

Sunday, 11/14/2010

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Survey reveals untouched adventure sectors

11/10/2010 2:00:00 PM

Tour operators were warned today that they are missing out on business from particular consumer sectors. Research from Xola Consulting and the Adventure Travel Trade Association (ATTA) has indicated that tour operators can be the 'middle man' in finding the right product for adventure travellers, particularly in the non-luxury and eco groups. "There is a lack of interconnection between travellers and product," explained Christina Heyniger, president at Xola Consulting. "As well as eco-tourism and adventure travel, there is an eco-adventurer market that destinations should try to focus on. This consumer is driven by the desire for an awakening or an important experience that they cannot get at home." Meanwhile, Chris Chesak from ATTA asked the industry to view adventure travel in a broader spectrum. "The perception is that adventure travel is hardcore, but for us it includes physical activity in an outdoor setting with a cultural offering too," he said. Under this definition, Xola found that Europeans were most likely to travel to Spain, USA, France, Italy and Egypt to pursue adventure activities.

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