

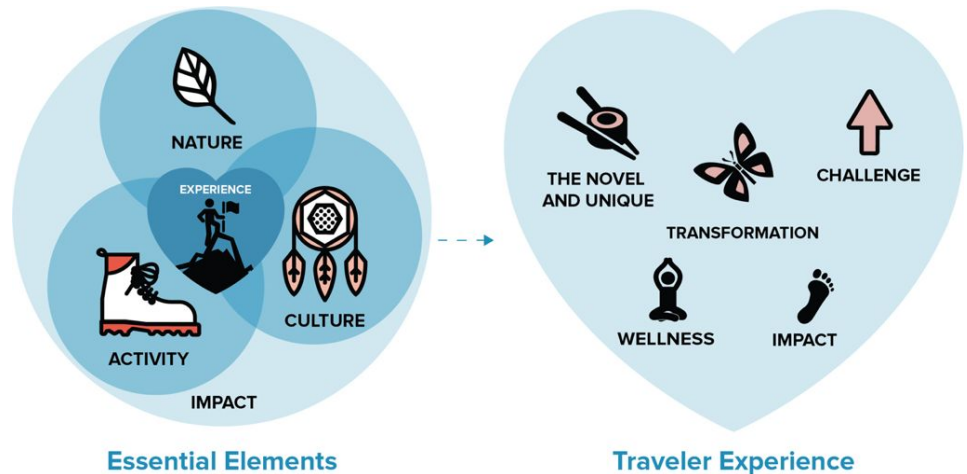


MEDIA FACT SHEET

Media Contact: Amy Brown, Digital Creative and Communications Manager
amy@adventuretravel.biz | [@adventuretweets](https://twitter.com/adventuretweets)

Definition of Adventure Travel

As defined by the ATTA adventure travel describes trips that provide experiences (both mental and physical) to places which are novel or unique to the traveler, emphasize the natural environment, and provide challenge through experiences of culture, activities that promote physical health, and excitement/fun. (Source: North American Adventure Travelers)



Adventure Travel Market Size

- By ATTA's projections the international adventure travel market can be valued conservatively at \$683 billion in 2017, showing 21% CAGR since 2012, when the market was valued at \$263 billion. (Source: 2018 Travel Trends Report)

Economic Impact of Adventure Travel

- Tourism also growing faster than the global economy and other industries such as manufacturing, retail and financial and business sectors. ([SOURCE: WTTTC TRAVEL & TOURISM GLOBAL ECONOMIC IMPACT & ISSUES 2018](#))

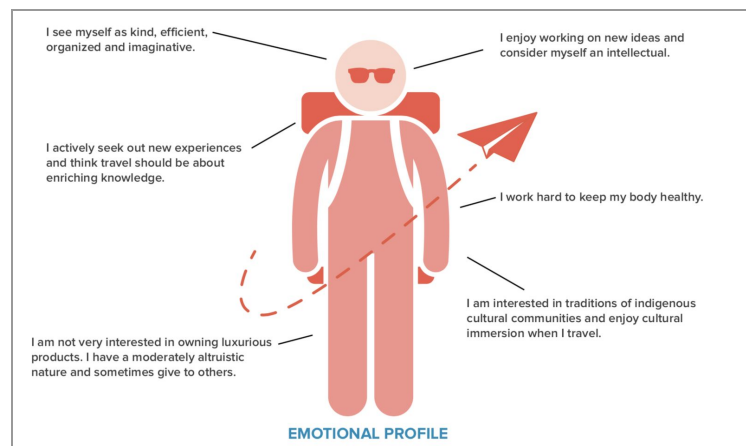


- Adventure tourism, dominated by small businesses in rural areas and wilderness environments, has a deeper impact on human and nature capital producing 2.6 local jobs per \$100,000 USD tourism receipts, compared to mass tourism, which produces 1.5 local jobs, and views the protection and promotion of these resources as central to its continued success. (SOURCE: ATWS Conference Report, "Measuring the Impact of Adventure Travel. Presented by Edmund Morris, FHI 360 and [USAID - LENS](#). Salt, Argentina October 16 - 19, 2017.)
- For every guest, 66% of the total trip cost remains in the destination. (Source: [2018 Industry Snapshot](#))



Who is the Adventure Traveler?

- Majority of adventure travelers in a recent survey describe themselves as being kind, efficient, organized, imaginative, finding novel solutions, agreeable, creative, and original. (Source: North American Adventure Travelers)





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- Increasingly more important to adventure travelers in their travels is Transformation, Expanded Worldview, and Learning. (Source: North American Adventure Travelers)
 - Travelers are seeking wellness/betterment, digital detox, pampering/luxury and using adventure travel as a status symbol report in satisfying motivations for travel. (Source: 2018 Industry Snapshot)
 - Tour operators report 53% of clients are women; couples are the most prevalent group type followed by groups, solo travelers, and families, in that order. (Source: 2018 Industry Snapshot)
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2018 Top Trends

Destinations - Eastern Europe, Scandinavia, Southern Africa, and Southeast Asia are reported as the hottest destinations for 2018 (Source: 2018 Industry Snapshot).

Top Activities & Trip Type - Adventure travelers are most interested in hiking as an activity, with custom itineraries reported the hottest trip type. There is also a notable increase in travelers seeking experiences that allow them to unplug, however only 7% of all leisure travel consisted of primarily wellness trips. (2018 Travel Trends Report; 2018 Industry Snapshot)

Trip Duration - The average adventure travel trip duration is 8 days; companies are also responding to a “slow travel” trend where visitors are staying in areas for extended periods of time due to their lifestyle provided by either working remotely, taking a year off between jobs, or retiring earlier. (Source: 2018 Industry Snapshot; 2018 Travel Trends)

2018 Strategic Initiatives

In 2018, the ATTA has committed to addressing issues, creating awareness and providing education for the adventure travel audience on the following [four initiatives](#):

Women in Leadership

In recent years the ATTA has seen an increase in the interest of Women’s Leadership within the travel industry. While we have discovered through research that the adventure travel industry is above average in most cases in regards to the perceptions and roles of women in the workplace, we feel that it is important to continue to shine



light on the subject and reach equality.

The ATTA will continue its dedication to educating women and men around the complex issues facing people in the workplace; offering women opportunities as leaders and speakers; spotlighting businesses' energy around diverse leadership; and crafting internal structure and educating our team on diversity. Already the ATTA has conducted research on women in the industry, hosted a leadership seminar at the annual Adventure Travel World Summit, increased the amount of female speakers, and published more news with a focus on women.

Eliminating Plastics

As plastic waste continues to become a problem for the global environment, the ATTA recognizes its opportunity to effect change and become a community leader in eliminating single-use plastic water bottles within the adventure travel industry. As part of the initiative the ATTA will focus on travel trade and consumer audiences to collect data, create education, generate awareness, and collaborate with industry partners to develop programs offering a variety of solutions for businesses who are interested in eliminating plastics. The ATTA has conducted an industry survey and invites business already active in eliminating single-use plastics to share more or learn how they can be involved by sending an email to: eliminatingplastics@adventuretravel.biz.

Climate Action

The ATTA values include a responsibility to minimize negative impacts and maximize the positive benefits to the environment in its business operations. As an organization that manages global events; education and training; and destination promotion – all of which require significant worldwide travel by staff and industry members - the ATTA recognizes both the need to offset the impact on the environment, and the opportunity to lead through example of possible ways to do so. The ATTA is executing a strict, Measure, Mitigate, Educate, and Reduce strategy and will partner with industry leaders to understand its total impact and the possibilities to effectively reduce that impact. The ATTA will use its experience to educate the industry and act as a facilitator for adventure travel industry members and destinations who are interested in participating.

Youth Leadership

The ATTA believes it is important to engage the youth as a way to nurture and grow its next generation of industry leaders and business owners. Youth are a resource for fresh talent that is attuned to recent technologies and social dynamics which would enhance the adventure travel industry's preparedness to work with the next generation of travelers. The ATTA is planning on a number of programs aimed at introducing the adventure travel industry to youth including but not limited to:

- Recognition of up-and-coming individuals as entrepreneurs, innovators, researchers
- Public speaking engagements



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- Event breakout sessions
- Increase in media attention through our own communication channels
- Engaging universities and outdoor programs to introduce career options within the adventure travel industry

Partners interested in collaborating or learning more about the initiative can reach out to info@adventuretravel.biz for more information.

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About Adventure Travel Trade Association

Established in 1990, the Adventure Travel Trade Association (ATTA) today is widely recognized as a vital leadership voice and partner for the adventure travel industry around the world.

Membership + Trade

The membership and trade organization is designed to be a force for the industry and exists to drive thought leadership, industry promotion, and opportunities to network and convene globally to create trade and business health. It currently serves more than 1,000 members in 100 countries worldwide. The constituency is made up of tour operators, tourism boards, specialty agents, and accommodations all sharing a vested interest in the sustainable development of adventure tourism.

Adventure 360 - Business Services + Events

Through its growing business services division, the ATTA delivers a portfolio of strategic solutions and a robust ecosystem of events around the globe. Those events include AdventureNEXT which focuses on regional promotion and partnerships; AdventureELEVATE a North American-based educational conference; and the premiere adventure travel global conference, the Adventure Travel World Summit. With specialized expertise in research, events, education, media, and promotion, the ATTA business service division is able to provide valuable solutions to a broad set of partners across many verticals of business.

Adventure Travel Conservation Fund

In 2016 the ATTA partnered with other leaders from the adventure travel industry to start the Adventure Travel Conservation Fund (ATCF), a nonprofit that provides funding, connections and an international spotlight on projects that protect the cultural and natural resources which underpin the adventure tourism industry. 100% of membership dues go towards funding these international projects. Each year members nominate projects, which are then vetted and finally voted upon by the ATCF membership.

601 Union Street, Suite 4200, Seattle, WA 98101, United States



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Quick Links:

- [ATTA Homepage](#)
- [Events](#)
- [Research](#)
- [AdventureEDU](#)
- [AdventureTravelNews](#)
- [ATTA Consumer Site - Adventure.Travel](#)

601 Union Street, Suite 4200, Seattle, WA 98101, United States

 adventuretravel.biz

 +1 360.805.3131

 info@adventuretravel.biz