

# Tourism Industry Research

April 1 2007

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## The Adventure Traveller

According to the 2006 Adventure Travel Industry Research Round-Up report, due to the broad appeal of adventure travel, and the fact that it can be appreciated on multiple levels, obtaining a clean picture of a “typical” adventure traveller is challenging. The report suggests adventure travellers run the gamut from professionals to students, with a variety of backgrounds and interest areas.

The typical Adventure Traveller in 2005:

- \* 58% are male
- \* 32% are 45 and over
- \* 52% are married
- \* 79% are Caucasian
- \* 52% have children under 18
- \* 42% have household income was in the \$40k-79k US range in 2005



At first glance it would be tempting to focus marketing only on the 58% which are male, however less evident is the *opportunity* that exists in this demographic profile: **women & races other than Caucasian**. In addition, given that nearly half of the current adventure travel population is oriented to families with kids under 18, the industry may consider focusing more attention on **families**.

Increased awareness of sustainable tourism and environmental conservation suggests these consumers will commit to time and resources to these topics and will seek companies aligned with their values in these areas. The spending levels of adventure travellers range between \$500 to \$9,000 US per person per trip. Type of trip adventure travellers prefer are **experiential, little-explored destinations, and volunteer vacations**. Favored activities include: bicycling (38.2%), fishing (34.5%), hiking (34.2%), camping (30.4%), and trail running (18%). Activities with broad appeal share the following characteristics: **easy access, easy to learn, done in a day, require less specialized gear**.

To download the full report: [http://www.xolaconsulting.com/xola\\_report\\_final.pdf](http://www.xolaconsulting.com/xola_report_final.pdf)



## German Travellers Love The Outdoors

Did you know Germany is the world leader in terms of trips and nights spent abroad, and comes second only to the US in terms of travel spending? In 2002, nearly 100,000 German travellers entered Canada directly through British Columbia.

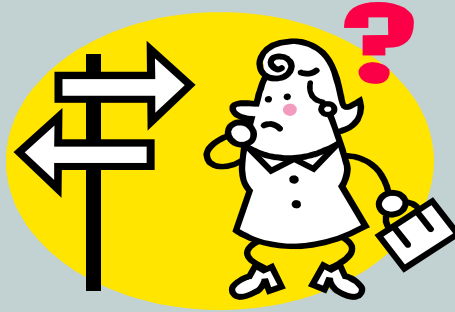
A German survey found that 80% of German outbound pleasure travellers stated that an unspoiled environment was crucial to whether or not they were satisfied with the holiday. German visitor inquiries to the Tourism Vancouver Island office are usually ‘nature based’: 71% of German inquiries ask for the Outdoor Guide (3rd highest % within a market after AB & BC ), 54% ask for Marine Wildlife Watching information, 48% ask for Bear Watching information, 41% ask for Hiking/Walking Tour information, and 31% ask for Campground/RV Park information.

Find out more about the German Market by viewing Tourism BC’s profile:

[http://www.tourismbc.com/research/market\\_profiles/tbc\\_marketprofile\\_germany.pdf](http://www.tourismbc.com/research/market_profiles/tbc_marketprofile_germany.pdf)

## Travel—Decision Making Process of U.S. Residents

**“In choosing a destination, two conditions were important to a majority of American travellers: *Feeling safe at the destination (72%) and having convenient access to the destination by car (51%).*”**



In the last two years, 79% of adult Americans, or 176 million Americans, took at least one overnight trip. Canada has remained the top foreign destination visited by Americans for overnight trips in the last 10 years. 30% of the 176 million overnight trips were to British Columbia. What influences their decision making when considering a trip to Vancouver Island?

Here is a glimpse of the findings in a 2007 Tourism BC report on the travel activities and motivations of U.S. residents:

- The majority of American overnight pleasure travellers started their trip-planning process by considering the **destination** they wanted to visit, rather than activities or travel experiences.
- There are five types of benefits that 50% or more of American travellers find highly important when they take overnight pleasure or vacation trips. Three relate to the **impact of travel on mental health** associated with boredom, routine work and highly structured life while the other two relate to **developing lasting relationships and memories**.
- 85% of all American travellers used travel to **relieve stress** in one form or another. Some 54% of travellers reported that they sought **knowledge and mental stimulation**, while 69% wanted to **maintain or improve relationships**.
- Two-thirds (67%) of the American travellers indicated that the choice of the destination for a pleasure or vacation trip is very or extremely important to them (at least as important as buying a house or car).
- In choosing a destination, two conditions were important to a majority of American travellers: **Feeling safe at the destination (72%)** and having **convenient access to the destination by car (51%)**.
- Among American travellers, 79% rate **comfort and safety** as highly important, and 67% rate **the cost of travel** as highly important.

To Download the full report: <http://www.tourismbc.com/PDF/TAMS%20US%20%20Overview.pdf>

Carolyn Soucie  
Research & Visitor Services  
Coordinator  
**Tourism Vancouver Island**  
Suite 203, 335 Wesley Street  
Nanaimo, BC  
V9R 2T5  
Tel: 250-754-3500  
Fax: 250-754-3599

## Tourism Vancouver Island Visitor Inquiries



In 2007 Year-to-date Tourism Vancouver Island’s visitor inquiries have almost **tripled!** It is encouraging to report that all our geographic markets have increased year-to-date over last year. All U.S. long-haul markets are showing increases, including some with increases larger than 80%.

|                       |         |
|-----------------------|---------|
| IDAHO                 | UP 200% |
| AUSTRALIA/NEW ZEALAND | UP 188% |
| ARIZONA               | UP 163% |
| UNITED KINGDOM        | UP 160% |
| GERMANY               | UP 152% |
| FLORIDA               | UP 146% |
| BRITISH COLUMBIA      | UP 121% |
| TEXAS                 | UP 119% |
| CALIFORNIA            | UP 87%  |

Everyone needs  
a little Island time.