

## SOFT ADVENTURE

### Definition

Soft adventure is the term used to describe the type of adventure tourism that requires little or no experience and is low risk (as opposed to hard tourism which requires greater levels of skill and incorporates more of significant risk).

Soft adventure tourists may also use mechanised transport (cars, motorbikes, etc) and comfortable accommodation. Soft adventure activities are often based upon their hard adventure equivalents, although they occur at a less physically demanding level.

Examples include horse riding, snorkelling, canoeing/kayaking and walking in areas of outstanding natural beauty.



### Estimate of Global Market Size

The international adventure travel market is currently estimated at 9 million tourists per year, or just over 1% of all international tourist arrivals.

### Potential for Growth

The family soft adventure market is growing considerably, and this is expected to be a trend that will continue for at least the next 10 years. It is largely being driven by consumers who have experienced adventure tourism pre-family, and are now keen to take more adventure trips with their families.

“Baby boomers” (those people born between 1946 and 1964), are generally a more active generation than any of their predecessors. They also have more income and free time as they reach retirement. This trend will also increase the participation rate in soft adventure tourism.

Many tour operators specialising in soft adventure holidays are reporting annual growth rates of between 15%-20%. However, the average growth rate for the segment as a whole is expected to remain at about 10% per annum over the next decade.

### Brief Profile of Consumers

Typically, soft adventure tourists are in their 40s, are affluent and well educated. Women are just as predisposed to participate in soft adventure activities as men.

It is expected that the soft tourism market will be led by the 40-60 year olds by 2015.

### **Main Source Markets**

The main source markets for soft adventure are:

- United States
- Germany
- United Kingdom
- France
- Italy
- Scandinavia

### **Main Competing Destinations**

It is almost impossible to provide a list of destinations that can be most closely linked with the adventure tourism sector. Every country in the world has potential for adventure tourism, and it is how the tourist interacts with the environment that identifies whether adventure tourism is taking place. However, some countries are more closely associated with adventure tourism than others, and these tend to be the ones with large areas of wilderness, forest, mountains or desert. Rivers also attract adventure tourism seekers, as do destinations that are virtually untouched by tourism, such as Bhutan or North Korea.

The following destinations are considered to have had considerable appeal to the soft adventure market over the last decade:

- United States
- Canada
- Mexico
- Nepal
- Peru
- New Zealand

### **Key Tour Operators**

#### ***Geographical Expeditions***

United States

<http://www.geoex.com>

1008 General Kennedy Avenue, PO Box 29902, San Francisco, CA 94129-0902

Tel: 415 922 0448

Toll Free: 800 777 8183

Fax: 415 346 5535

Email: [info@geoex.com](mailto:info@geoex.com)

#### ***Lindblad Expeditions***

United States

<http://www.expeditions.com>

96 Morton Street, 9<sup>th</sup> Floor, New York, New York 10014

Tel: 1 800 EXPEDITION (1 800 397 3348)

#### ***Wikingen Reisen***

German  
<http://www.wikinger-reisen.de>  
Köln Str. 20, 58135 Hagen  
Tel: (+49) 23 31 90 48 04  
Fax: (+49) 23 31 90 48 91  
Email: individuell@wikinger.de

**Exodus**

United Kingdom  
<http://www.exodus.co.uk>  
Grange Mills, Weir Road, London SW12 0NE  
Tel: (+44) 845 863 9600

**Terres d'Adventure**

France  
<http://www.terdav.com/terdav>  
30 rue Saint Augustin, 75002 Paris  
Email: info@terdav.com

**Key Points for Marketing and Distribution**

Due to the diversity of the adventure tourism market, most publications tend to be focussed rather than broad (i.e. they focus on one particular activity rather than a range of activities). Consequently, there are few obvious adventure publications. However, national newspapers offer good opportunities.

*United Kingdom: The Sun – travel section*  
<http://www.thesun.co.uk/sol/homepage/travel>

*United Kingdom: Daily Telegraph - travel Section*  
<http://www.telegraph.co.uk/travel>

*United Kingdom: Wanderlust*  
<http://www.wanderlust.co.uk>

*United States: New York Times - travel Section*  
<http://travel.nytimes.com>

*United States: USA Today – travel section*  
<http://www.usatoday.com/travel>

*United States: Adventure Sports Online Directory*  
[www.adventuresports.com](http://www.adventuresports.com)

*Germany: Bild*  
<http://www.bild.t-online.de/BILD/lifestyle/reise/home/reise.html>

*Germany: Faz Frankfurter Allgemeine Zeitung*  
<http://www.faz.net>

**Social Networks**

*X3M People – Social adventure network*  
<http://x3mpeople.com>

### **Trade Fairs**

DEMA Show

United States

Only international trade fair for diving, action water sports and adventure travel industries.

October

<http://www.demashow.com>

The Outdoor Adventure and Travel show

Canada

<http://www.outdooradventureshow.ca/vancouver>

Adventure Sports Fair

Brazil

The largest adventure sports event of Latin America

September

<http://www.adventurefair.com.br/english>

Adventures In Travel Expo

United States (has 4 shows in New York, Chicago, Long Beach and Washington)

The leading active and adventure travel events in the US

Jan/Feb/Mar

<http://www.adventureexpo.com>

### **Additional Information**

#### **General Information**

*Adventure Sports Directory*

<http://www.adrenalinepages.com>

*Adventure Travel Trade Association*

<http://www.adventuretravel.biz>

#### **Industry Standards**

*Adventure Travel Trade Association (ATTA)*

*ATTA works to promote the adventure travel market*

<http://www.adventuretravel.biz>

## SPORTS TOURISM

### Definition

Sports tourism refers to international trips specifically taken to watch sporting events.

Common examples include international events such as world cups (soccer, rugby, cricket, etc), the Olympics and Formula 1 Grand Prix, regional events (such as the soccer European Champions League), and individual (non-team) participant sports such as tennis, golf and horse racing.



### Estimate of Global Market Size

The most popular global sporting events are the soccer FIFA World Cup and the Olympics, followed by the European Football Championships. However other popular sporting events also attract a large number of international visitors. These include the Rugby Union World Cup and Formula 1 Grand Prix.

- The FIFA Football World Cup held in France in 1998 attracted 900,000 international football fans and generated \$12.3 billion.
- It is estimated that the 2000 Olympics in Sydney generated 111,000 additional international arrivals to Australia specifically travelling for sports tourism.
- Euro 2004 (the European Football Championships) attracted 500,000 sports tourists to Portugal, generating \$320 million for the Portuguese economy.
- The Monaco Grand Prix (which alongside the Indy 500 and Le Mans is one of the most famous motor racing fixtures of the year) attracts 200,000 visitors over its four-day duration.
- The 2007 Cricket World Cup staged in the Caribbean was thought to have generated an additional 100,000 visitors who travelled specifically for the tournament.

Whilst the number of sports tourists fluctuates on an annual basis depending on the events taking place (it is greatest during FIFA World Cup and Olympics years), on average an estimated 12 million international trips are made for the main purpose of watching a sporting event.