

Thinking differently

Targeting and winning
the GB and Europe adventure traveller

Gary Joyce, Partner

A scenic landscape featuring a calm lake in the foreground, reflecting the sky and surrounding terrain. In the background, there are rolling hills or mountains under a cloudy sky. The water is still, creating a clear reflection of the sky and the distant land. On the right side, there are large, dark rocks protruding from the water. The overall mood is peaceful and serene.

Good Morning



So what brought me to Iceland ?



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It all started with word of mouth

facebook  Search   Roderick Rowan Find Friends Home

 Like · Comment · Share · September 25, 2010 at 10:39pm via mobile

 **Roderick Rowan** shared his own video: Sep 22, 2010 4:45pm.

 **Sep 22, 2010 4:45pm**
Length: 0:29

 Like · Comment · Share · September 23, 2010 at 4:29pm

 **Roderick Rowan** added 44 new photos to the album Iceland Trip September 2010.

 Like · Comment · Share · September 14, 2010 at 11:30am

 **Una Ryder** Looks beautiful - would you recommend - was thinking of visiting in Spring.... x
September 15, 2010 at 6:30am · Like

 **Roderick Rowan** If you like a bigger version of the West of Ireland x
September 16, 2010 at 9:09am · Like

Write a comment...

 **More Word of Mouth !**

Engaging and motivating advertising



A Great Value Offer

The image shows a screenshot of a travel website. At the top right, there are navigation links: Home | Contact Us | Join Mailing List. Below this, the Wallace Travel Group logo is on the left, and a menu with 'Into Ireland', 'Worldwide Incentives', and 'Leisure Travel' is on the right. The main content area features a large white box with the text: 'Unforgettable Iceland', 'BOOK YOUR AUTUMN BREAK NOW TO AVOID DISAPPOINTMENT', and 'OCTOBER Bank Holiday Weekend 4 nights, 27th - 31st October, €559 pp sharing'. To the left of this box is a vertical gallery of three images: a glacier, a geyser, and a reindeer. At the bottom of the page, there are more navigation links: About Us | Special Offers | Links | Contact Us.

Home | Contact Us | Join Mailing List

Wallace Travel Group

▶ Into Ireland ▶ Worldwide Incentives ▶ Leisure Travel

World Class Incentive Travel

Unforgettable Iceland

**BOOK YOUR AUTUMN BREAK
NOW TO AVOID
DISAPPOINTMENT**

OCTOBER Bank Holiday Weekend
4 nights, 27th - 31st October, €559 pp sharing

About Us | Special Offers | Links | Contact Us

My own Iceland travel experience



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What I'll cover this morning

- The importance of understanding the consumer and what motivates them
- Trends and developments in adventure travel
- Some lessons learnt
- Tips and insights
- Conversation

Let's start at the
beginning...

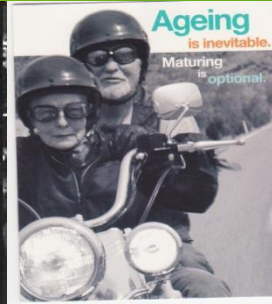
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Who is the typical adventure traveller?





Three things mark out adventure travellers



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Challenge

to move beyond the comfort zone...

to be different from the herd...

to be rewarded for effort...

to be stretched and survive...

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Explore

to experience the new and
unknown...

to know themselves
better...

to develop new skills...

to learn about other people
and cultures...

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Connect

with the natural world...

with loved ones...

with fragile and beautiful
places...

with guides and leaders...

with local people and
communities...

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Intelligence in time

Adventure Tourism Report

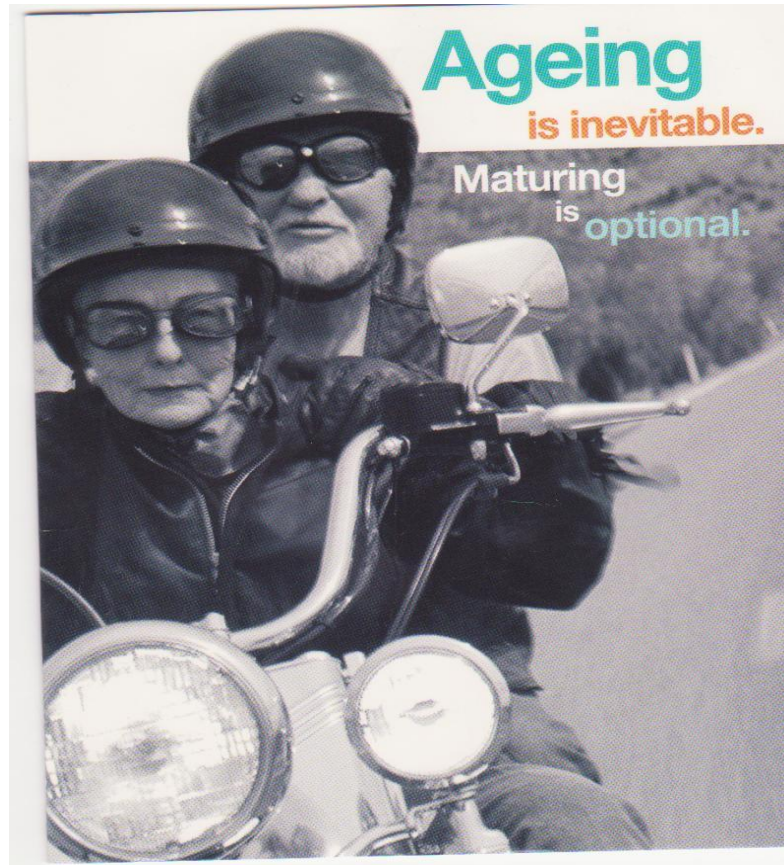
Off road cycling is growing



Women are participating in sport in greater numbers.



The older end of the market is the fastest growing



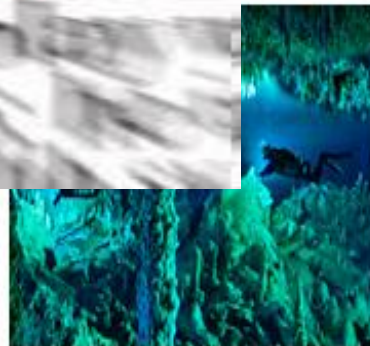
3 G Travel



Five Major Trends for 2011



and falls
 for the
 experience
 his new
 of falls



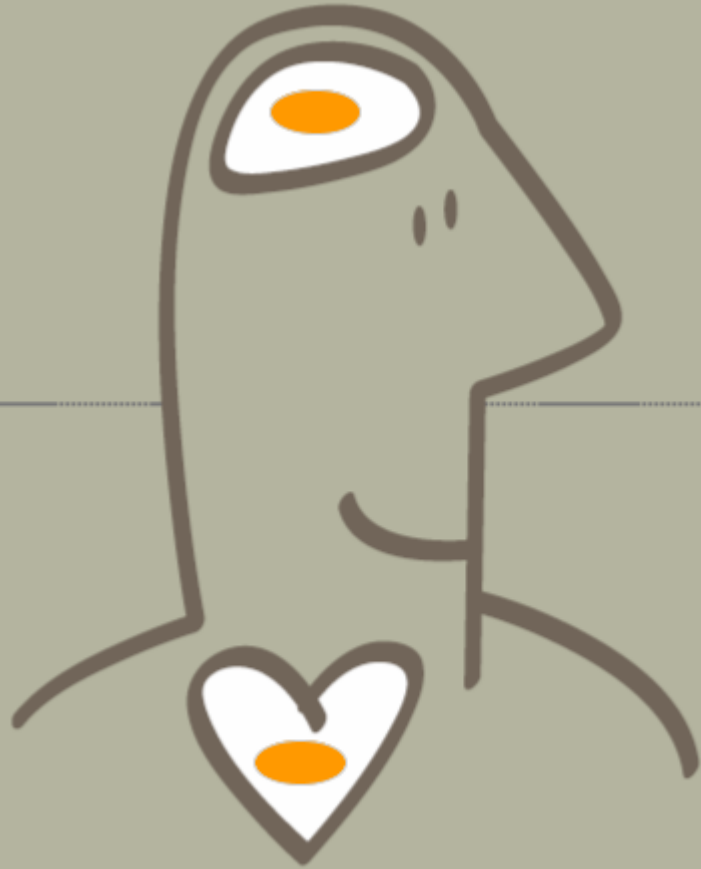
Getting the basics right

Some lessons learnt

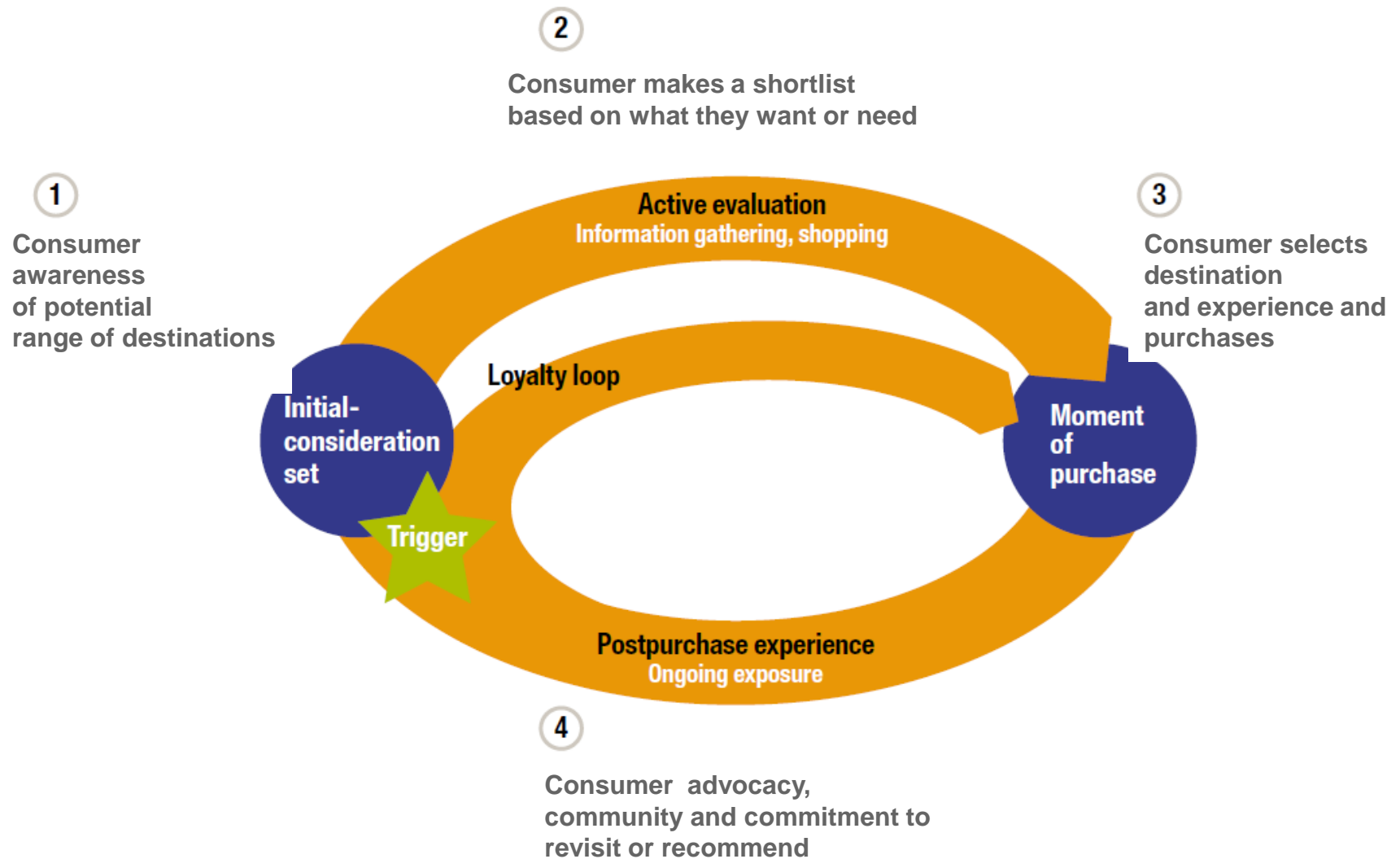
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THINK

FEEL



How consumers typically make decisions



Value For Money



GROUPON
CityDeal

easyJetHolidays

Free nights with
easyJetHolidays

Useful Tips

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1. You are selling a total experience, not an activity
2. You are building a community to advocate for you
3. Understand who is eating your lunch, and why
4. Steal with pride
5. Your brand is built on consistent delivery of your promises



6. Collaborate, collaborate, collaborate
7. Be clear about who you don't want to attract
8. Obsess about your customer
9. Build relationships before, during and after the visit
10. Travel, read, surf, talk!



Now take a look at this for adventure travel



Thank you

www.genesis.ie

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