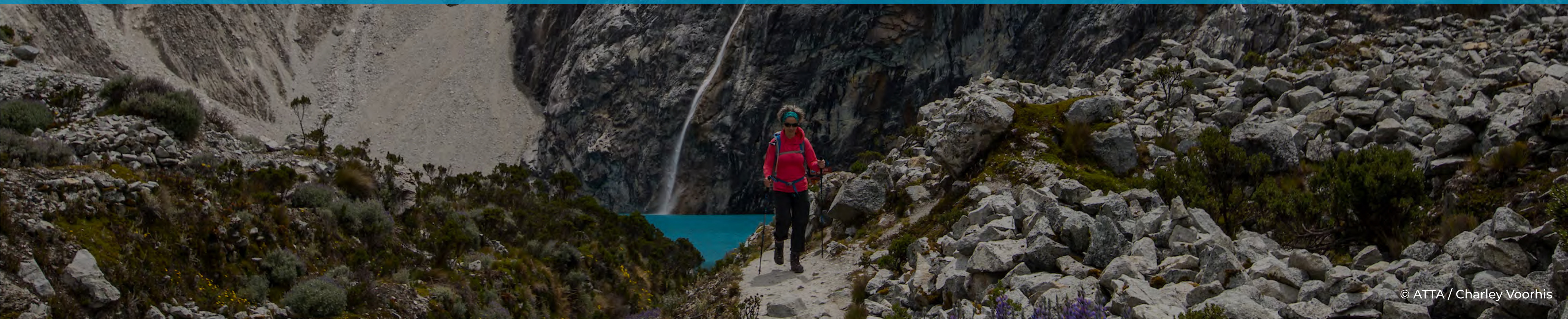




**ADVENTURE TRAVEL**  
TRADE ASSOCIATION

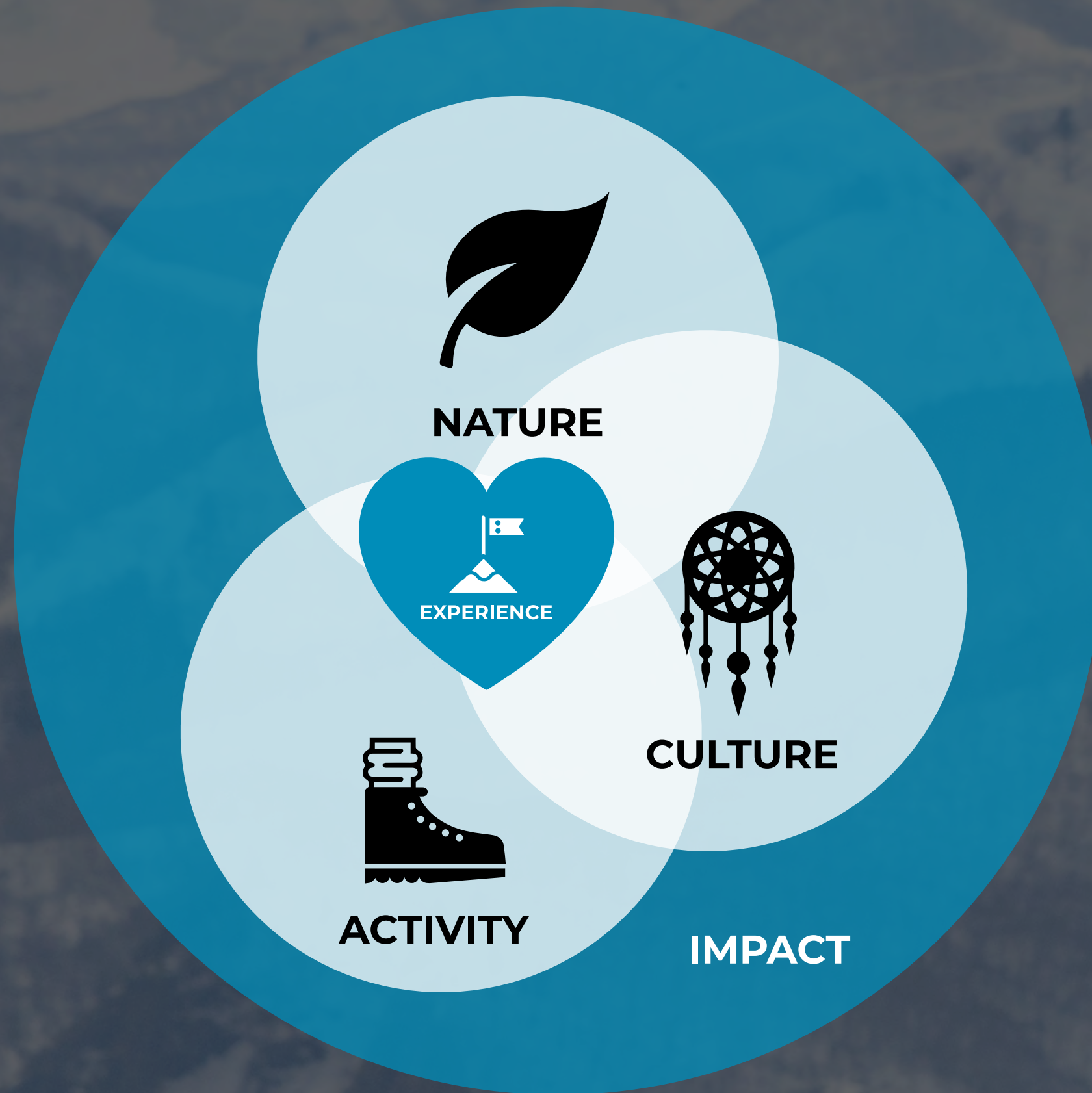
# Adventure Travel Overview & Market Sizing





# What is Adventure Travel?

## COMPONENTS OF AN EFFECTIVE ADVENTURE TRIP



Source: North American Adventure Travelers: Seeking Personal Growth, New Destinations, and Immersive Culture (ATAA, East Carolina University, Outside magazine)

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# Adventure Travel Expenditures

Global tourism  
expenditures =  
**\$2.3 trillion**

Global adventure  
tourism expenditures =  
**\$683 billion**

U.S. adventure  
tourism expenditures =  
**\$96 billion**



**100%**

**30%**

**14%**



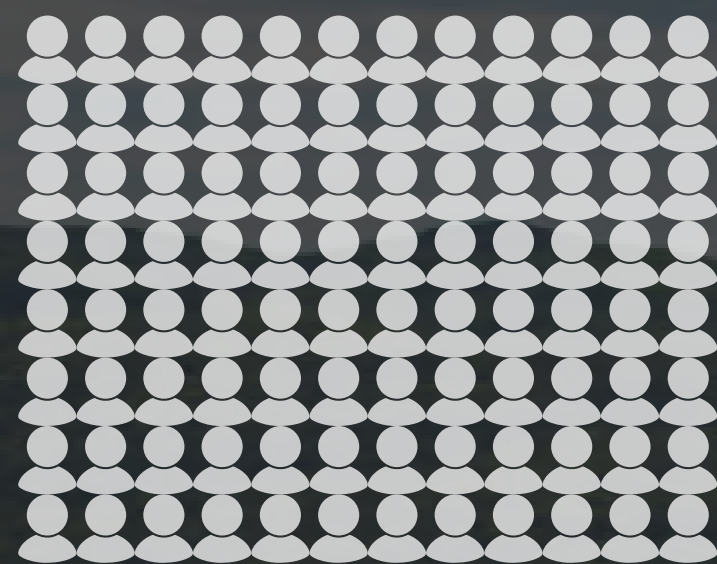
Sources: Euromonitor's Travel & Tourism Global Economic Impact & Issues 2017 // Projections based on combined data from Euromonitor & ATTA // 2019 Shaping the Future of Adventure and Cultural Travel Report (ATTA & IFC/World Bank Group)

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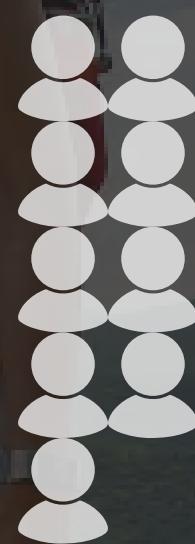


# Market Impacts

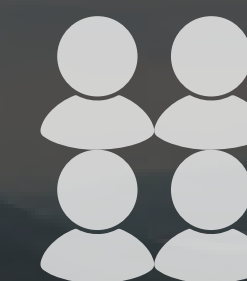
**Generating \$10,000 USD in the local economy takes:**



**Cruise Tourists**



**Overnight Package Tourists**



**Adventure Travelers**

## Mass Tourism

**14%**

of revenues remain in the country

**1.5** 

local jobs per \$100,00 USD

## Adventure Tourism

**65%**

of revenues remain in the country

**2.6** 

local jobs per \$100,00 USD





# U.S. Outbound Adventure Travelers

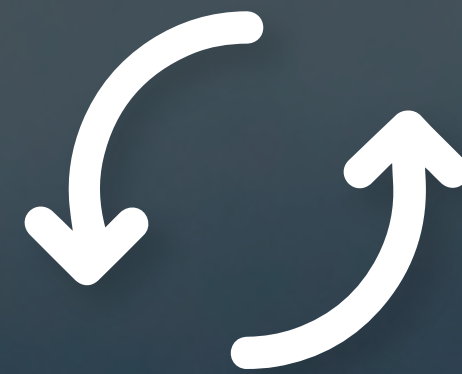


## Adventure Intensives

**7%** of the U.S. population  
(15 million people, average spend  
per person = \$2625), worth

**\$40 billion USD**

- » Willing to endure some discomfort for an interesting experience
- » Want to push their limits
- » Winning is important
- » Actively seek out destinations where the culture and lifestyle is different than their own
- » Identify as social media users

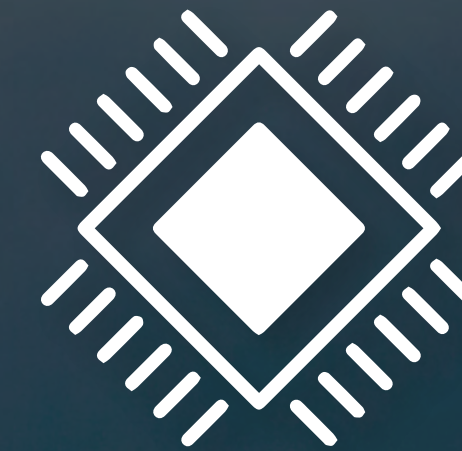


## Experience Samplers

**8%** of the U.S. population  
(17.5 million people, average spend  
per person = \$1838), worth

**\$32.2 billion USD**

- » Want to get the most out of life
- » Willing to take risks and like experiences with some element of danger
- » Looking for excitement
- » Are generally interested in culture, but don't want to sacrifice comfort in the process
- » Identify as social media users



## Cultural Explorers

**4%** of the U.S. population  
(8.5 million people, average spend  
per person = \$2806), worth

**\$23.8 billion USD**

- » Most interested in engagement with cultural experiences
- » Want to enrich their knowledge
- » Look for destinations where the culture and lifestyle is different from their own
- » Don't mind a language barrier
- » Prefer traditional to social media







FOR MORE INFORMATION OR MEDIA QUERIES, PLEASE CONTACT:

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