

GENY

HERE'S WHAT IT'S ABOUT:
GLOBAL PEOPLE
FAST PACED
SMART, CREATIVE
GO FAR
DO GOOD
NO BULL
THE REAL DEAL

XOLA

**Beyond the Adrenaline Rush:
Rethinking Traditional Adventure
Travel Marketing For Gen Y**

EXECUTIVE SUMMARY

This report provides survey data analysis for the adventure travel industry. Data was gathered from a focused survey of North American and Western European GenY travelers and the following report offers information about the attitudes, preferences, and lifestyles of these people as they relate to adventure travel. The report offers marketing recommendations including suggestions for positioning, messaging, and media channels for the adventure industry to use in attracting this important and growing market.

Respondents in this survey were “self-selected” (not randomly polled) and accessed the survey from a popular Internet social networking site (www.facebook.com), a travel magazine website (Bravenewtraveler.com), and a website dedicated to people with a specific interest in sustainable adventure travel (www.travelofftheradar.com) in the spring of 2008.

SIGNIFICANT FINDINGS

- 82% choose destination before deciding budget
- 50% include cultural experiences in their definition of “adventure”
- 82% have a bachelor degree or higher
- 74% use websites to research trips
- 26% read the Economist magazine
- 80% eat out more than twice a week
- 50% prefer organic food

MESSAGES THAT RESONATE WITH GENY:

AUTHENTICITY
CHALLENGE
AFFORDABILITY
REMOTENESS
UNIQUE
LEARNING SOMETHING
NEW AND VALUABLE
RISK
UNUSUAL

MARKETING RECOMMENDATIONS

When marketing to GenY, adventure travel should emphasize its “coolness.” Highlight trips for providing a more meaningful experience than would be possible with traditional, packaged travel services.

Creating exclusivity around destinations or products by drawing comparisons with popular destinations — places that everyone goes to, or things that everyone does — will appeal to GenY travelers.

Seek out new partnerships for adventure tourism marketing, for example with gear retailers, sellers of organic food, artists who perform international and indie music.

Market to GenY where they least expect it. Target your messaging

micro-specifically to location and activity; use bold graphics and simple, concise text to get positive results. For example:

- To market the relatively unexplored central region of Peru to a GenY adventure traveler an email message sent three months before a known holiday period with a single picture of a person hiking in the Huayhuash Range, might include the simple statement “Hike the High Andes in Peru” — with a link to more information.
- To market the under-visited state of Assam in NE India, a picture of the bustling Kamakya Temple in Guwahati for example, might be accompanied with the tagline “Mix With the Hindu Faithful for an Afternoon.”



REPORT OVERVIEW

The full report is organized into 5 sections:

1. Introduction

- Study Method
- Literature Review
- Definitions

2. Findings: Defining Characteristics of GenY

- GenY Traveler Demographic Profile
- Adventure Experiences
- Travel Planning
- Trip Duration
- Travel Spending
- Dream Destinations
- Understanding the Link Between Travel and Identity

3. Marketing Adventure to GenY

- Product Positioning
- Messaging
- Channels

4. What's Next?

5. Appendix: List of Survey Questions

This study was conducted by Natasha Martin (Natasha@xolaconsulting.com) a consultant with Xola Consulting, Inc. Natasha has experience working in destinations around the world and in 2008 supported adventure and community tourism development planning and marketing assignments in India and Peru.

Xola Consulting, Inc. (www.xolaconsulting.com) specializes in consulting and research services for the adventure tourism industry, providing expertise to both entrepreneurial adventure tour operators and government tourism boards and destination management organizations. Xola also publishes Off the Radar (www.travelofftheradar.com), an online newsletter and website providing information to adventure travelers about the best sustainable adventure travel destinations and trips.

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Natasha flies the Xola colors on assignment in Huascarán National Park, in the Cordillera Blanca — the world's highest tropical mountain range — in central Peru.