ADVENTURE TRAVEL

Status Today. Where is it Going?
ADVENTURE TRAVEL

Status Today.
Where is it Going?
What is adventure?
What is adventure?
What is adventure?
What is adventure?
What is adventure?
ADVENTURE TRAVEL

Status Today.
Where is it Going?

for conquest
ADVENTURE TRAVEL

Status Today.
Where is it Going?

for transformation
DESTINATIONS
Marketing Essentials

- Know your market - know where they get their information
- Market thrill but showcase safety
- Make information reliable and available
- Be active on social media
- Talk sustainability and prove it!
- Be Aware of what's happening out there
- Be Agile

ADVENTURE TRAVEL
Status Today, Where is it Going?
Queen’s aides finalising Sussex ‘exit deal’ as Meghan greets her pilates pal in Vancouver

News
TOUR OPERATORS
Marketing Essentials

- Become specialists - find your niche!
- Know your game. No compromise.
- Know your travellers and where to pitch the adventure.
- Do not Greenhush - if you do it, flaunt it!
- Be Aware of what’s happening out there
- Be Agile
SUSTAINABILITY
What it Entails
ADVENTURE TRAVEL
Status Today. Where is it Going?

Environmental Sensitivity
Cultural Sensitivity
Contribution into the local economy
ADVENTURE TRAVEL

Status Today. Where is it Going?
The Future

More Technology

ADVENTURE

TRAVEL

Status Today. Where is it Going?

More Technology
The Future

More Responsible

ADVENTURE
TRAVEL

Status Today.
Where is it Going?
The Future

More Healthy?

ADVENTURE
TRAVEL
Status Today.
Where is it Going?