

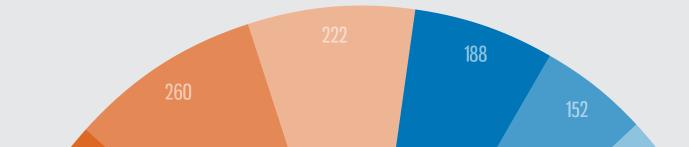
# The Adventure Traveler

## **CHANGING PRIORITIES**

In 2005, working with researchers from Michigan State University, the Adventure Travel Trade Association (ATTA) derived what has become the industry definition of adventure travel: a mix of nature, physical activity, and culture. The importance adventure travelers place on culture was a significant finding.



Ten years later, the ATTA teamed up with the same research team to take the pulse of the adventure traveler in 2017. The results tell the story of an evolving adventure traveler for whom the motivations for adventure travel are first and foremost:



359

54

83

## **Motivations** for Adventure Travel

Transformation

"Personal Growth and Challenge" "Accomplishment, Achievement" "Gratitude and Mindfulness"

Fun & Thrills

"Adrenaline Rush"

"Excitement"

"Feel Alive"



"Broadened Perspective" "Expanded Horizons"





#### Learning "New Skills, Knowledge & Insight"

"New Experiences" "Enriching Overall Experience"



**Meaningful Stories** "Reminiscing" "Experiences To Remember"

"Photos"



#### Nature & Discovery

"Environment" "Beauty of Nature" "Beautiful Scenery"

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**Physical Health** 

"Exercise"

"Fitness"

"Strength"



#### Mental Health

"Escape & Renewal" "Clear Mind" "Peace & Relaxation"



"Unexpected Experiences" "Going Somewhere Others Don't" "Feeling of Accomplishment"

Researchers analyzed more than 1000 write-in responses, identifying common terms and the frequency with which they appeared. The phrases above are the words used by adventure travelers when describing why they seek out adventure experiences.

## LESS FOCUS ON RISK

In 2005 survey, travelers mentioned the terms 'risk', 'hard core', 'extreme', 'physical', 'exertion', 'danger', 'power'.

### Now in 2017, risk is barely a mention.

Travelers are now focused on

**BEING IN A NATURAL ENVIRONMENT** 

LEARNING

**MEANINGFUL EXPERIENCES** 

**Expanded Worldview** 

"Cultural Understanding"

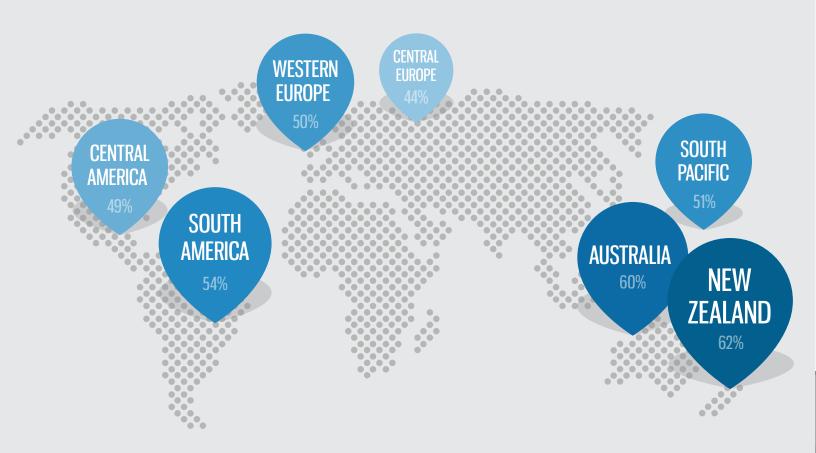


"Bonding"

"Learn About Others"

"Meeting New People"

## **ADVENTURE TRAVELER FUTURE DESTINATIONS**





Activities adventure travelers most associate with 'adventure'.







#### **RESEARCH INFORMATION**

This research was conducted by Drs. Paige P. Viren and Alison K. Murray of East Carolina University, Dr. Christine A. Vogt, Arizona State University, in partnership with the Adventure Travel Trade Association and the support of Outside Magazine. Using Outside Magazine subscribers as a sampling frame, a random sample of

#### subscribers were surveyed. Responses were then weighted to represent an even male/female split. A total of 1,017 usable surveys were received.



BACKPACKING

