

New 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.**

Definition of Adventure Travel



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:



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

ADVENTURE TRAVELER FUTURE DESTINATIONS



ADVENTURE TRAVELER ACTIVITIES

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.