

UMA suggests the following guide line

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.



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



As Seen in Courier



- [Peak Swiss Experiences for Active Travelers](#) July 2015
- [Latin America: Adventure Awaits in Nicaragua; Ready for a Belize Nature Getaway?](#) June 2015
- [On the Trail of Discovery at North American National Parks](#) May 2015
- [Africa: Tanzania's Ruaha National Park, Great Game Viewing in Zambia and Adventure in Ethiopia](#) May 2015
- [Diving in Dominica](#) April 2015
- [Zip Lining in the Copper Canyon](#) April 2015



- [Utah's National Parks: Petroglyphs and Arches and Hoodoos, Oh My](#) March 2015
- [High Mountain Adventure: Navitat Style](#) Jan. 2015
- [Courier Magazine's 2015 Distinguished Dozen Awards: Favorite Destination for Adventure](#) Jan. 2015
- [Western U.S. National Parks Provide Vivid Experiences](#) Jan. 2015
- [Angling for Adventure in Wyoming](#) Dec. 2014
- [Getting Outdoors in Western Newfoundland](#) Nov. 2015
- [Savoring Saguenay-Lac-Saint-Jean's National Parks](#) Nov. 2015



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[Set a Course for Adventure in Vermont](#) Oct. 2014
[An Urban Whitewater Adventure](#) Sept. 2014
[Blazing a Trail in San Francisco and Monterey](#) Aug. 2014
[Back to Nature in Churchill](#) July 2014
[Wild about the Waskesiu Wilderness Region](#) July 2014
[Eco Encounters Await at Cozumel](#) June 2014
[Argentina: The Land of Tango, Glaciers and Orcas](#) June 2014
[Being Part of the Larger Solution](#) June 2014
[Into the Great Wide Open](#) May 2014
[Caving Adventures in the Bahamas](#) April 2014
[Dominica by Bike, Horse, Kayak and Zipline](#) April 2014
[The Dark Rangers of Bryce Canyon](#) March 2014
[Favorite Destination for Adventure](#) Feb. 2014
[Soaring Above the Scenery](#) Jan. 2014
[Riding the Rails in Colorado](#) Dec. 2013
[Exploring Green Spain by Train](#) Dec. 2013
[Up, Up and Away!](#) Oct. 2013
[Sentimental Journeys](#) Sept. 2013
[Exploring Adventure Travel](#) Aug. 2013
[Combining Two Niche Markets: Women-only and Adventure Travel](#) May 2013
[Wide Open Spaces and Special Places](#) May 2013

Media Releases

[NTA Holds First Forum for Family, Adventure Travel](#) Jan. 2013

Seminars, Forums and Webinars

[Growth Markets: Agritourism, Ecotours and Sports](#) 2015
[Adventure Leaders Forum](#) 2014
[A Walk on the Wild Side](#) 2013
[Family Travel & Adventure Travel Leaders Forum](#) 2013

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