



**Experience design and  
nature conservation via  
VIsitor MOnitoring and  
MAnagement in protected  
areas**

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• Visegrad Fund



# Crucial Details for Successful Adventure Travel



# Facts

**Adventure tourism** is a type of tourism involving travel in order to take part in physically challenging outdoor activities.

A few **key findings** in last year's:

- Top adventure activities are **cycling, hiking, safaris, culinary activities, and wellness-focused** activities
- **Custom itineraries** remain in high consumer demand
- The most popular itinerary is priced at **\$2,900** (for 8 nights), 70% of which (\$2,030 on average) is spent with local suppliers
- 43% of adventure travel tour operator clients are between the ages of **40-70** years
- The average age of the adventure traveler is **49** years old
- The average **cost per day of a trip in North America** in 2022 was about \$450

New research conducted by the Adventure Travel Trade Association (ATTA) in conjunction with researchers from East Carolina University reveals that, more than any other motivating factor, adventure travelers are seeking **transformative experiences**.



# Motivations for Adventure Travel



## Transformation

"Personal Growth and Challenge"  
"Accomplishment, Achievement"  
"Gratitude and Mindfulness"



## Expanded Worldview

"Broadened Perspective"  
"Expanded Horizons"  
"Cultural Understanding"



## Learning

"New Skills, Knowledge & Insight"  
"New Experiences"  
"Enriching Overall Experience"



## Nature & Discovery

"Environment"  
"Beauty of Nature"  
"Beautiful Scenery"



## Mental Health

"Escape & Renewal"  
"Clear Mind"  
"Peace & Relaxation"



## Fun & Thrills

"Adrenaline Rush"  
"Excitement"  
"Feel Alive"



## Connection

"Bonding"  
"Learn About Others"  
"Meeting New People"



## Meaningful Stories

"Reminiscing"  
"Experiences To Remember"  
"Photos"



## Physical Health

"Exercise"  
"Fitness"  
"Strength"



## Unique Experience

"Unexpected Experiences"  
"Going Somewhere Others Don't"  
"Feeling of Accomplishment"

# Question 1: What do you offer?

**Motive**

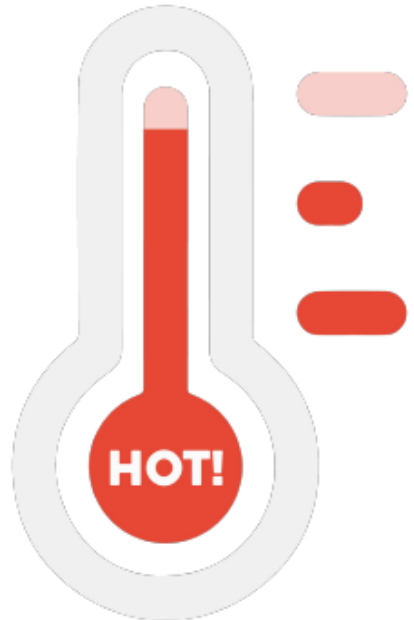
**Guest type**

**Hot or Cold trends**

**Time of a year**

# Question 2: Who will lead the tours?

# “HOT” TRENDING **MOTIVATIONS** FOR ADVENTURE TRAVEL



**1.** New Experiences



**2.** Go Off the Beaten Track



**3.** To Travel Like a Local



**4.** Cultural Encounters



**5.** Wellness/Betterment Goals



**6.** Cultural



**7.** Adventure Travel as a Status Symbol



**8.** Pampering and Luxury

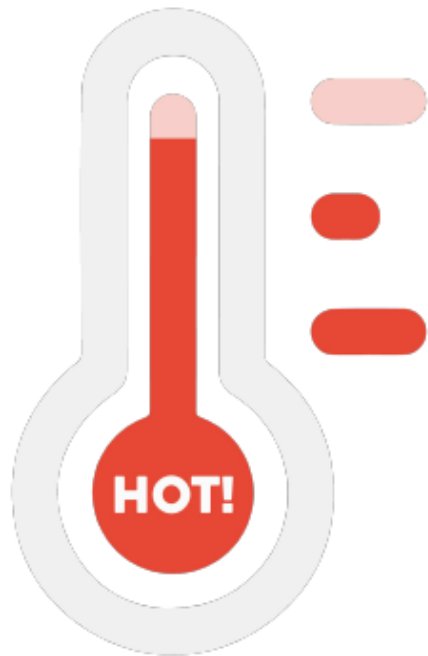


**9.** Digital Detox (Unplug)



**10.** Bleisure/Workcation

# “HOT” TRENDING HIGH-DEMAND TRIPS



**1.** Custom Itineraries



**2.** Greener/Sustainable/  
Low Impact Itineraries



**3.** Slow Travel Itineraries



**4.** Domestic/Regional  
Travel



**5.** Expert or Specialist-  
Guided Trips



**6.** Remote Destinations/Trails



**7.** Wellness and Mindfulness  
Itineraries



**8.** Diversity-Equity-Inclusion/  
Cultural Heritage Tours

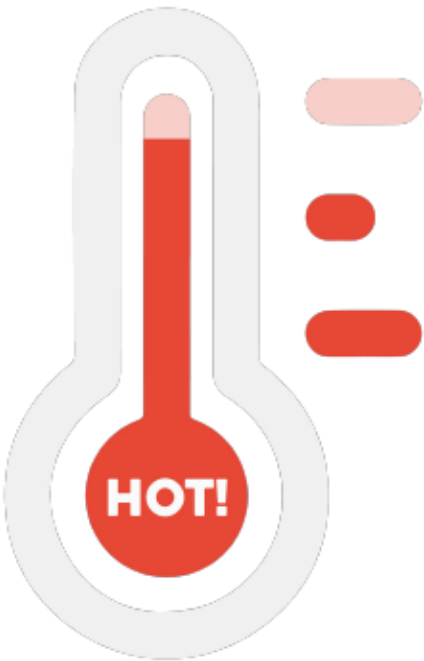


**9.** Electric Bike Itineraries



**10.** Family/Multi-Generation

# “HOT” TRENDING ADVENTURE ACTIVITIES



1. Cycling (electric bikes)



2. Hiking/Trekking/Walking



3. Safaris/wildlife viewing



4. Culinary/Gastronomy



5. Wellness-focused activities



6. Cultural



7. Cycling (mountain/  
non-paved surface)



8. Photography (wildlife/nature)



9. Cycling (road/paved surface)

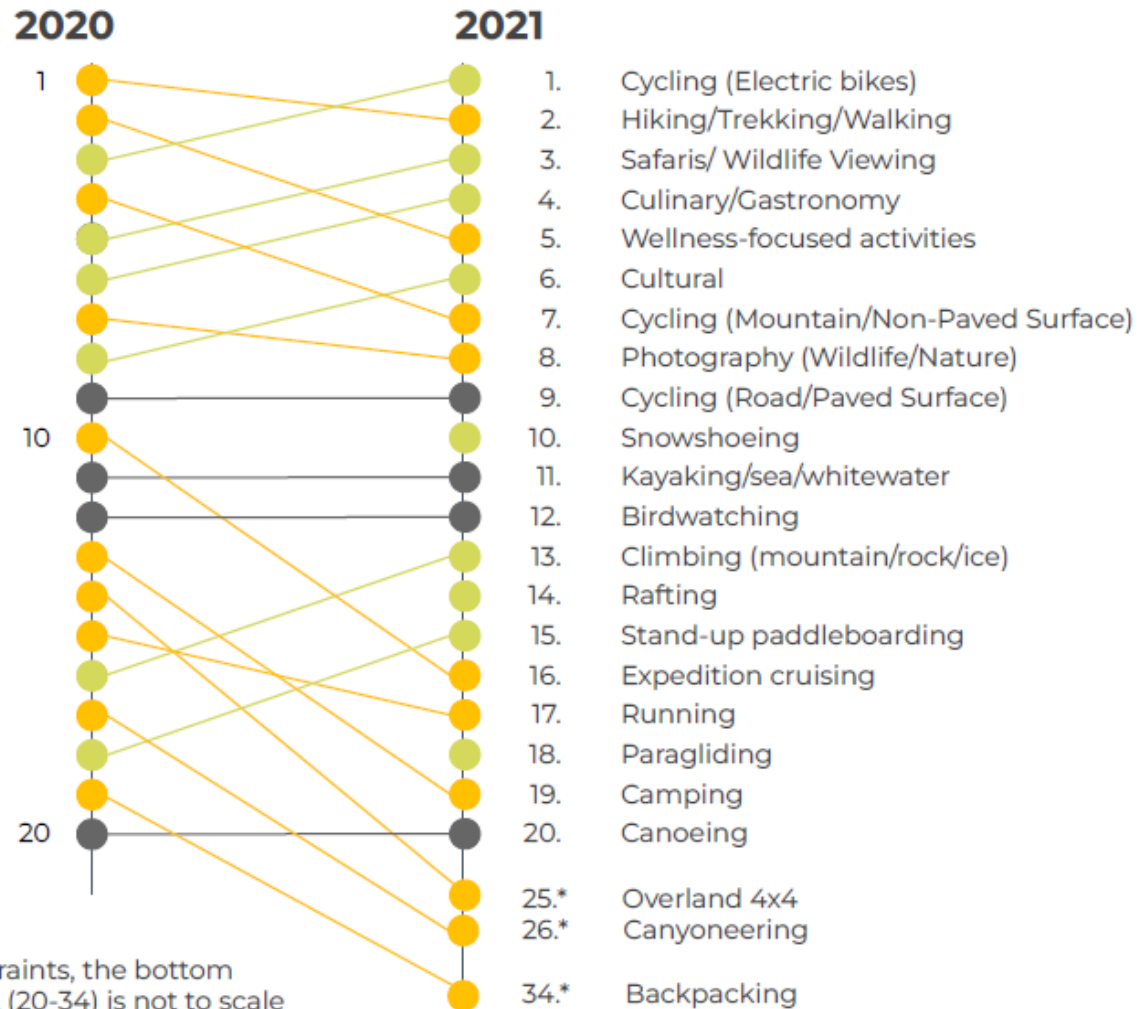


10. Snowshoeing

# ACTIVITIES: COMPARING 2020 AND 2021

- Decrease in popularity
- Increase in popularity
- No change

This year, cycling with electric bikes has displaced hiking/trekking/walking as the top trending activity. Culinary activities have also become more popular. The most notable increases are snowshoeing, rafting, and paragliding, #10, #14, and #18 in 2021 and not even on the list in 2020. Backpacking and camping have both decreased in popularity.



\*due to space constraints, the bottom portion of this chart (20-34) is not to scale

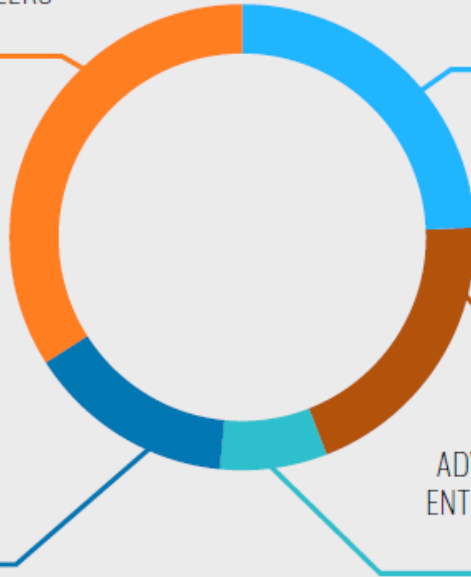
MASS TRAVELERS  
34%

ADVENTURE GRAZERS  
23.90%

ADVENTURERS  
20%

UP AND COMING  
ADVENTURERS  
14.4%

ADVENTURE  
ENTHUSIASTS  
7.5%



REASON FOR USING A TOUR OPERATOR OR TRAVEL ADVISOR



SAVE TIME ON LOGISTICS



DESTINATION KNOWLEDGE



DESTINATION KNOWLEDGE

	ADVENTURE GRAZER	ADVENTURER	ADVENTURE ENTHUSIAST
1	Backpacking/Hiking/Trekking	Backpacking/Hiking/Trekking	Backpacking/Hiking/Trekking
2	Camping	Camping	Camping
3	Fishing/Fly-fishing	Fishing/Fly-fishing	Snorkeling
4	Bird watching	Climbing Mountain/Rock	Fishing/Fly Fishing
5	Snorkeling	Snorkeling	Bird Watching
6	Horseback riding	Bird Watching	Sailing
7	Climbing mountain/rock	Skiing/snowboarding	Skiing/Snowboarding

CHARACTERISTICS

MOTIVATIONS



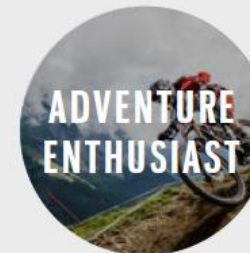
- » Bucket list driven
- » Not likely to repeat activities once experienced
- » Perform at novice/beginner skill level
- » High thrill seeker

1. Time to be with family
2. Exploring new places
3. Time to be with friends



- » Actively seeking to improve and enhance skills
- » Repeat a favorite activity or related activity on multiple trips
- » Perform at intermediate level
- » Moderate thrill seeker

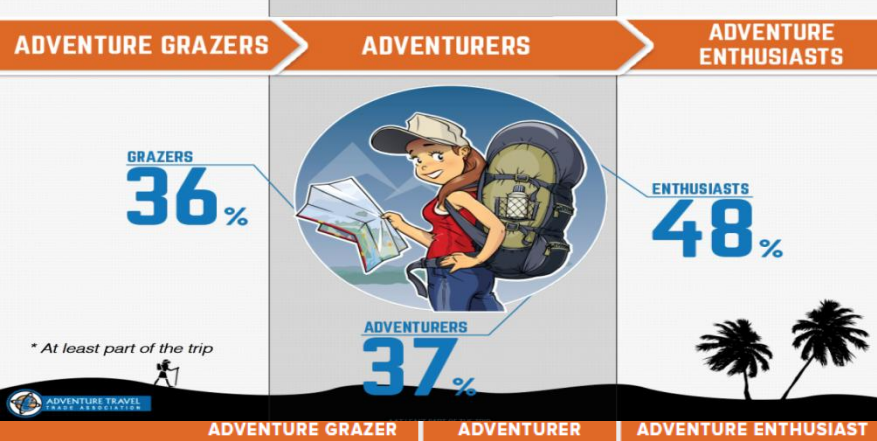
1. Relaxation
2. Time to be with family
3. Exploring new places



- » Practice activities at a high skill level
- » Dedicated to one activity
- » Accept higher risks (as a result of higher skill level) to achieve greater thrill
- » Seek unique and new destinations to practice favorite activity

1. Exploring new places
2. Exciting new activities
3. Relaxation

BOOKED WITH A TOUR OPERATOR OR TRAVEL ADVISOR\*



\* At least part of the trip

	ADVENTURE GRAZER	ADVENTURER	ADVENTURE ENTHUSIAST
All adventure travelers	6.5 days	6.5 days	7 days
Adventure travelers using a tour operator or travel agent	7.5 days	7.8 days	8.4 days
Adventure travelers assembling trip all on their own	6 days	6 days	6 days

# Time of Year Would Participate in Activities While on Holiday<sup>†</sup>

- ▶ Summer is the preferred season to take part in almost all listed vacation activities, but some popular activities such as natural attractions, nature parks, and hiking/walking in nature are as popular in spring as in summer. Other activities such as experiencing Indigenous culture, cultural festivals, and breweries and wineries hold three season appeal. There are also several activities, especially city-oriented activities, which are popular year-round.

	Summer	Fall	Winter	Spring
Trying local food and drink	81%	59%	54%	72%
Natural attractions like mountains or waterfalls	65%	37%	20%	62%
Northern lights	15%	29%	74%	23%
Oceanside beaches	91%	14%	6%	34%
Viewing wildlife or marine life	71%	36%	22%	64%
Nature parks	65%	39%	18%	65%
Hiking or walking in nature	70%	49%	17%	72%
Historical, archaeological or world heritage sites	71%	46%	26%	64%
Lakeside beaches	85%	16%	9%	40%
City green spaces like parks or gardens	76%	47%	20%	70%
Exploring Indigenous culture, traditions or history	76%	57%	43%	74%
Art galleries or museums	68%	59%	53%	73%
Food and drink festivals or events	75%	42%	35%	60%
Shopping for items that help me remember my trip	72%	53%	46%	64%
Cultural or traditional festivals	70%	45%	36%	63%
Fall colours	n/a	100%	n/a	n/a
Guided city tours	69%	46%	36%	69%
Fine dining	75%	54%	52%	67%

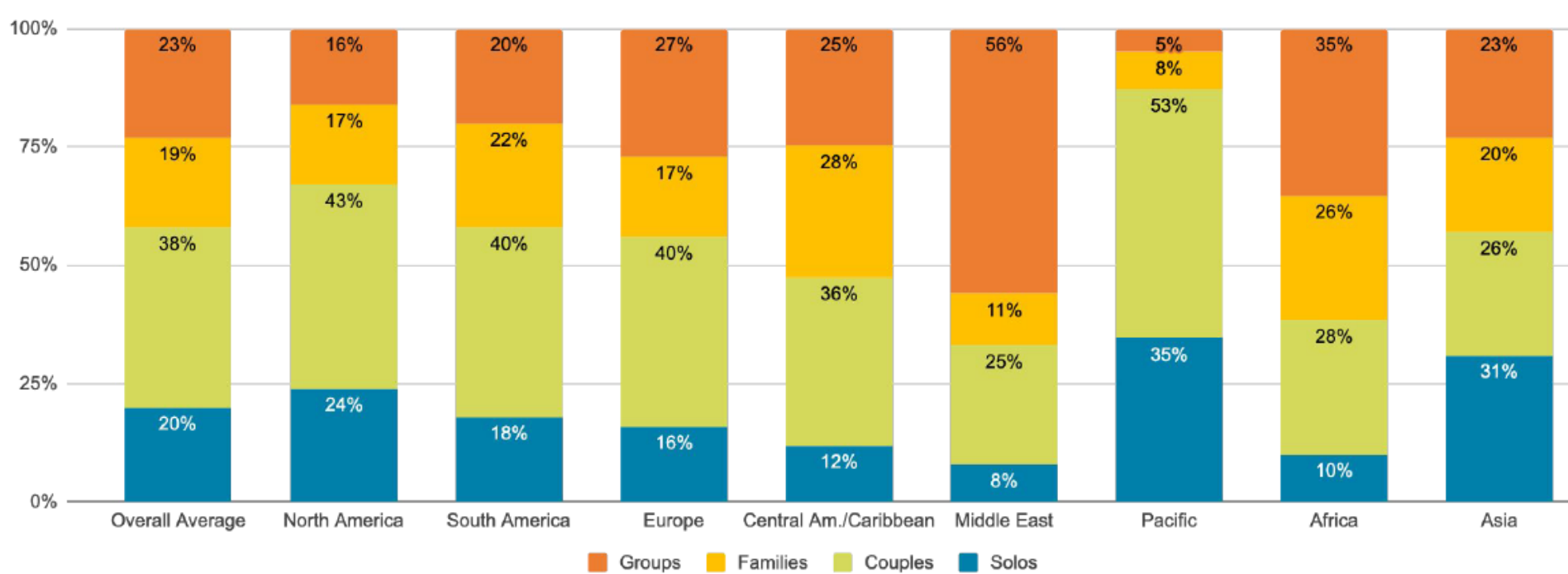
	Summer	Fall	Winter	Spring
Exploring places most tourists won't go to	59%	36%	26%	57%
Breweries or wineries	71%	50%	37%	68%
Shopping for clothes and shoes	65%	45%	47%	58%
Self-guided driving tours or road trips	63%	38%	16%	59%
Live shows	76%	49%	46%	62%
Travelling to remote destinations	74%	39%	21%	62%
Spring blossoms	n/a	n/a	n/a	100%
Guided boat tours	77%	21%	11%	45%
Nightlife	78%	40%	39%	58%
Guided nature tours	60%	37%	20%	67%
Kayaking, canoeing or paddle boarding	82%	21%	12%	50%
Amusement or theme parks	83%	26%	17%	56%
Guided train tours	52%	48%	32%	63%
Spa or wellness centres	66%	49%	56%	64%
Cruises	74%	21%	20%	41%
Winter festivals	n/a	n/a	100%	n/a
Music festivals	82%	20%	18%	47%
Camping	74%	24%	12%	48%

	Summer	Fall	Winter	Spring
Scuba diving	83%	16%	10%	38%
Sporting events	69%	39%	34%	55%
Ziplining	76%	28%	14%	51%
Shopping for luxury items	65%	40%	47%	59%
Casual biking	70%	28%	10%	58%
Culinary tours or cooking classes	61%	46%	45%	79%
Mountain biking	73%	32%	14%	58%
Downhill skiing or snowboarding	-	-	100%	-
Guided airplane or helicopter tours	62%	28%	15%	49%
Road cycling	66%	26%	15%	53%
Renting a recreational vehicle (RV)	66%	36%	23%	61%
Comedy festivals	65%	37%	37%	57%
Fishing or hunting	57%	32%	23%	57%
Snowshoeing or cross country skiing	-	-	100%	-
Movie festivals	59%	32%	36%	63%
Rodeos	75%	22%	13%	43%
Golfing	62%	19%	17%	51%
Agricultural or country farm tours	51%	30%	13%	59%



# 2021 GUEST TYPE

Most 2021 guests were couples, although Europe saw more solos, and the Middle East and Africa regions were popular for groups.



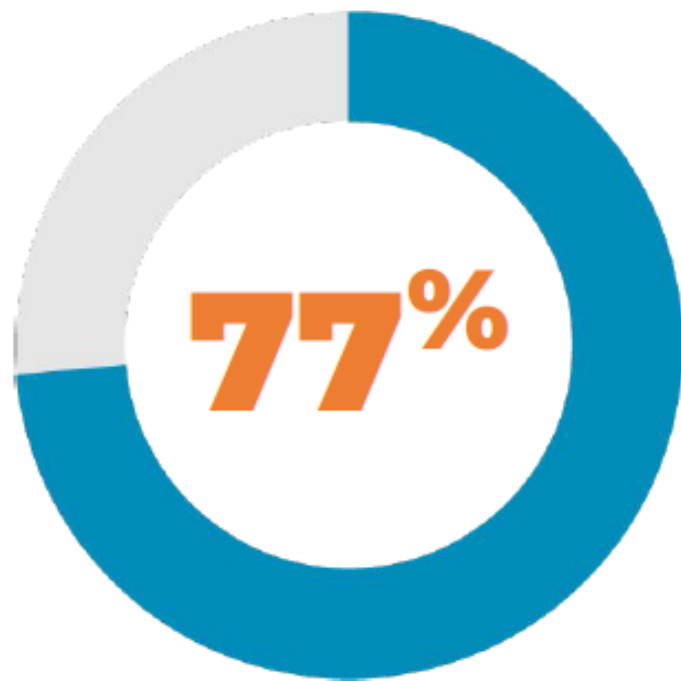
# AVERAGE GUIDE-TO-GUEST RATIO

On average, there were 7 guests per guide on trips globally, the same as in 2020. However, Central America/Caribbean was the only region to have *fewer* guests per guide in 2021; the remaining regions had slightly *more* guests per guide than in 2020.

Company Headquarters	Ratio 2021	Ratio 2020
<b>All Regions*</b> (n=203, 1 outlier omitted)**	<b>1:7</b>	<b>1:7</b>
North America (n=56)	1:8	1:6
Central America/Caribbean (n=11)	1:6	1:11
South America (n=40)	1:7	1:6
Africa (n=13)	1:8	1:6
Europe (n=42)	1:8	1:7
Asia (n=28)	1:6	1:6

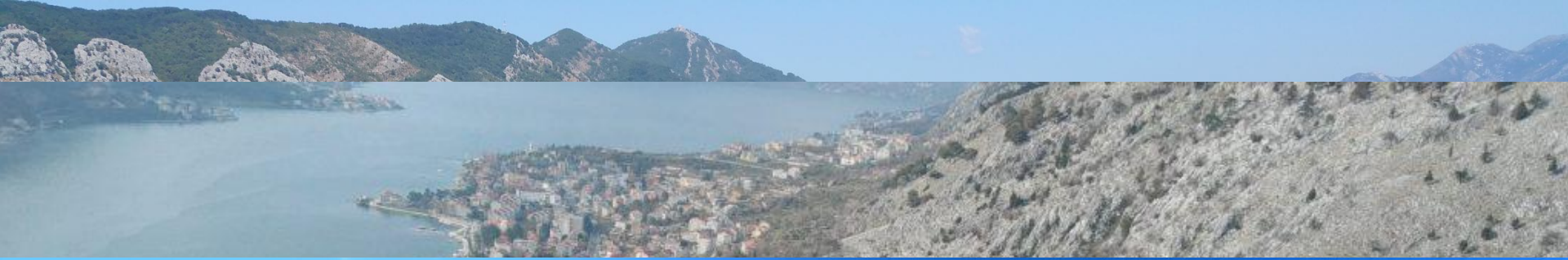
## SAFETY + RISK MANAGEMENT PLANNING

77% of respondents have a documented safety and risk management plan, up slightly from 2020 (72%).



# Tour leader responsibility

- ✓ Representative of travel agent but also of the destination
- ✓ Culture, history, flora and fauna, religion, social development, environment...  
(bear weight, ex Yugoslavia, autochthonous wines)
- ✓ Providing the best service while traveling for all guests
- ✓ Understanding the time interval between the first, second and last location  
(reports, maps, border crossing..)
- ✓ Monitoring the health and well being of the guest in terms of hydration and food, overall comfort, mood and spirit (heat wave, blister, irritation, inflammation)
- ✓ Focus on sustainability, including environmental and social sustainability
- ✓ Must abide by international and local standards in regard to human rights and anti trafficking, as well as wildlife and animal welfare
- ✓ Safety briefing
- ✓ Administration (reports, spending)



# GENERAL BRIEFING

 Tour Overview

 Itinerary

 Tour Information

 Photos

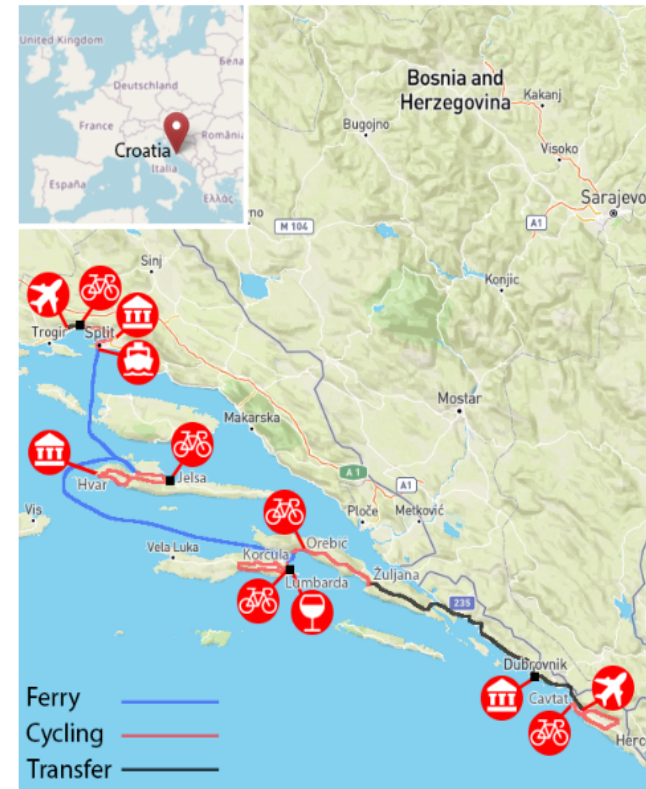
 Dates & Prices

## Cycling on the Dalmatian Coast

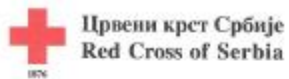
**Cycling holiday in the country of 718 islands, turquoise blue water, home of the Zinfandel grape, fresh seafood, lavender fields, the world's biggest truffle, the highest number of UNESCO Intangible Goods in Europe, and of course- Dalmatian dogs**

8 days / 7 nights cycling guided holiday from Split to Dubrovnik via islands of Hvar and Korčula and Pelješac peninsula- from 1615 EUR (bicycle rental included)

- YOU enjoy cycling, swimming, pine forests, olive groves, vineyards, wine, food, red-roofed coastal towns... WE arrange ferries, transfers, bicycles, guiding, mechanic support, meals, luggage transfer, lodging, and fun.
- Meet Dubrovnik and Split, the gems of the Dalmatian coastline.
- Explore Korčula and Hvar- some of the most beautiful islands of the Croatian archipelago.
- Cycle in Konavle, to the contrast of dry and rugged coast around Dubrovnik, where mountains have stepped back providing a dramatic backdrop to the fertile region of vineyards and the lush fields.
- Travel in a small group. The maximum group size is 15 persons.
- Have a safe and risk-free booking. We have adopted all our procedures to WTTC (World Travel & Tourism Council), UNWTO (World Tourism Organisation), and local protocols and standards. Our booking and cancellation policy is adapted to new conditions and maximally flexible so you can not lose your money



<https://ace-adventurecentre.com/tour/dalmatia-cycling>



## ЦРВЕНИ КРСТ НОВИ САД

На основу члана 10. Закона о Црвеном крсту Србије („Сл. Гласник РС“ број 107/2006) и члана 13. Правилника о начину пружања прве помоћи, врсти средстава и опреме који морају бити обезбеђени на радном месту, начину и равнани ослободљивања запослених за пружање прве помоћи („Сл. Гласник РС“ број 108/16)

издаје

# УВЕРЕЊЕ

да је

**Владимир Марковић**

(име и презиме)

рођен/а 28.03.1984. године

УСПЕШНО ЗАВРШИО-ЛА **ОСНОВНО**  
ОСПОСОБЉАВАЊЕ ИЗ ПРУЖАЊА ПРВЕ ПОМОЋИ  
ЗА ЗАПОСЛЕНЕ У ТРАЈАЊУ ОД **6** ЧАСОВА

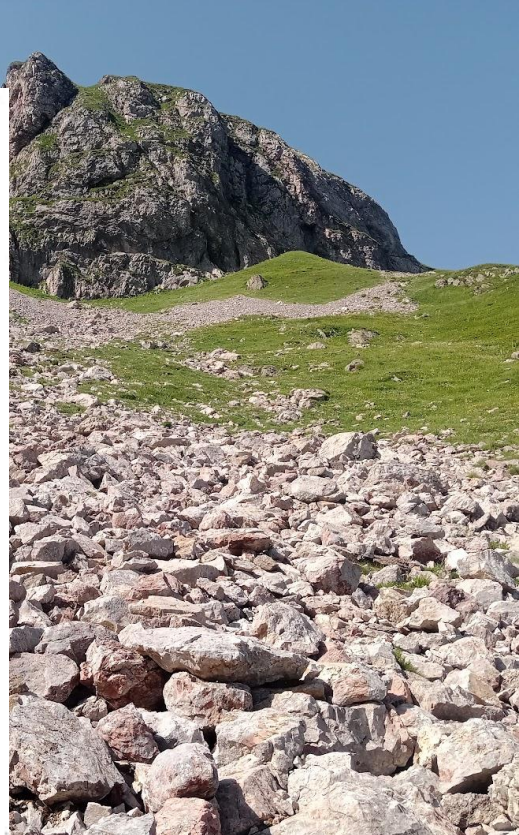
Број уверења  
109000165/22

Датум и место издавања  
18.04.2022, Нови Сад

Руководилац обуке



Секретар



# What do our clients want and expect?

IF our website we state: 'Our local tour leaders are very experienced and well-trained to be a leader. They speak the local language and will have a lot of knowledge about the culture and traditions of their country. Clients value the quality of our local leaders. With their knowledge and enthusiasm they will guide our groups through their country.'

In general, our clients want to be informed about a country or region and its culture, local inhabitants and their customs, flora and fauna and language. They expect a reasonably adventurous itinerary that includes the main attractions, but also shows them the lesser tourist places. They like unique or unusual elements such as a homestay that enriches the experience. This is one of the reasons they book their trip with us.

# Problem solving

**Heavy rain in the mountain** – *the last day on the mountain, one day before going on the coast a group of guests comes with a proposal to go to the coast earlier because of lost time, one less night in the mountain and one more night on the coast;*

*if not possible, what to do then?*

**Severe pain in the leg (possible easy bone fracture)** – under mountain pass, under peak, you gave first aid; 3 hours to Zabljak (starting town) and the ambulance, and 4 hours to Skrčko lake and accommodation, group of 16 people; one tour leader

**On the way to Ostrog monastery, a group of 15 guests - two 8+1 vehicles, failure of the constant-velocity joint on a vehicle on the Šavnik-Nikšić road.**

Itinerary: to visit monastery and after to go to accommodation in Podgorica

# Conclusions

- ✓ The first definitions and descriptions of “leader” which refer to person “who leads or shows the way”, are much different than nowadays leadership sphere as the role is much more complex than simply leading the way.
- ✓ Being a professional Tour Leader is not for everyone.
- ✓ In addition to the above, a tour leaders must be a master problem solver, public speaker, area experts, chef and good driver.
- ✓ All Tour Leaders are public relations representatives with hotels, restaurants, not to mention with guests and the general public.
- ✓ Leaders motivate groups while being sensitive to individual needs, and are trained in First Aid and CPR.
- ✓ On a typical trip day, leaders are awake early in morning and not asleep until long after it has set.
- ✓ But... while the Tour Leader job is a challenge, combination of rewarding work, dynamic co-travelers, and beautiful destinations inspire leaders to return to the job year after year.



**Thank you for attention**

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