

TREKKING

Definition

Trekking refers to travel by foot through remote destinations that are, in most cases, inaccessible and unknown to the visitor. This type of holiday is mainly taken in mountainous regions, although this is not a requirement.



Estimate of Global Market Size

Due to varying definitions of trekking (and the lack of a clear definition dividing walkers and trekkers), there are no readily available statistics regarding market size.

However, it is possible to estimate the global market size of the trekking industry by interpreting various arrival figures for the main trekking destinations. Consequently it is estimated that holidays for which the main purpose is trekking number around 5 million each year.

However, it is a much bigger segment than this, as many tourists take a one or two day trek as an add-on to a holiday that would be mainly classified as being for another purpose of visit. Therefore, in terms of general participation it can be considered as a potentially large market segment.

Potential for Growth

Trekking is a rapidly expanding segment, with increasingly active travellers looking for challenges that do not necessarily require specialist equipment or a guide, although still offer a considerable physical challenge and a sense of achievement at the end.

Growth rates of between 10%-15% are being experienced in many trekking destinations, and those that actively market themselves can expect to achieve rates that exceed this for the foreseeable future. However, environmental issues, such as damage to paths and surrounding areas, are likely to be the main constraining factors to its growth.

Brief Profile of Consumers

Trekkers are generally affluent and well educated. They have high disposable income and are mainly from the 30 to 60 year old age group.

The gap year market also attracts significant numbers of trekkers, however it contributes less economic benefit than the 30-60 age group. The gap year trekker participates in the activity as one of a whole range of activities undertaken in the destination, making it difficult to quantify the size of the market segment.

Main Source Markets

The main source markets for trekking are those with considerable interest in outdoor activities, in particular:

- United States
- Canada
- Germany
- Italy
- United Kingdom
- Scandinavia

Emerging Markets

- Japan

Main Competing Destinations

Trekking is an activity that is being developed in most destinations, in particular through areas of outstanding scenery. However, the premier trekking destinations are generally considered to be:

- Everest Base Camp, Nepal
- Annapurna, Nepal
- Kilimanjaro, Tanzania
- Inca Trail, Peru
- The Alps, Europe (primarily France)

Key Tour Operators

Wilderness Travel

United States

<http://www.wildernesstravel.com>

1102 Ninth Street, Berkeley, CA 94710

Tel: 1 800 368 2794, 510 558 2488

Fax: 510 558 2489.

Trek America

United Kingdom/United States

<http://www.trekamerica.co.uk>

Grange Mills, Weir Road, London, SW12 0NE

Tel UK: (+44) 845 330 6095

Tel US: 1 800 TREKUSA

Trekking.net

<http://www.trekking.net>

Germany

Trekking.net, Caputh, Spitzbubenweg 34, 14548 Schwielowsee

Tel: (+49) 30 20 61 64 88 8

Fax: (+49) 30 20 61 64 88 9

Key Points for Marketing and Distribution

Many of the adventure specialists choose to advertise in industry specific publications, in particular:

United States: Backpacker Magazine
<http://www.backpacker.com>

United States: Leading active lifestyle and adventure travel magazine
<http://outside.away.com>

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

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

United States: American Hiking Society
<http://www.americanhiking.org>

Industry Standards

No universal standard, although ecotourism is key in establishing trekking routes that give back to the local community. In Nepal they have a Porter's Progress Programme that aims to improve the rights of porters