

# ADVENTURE & ACTIVE TRAVEL MARKET

## REFERENCE GUIDE

### What is Adventure & Active Travel?

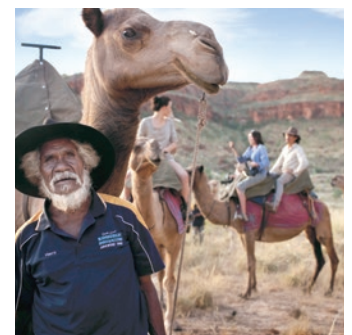
Adventure and active travel experiences include physical activity, cultural engagement or interaction with nature. Hard adventure involves strenuous physical exertion and an increased element of risk. A higher level of fitness and gear or equipment are often required. Soft adventure is not excessively physically demanding and involves minimal risk activities.

### Facts about Adventure & Active Travel Market

- Nearly 42% of NTA tour operators offer adventure or active travel product and services.
- Adventure travel is an estimated \$263 billion market. (Source: Adventure Travel Trade Association)
- 26% of travelers participate in adventure activities. (Source: Xola Consulting)
- Top adventure and active trip activities are hiking, biking, other outdoor activities, water sports, and rafting/kayaking. (Source: MMGY Global Study)
- According to multiple studies, soft adventure makes up an estimated two-thirds of the adventure travel marketplace.
- Women are starting to become more adventurous and taking more solo trips, per stats shown by multiple adventure trip companies. (Source: CN Traveler)

### Types of Adventure & Active Trips

- Biking
- Bird watching
- Cave exploring
- Camping
- Canoeing/kayaking
- Cattle or dude ranch experience
- Caving
- Dogsledding
- Fishing
- Hiking
- Horseback riding
- Jet boating
- Mountaineering
- Rafting
- Rail journeys
- Rock climbing
- Safaris
- Scuba diving
- Skiing
- Snorkeling
- Trekking
- Walking
- Water sports
- Whale watching
- White water rafting
- Wildlife viewing
- Ziplining



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Colorado is “king” when it comes to adventure, whatever time of year. Tour operators can appeal to all adventure types with beautiful scenic itineraries that include mountain biking and hiking, photography, rock or ice climbing, snowshoeing, horseback-riding, zip-lines, rafting, dog-sledding, train rides, wildlife watching, or hot-air ballooning. Let us help plan your adventure packed tour in Colorado. [colorado.com/meetings-and-tours](http://colorado.com/meetings-and-tours)



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[Western U.S. national parks provide vivid experiences](#) January 2015



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### Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

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