushing myself to not sit!”

Theme

Personal Growth and Development: “Self-awareness—it helps me to learn about myself, my limits, and opens my eyes to the wonders of the world.”

Theme

Gratitude and Mindfulness: “Greater appreciation of the world and its people” and “New perspective on the world, my place in the world, and appreciation for others.”

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The 2017 International Aboriginal Tourism Conference

WHAT HAS CHANGED? KEY STATEMENTS, 2005



“Learning more about myself through new, exciting, and sometimes difficult cultural experiences.”



“Feeling of being in a remote place seeing untouched environment”;
“Being active and enjoying the natural surroundings at the same time.”



“Gaining a new world perspective and testing my physical and mental stamina in a nontraditional environment”; “Adventure broadens my horizons on how I look at the world.”



“Excitement, sense of the unknown”; “Feeling alive, fun, pleasure, excitement.”













“Educationally broadening individual knowledge about everything seen and experienced. Being able to discuss different cultures, locations, with some validity and knowledge.”

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The 2017 International Aboriginal Tourism Conference

WHAT HAS CHANGED? MOTIVATIONS THEN AND NOW



	2006	2016
1	 Transformation	 Transformation
2	 Nature & Discovery	 Expanded Worldview
3	 Expanded Worldview	 Learning
4	 Fun and Thrill	 Nature & Discovery
5	 Learning	 Mental Health



MENTAL HEALTH

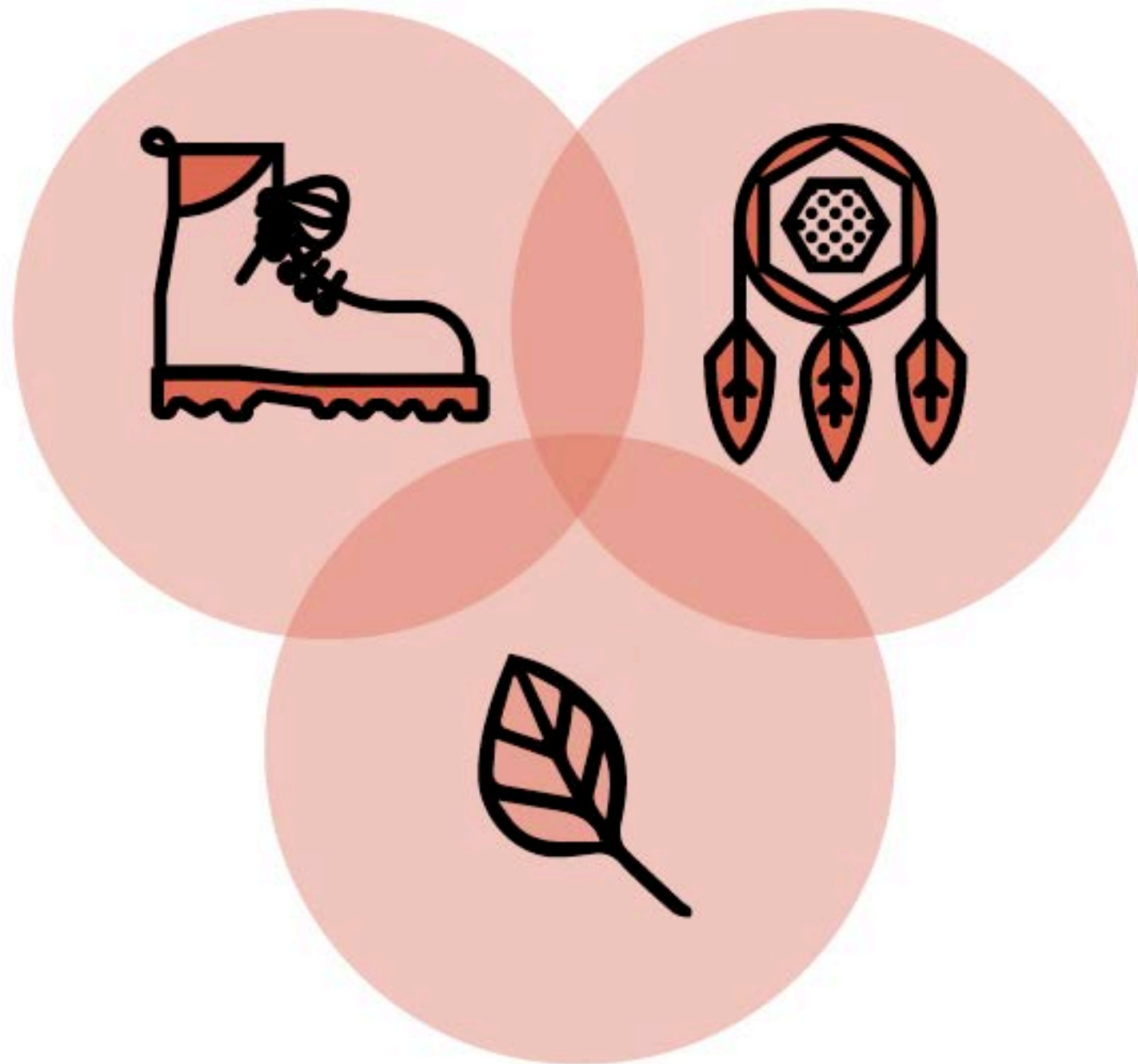
EVOLVING OUR DEFINITION OF ADVENTURE



2006

Physical Activity

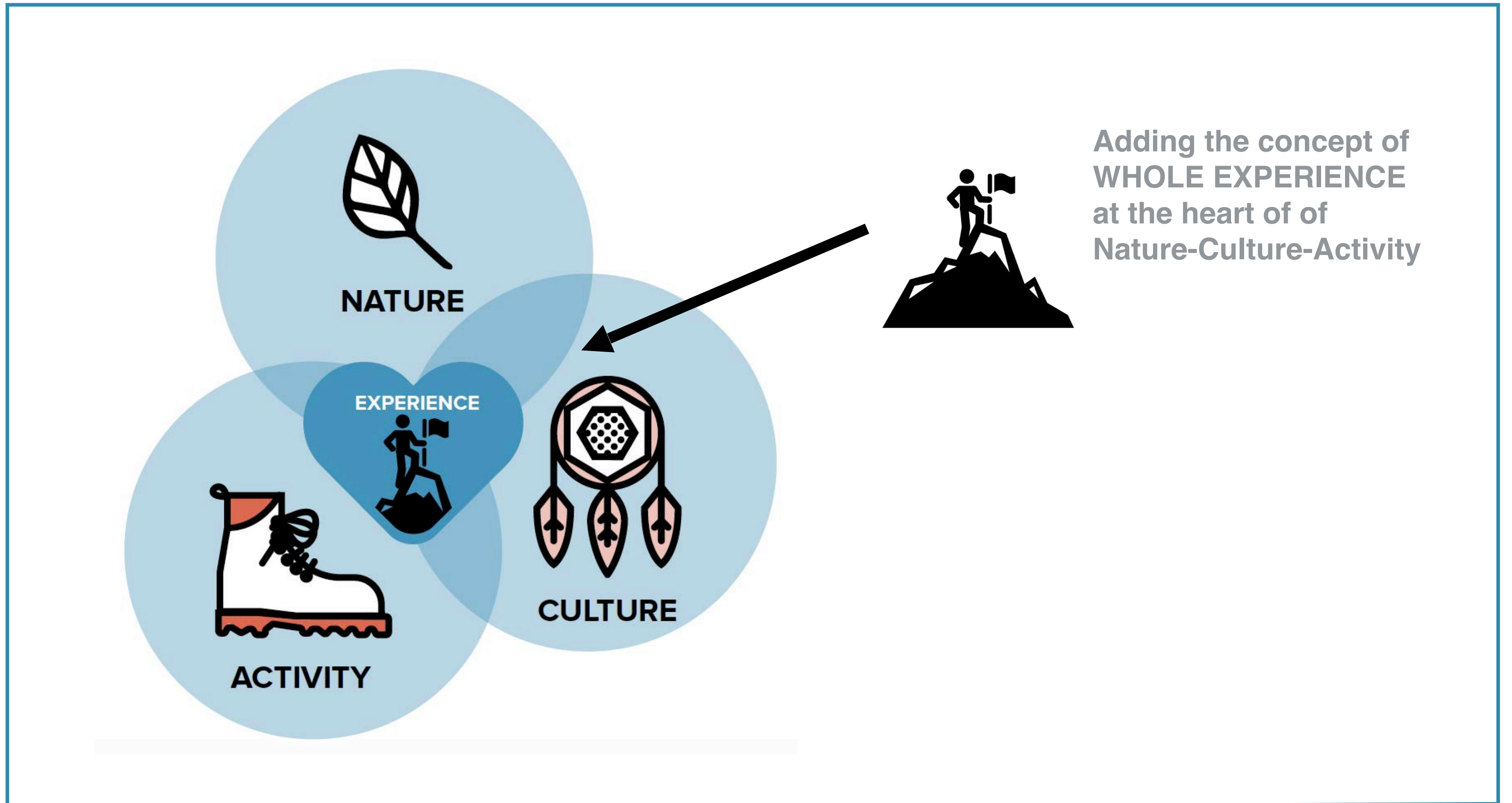
Cultural Exchange



Interaction with Nature

77% of respondents in 2017 still agree with this definition of adventure travel

2017 ADVENTURE TRAVEL DEFINITION

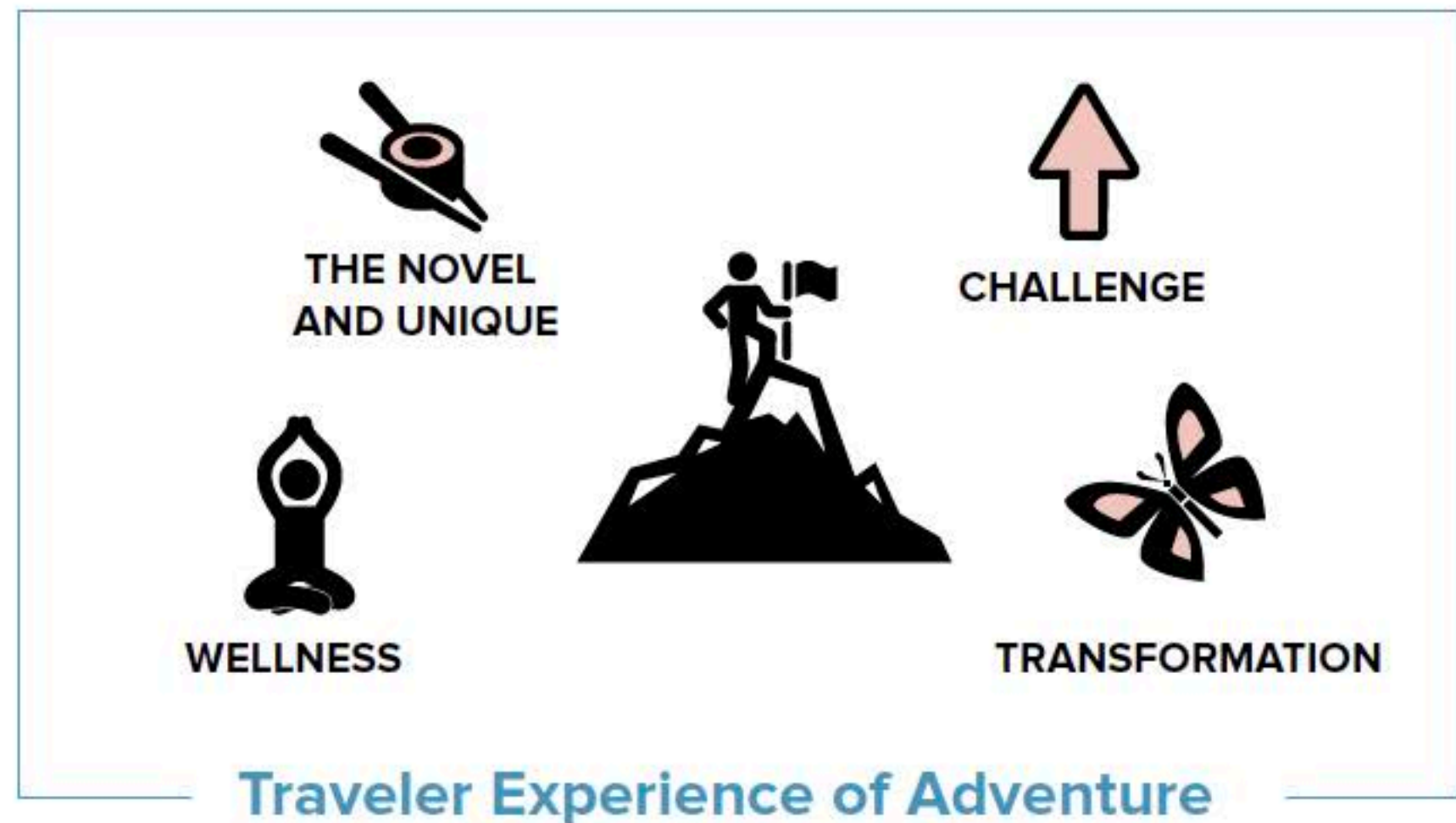
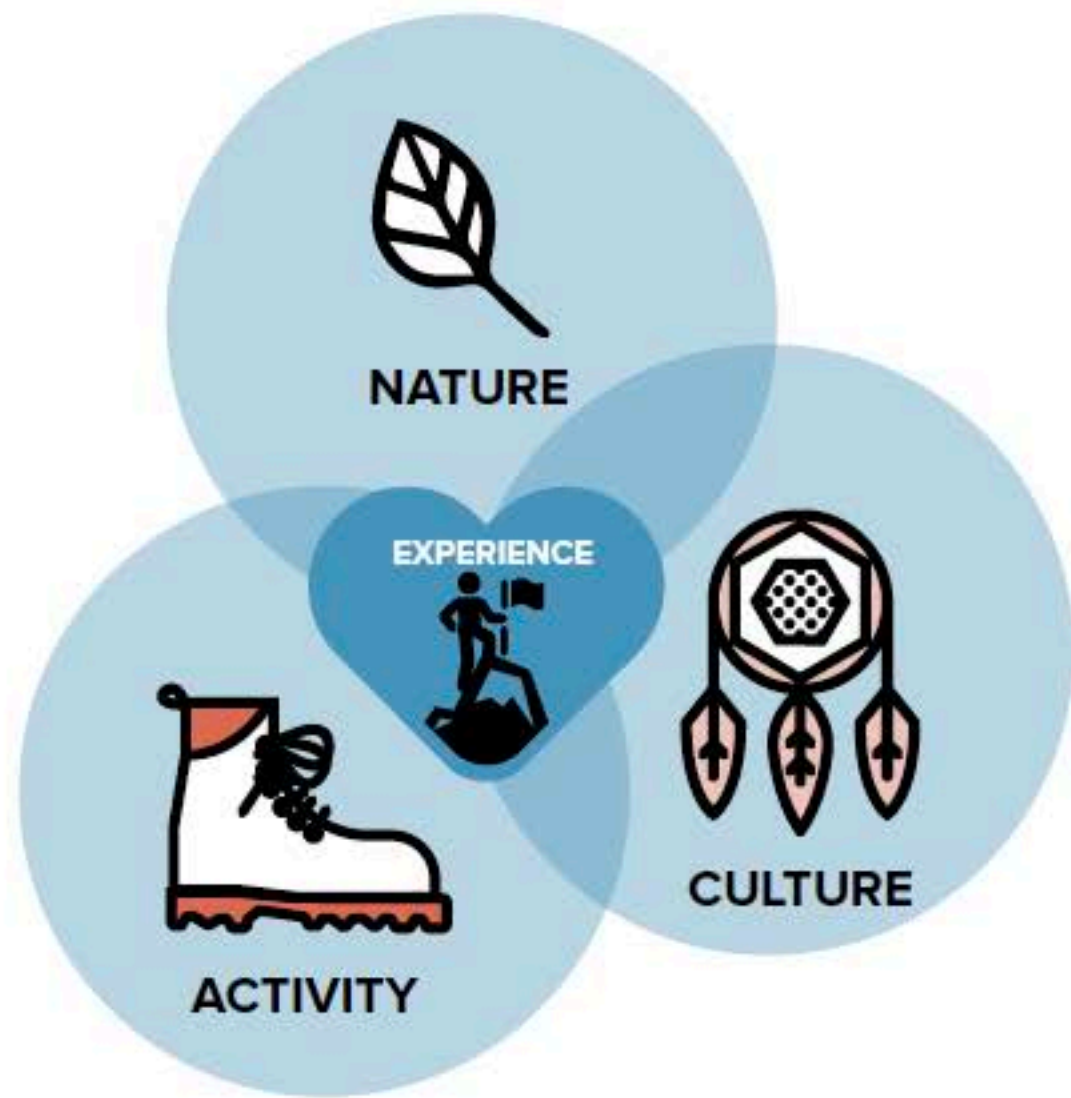


Components of an Effective Adventure Trip

2017 ADVENTURE TRAVEL DEFINITION



Components of an Effective Adventure Trip



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ADVENTURE PERSONALITY

I see myself as kind, efficient, organized and imaginative.

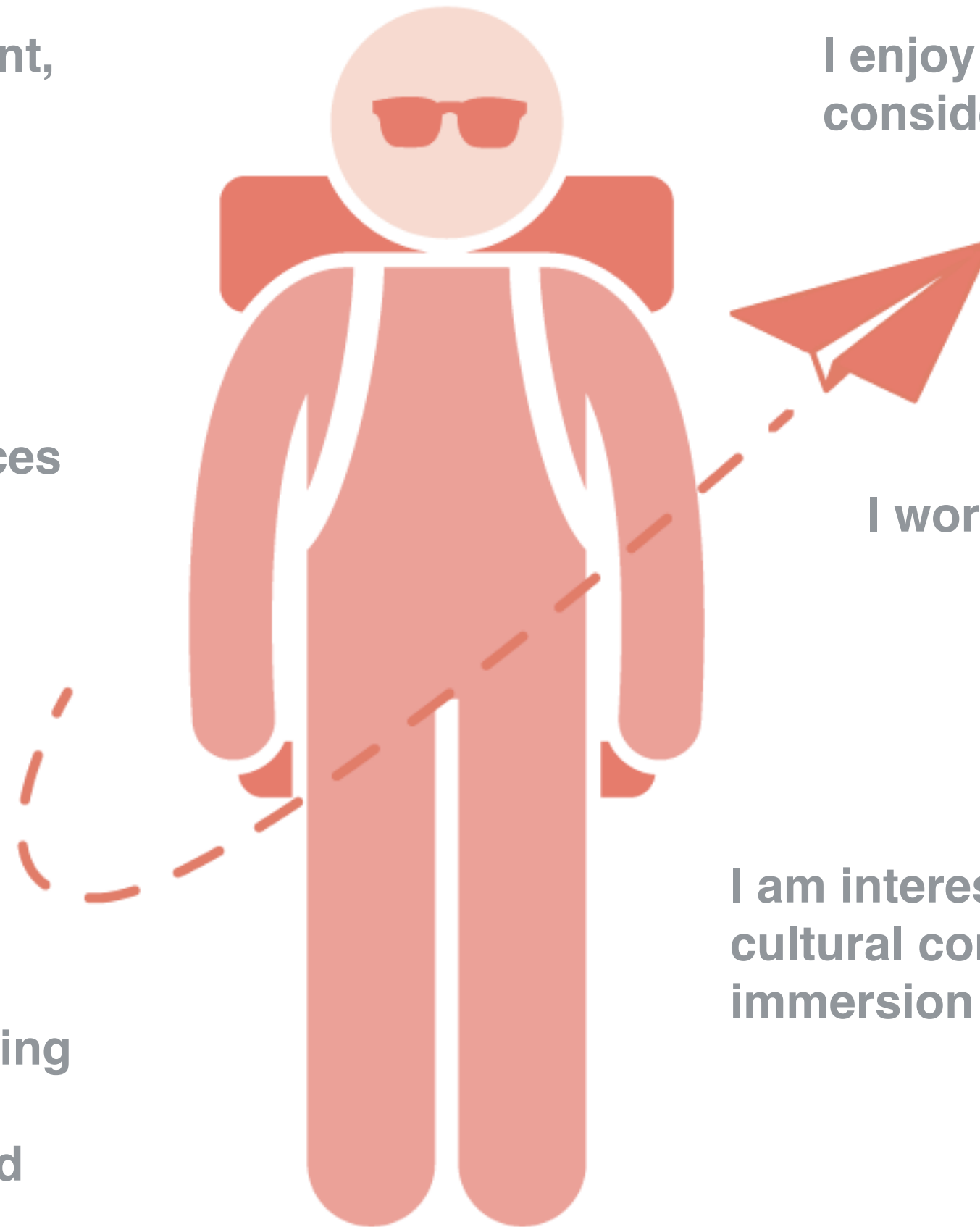
I enjoy working on new ideas and consider myself an intellectual.

I actively seek out new experiences and think travel should be about enriching knowledge.

I work hard to keep my body healthy.

I am not very interested in owning luxurious products. I have a moderately altruistic nature and sometimes give to others.

I am interested in traditions of indigenous cultural communities and enjoy cultural immersion when I travel.



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ADVENTURE TRAVEL COMPONENTS 2016

FACTOR

NET AGREE SCORE



Being in a natural environment



Learning plays a large role in adventure travel



Meaningful human experience plays a large role in adventure travel



Experiencing a new culture plays a large role in adventure travel



Risk plays a large role in adventure travel



Physical danger (real or perceived) plays a large role in adventure travel





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THANKS FOR YOUR TIME



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