STARTING SMALL:
How To Integrate Adventure Elements Into Your Tour
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How To Integrate Adventure Elements Into Your Tour
PANDION’S SERVICES:

• Connect tour operators and outfitters to destination and industry resources

• Assist destinations with tourism and community development

• Provide best-practice training in Adventure, Eco, and Cultural travel
STARTING SMALL: How To Integrate Adventure Elements Into Your Tour

1. Key Concepts
2. Small Group Discussion
3. What Are Your Goals?
WHY?
INTERNATIONAL ADVENTURE 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
2017: $683B

44% CAGR
21% CAGR

ADVENTURE TRAVEL TRADE ASSOCIATION 2018
Adventure Travel Compared to Other Global Industries

- Cruise Industry: $119B
- Global Textile Mills Market: $667B
- International Adventure Market: $683B
- Global Prescription Drug Sales: $774B
WHAT IS ADVENTURE TRAVEL?

Market:

• Four in Ten Travelers Choose Adventure
  • Adventure Tourism Market Study (ATTA, George Washington University)
THE FUTURE OF TOURISM?

“Adventure tourism is what tourism should be today and definitely what tourism will be tomorrow.”

- UNWTO Secretary-General Mr. Taleb Rifai at ATWS Switzerland, 2012
THE FUTURE OF TOURISM?

UNEP estimated general tourism spending remaining in host destination.

Adventure traveler spending estimated to remain in the host destination.

- From ATTA Research
WHAT IS ADVENTURE TRAVEL?

Adventure Ethos

• Collaboration
• Community
• Sustainability
WHAT IS ADVENTURE TRAVEL?

THREE COMPONENTS OF ADVENTURE TRAVEL
WHAT IS ADVENTURE TRAVEL?

PHYSICAL ACTIVITY
WHAT IS ADVENTURE TRAVEL?

CULTURAL EXCHANGE
WHAT IS ADVENTURE TRAVEL?

INTERACTION WITH THE ENVIRONMENT
WHAT IS ADVENTURE TRAVEL?

THREE COMPONENTS OF ADVENTURE TRAVEL
WHAT IS ADVENTURE TRAVEL?

ADVENTURE TRAVEL DOES NOT HAVE TO BE
NOT (JUST) ABOUT THE ADRENALINE
CUSTOMER SERVICE IN ADVENTURE

Sweet spot for adventure travel
WHAT IS ADVENTURE TRAVEL?

Adventure Is Relative

• One person’s “soft” is another person’s “hard” adventure

• Authentic Is More Important Than Extreme

• Soft Adventure Is Majority
CUSTOMER SERVICE IN ADVENTURE

sweet spot for adventure travel

TERROR ZONE

COURAGE ZONE

Growth & Opportunity
Confidence & Bravery

COMFORT ZONE

Paralysis & Overwhelm
Research Reveals Adventure Travelers Primarily Motivated by Transformation

January 31, 2017

Written By: CHRISTINA BECKMANN
“Life-changing Experience”
“Life-changing Experience”
+
“Personal Growth & Challenge.”
“Life-changing Experience”
+
“Personal Growth & Challenge.”
+
“A Sense Of Accomplishment & Achievement”
“Life-changing Experience”
+
“Personal Growth & Challenge.”
+
“A Sense Of Accomplishment & Achievement”
+
“A Feeling of Gratitude & Mindfulness?”
Transformation!
JOSEPH CAMPBELL

The Hero's Journey
The Hero's Journey

Return
Call to Adventure
Supernatural aid
Threshold Guardian(s)
Threshold (beginning of transformation)
Helper
Mentor
Challenges and Temptations
Helper
Atonement
Transformation
REVELATION
Abyss
dead & rebirth
KNOWN
UNKOWN
CUSTOMER SERVICE IN ADVENTURE

Sweet spot for adventure travel

- Comfort Zone
  - Growth & Opportunity
  - Confidence & Bravery
- Courage Zone
- Terror Zone
  - Paralysis & Overwhelm
CONNECT TO DESTINATION
• Slower pace of activities means you see more
• Slower pace of activities means you see more

• More immersive
  • You feel the rain, smell the air, touch the earth

ADVENTURE = GREATER CONNECTION
ADVENTURE = GREATER CONNECTION

• Slower pace of activities means you see more
• More immersive
  • You feel the rain, smell the air, touch the earth
• More likely to encounter people
  • Get out from behind the glass
ADVENTURE = GREATER CONNECTION

- Slower pace of activities means you see more
- More immersive
  - You feel the rain, smell the air, touch the earth
- More likely to encounter people
  - Get out from behind the glass
- Showcase your culture
EXAMPLES OF AUTHENTICITY
CYCLING AND CONNECTION
TREKKING AND CONNECTION
Step 1: Think about a travel experience where you have had personal transformation
OR
Where the activity helped you better connect to the destination

Step 2: Share your experience with a neighbor

Step 3: Be prepared to share with the whole group
HOW?
Effective Communication:

- Stories touch our emotions
- More intimate
- Better retention
Effective Communication:

- Stories touch our emotions
- More intimate
- Better retention

Showcase you and your company:

- Way to share your ethos
- Differentiation from competition
ICY STRAIT POINT, ALASKA
USE STORYTELLING

- Large cruise terminal in Southeast Alaska
- 100% Indigenous owned
- All tours incorporate local stories from Tlinkit people
- Stories all used with permission and vetted by elders
KETCHIKAN, ALASKA
IMMERSIVE ACTIVITY

- Snorkeling in 3-degree water!
- Learn about wildlife
  - Rain or shine
- Go to the other side of the glass and immerse in the elements
TRANSFORMATIONAL TRAVEL
The Journey Begins at Home

- Prepare guests for what is to come
- Begin the storytelling before departure
What will be the climax of the trip?

- Allude to this part while leading up to it
- Refer back to experience afterwards
- Success shouldn’t always mean “reaching the summit”
- Plan on what failure looks like
PUTTING IT ALL TOGETHER
PUTTING IT ALL TOGETHER
**ACTIVITY:**

**Step 1:** Work with the people at your table

**Step 2:** Choose a tour or experience offered by someone in your group

**Step 3:** Incorporate these concepts into the tour - Storytelling, immersion, transformation

**Step 4:** Be prepared to share with the whole group
Next Steps

Now What?
Stay Connected!

PANDION
CONSULTING & FACILITATION
FACEBOOK GROUP

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Thank you!