

Table 14.1 Adventure Travel Activities

Examples of Soft Adventure Travel Activities	Examples of Hard Adventure Travel Activities
Camping	Rock climbing
Hiking	Skydiving
Canoeing	Mountain climbing/trekking
Bicycling	Rapids rafting/kayaking
Walking	Sea kayaking
Snorkeling	Ice climbing
Horseback riding	Scuba diving
Snow or water skiing	Mountain biking
Bird/animal watching	Cave exploring
Off-road driving	Cliff skiing/snowboarding
Sailing	Triathlons
Photo safaris	Multisport endurance challenges
Dude ranching	

accessible and achievable for more people. Moreover, adventure holidays will become more attractive as the collection of experiences begins to undermine the more materialistic elements of consumer society.²¹

During the next decade, the softer adventure activities will increase in popularity to the point that most mass tourism trips and tours will include at least one of the activities listed in Table 14.1. Think back on your last vacation. In which of the listed activities did you participate? As you can see, using this more relaxed definition of **adventure tourism**, a family skiing in the mountains of Alberta during a school vacation week would be classified as adventure tourism. Cruise lines have already found that mixing laid-back relaxation with more adventurous activities has allowed them to reach a broader market of potential cruisers.

Table 14.2 Segments of Adventure Tourists

<i>General enthusiasts</i> (about 25%)—Most likely to take experiential/participatory adventure trips. Mostly male, college educated, with above-average income. Prefer hard challenge activities.
<i>Budget youngsters</i> (about 20%)—Young, single, with low income. Most likely to take adventure trips with friends instead of family.
<i>Soft moderates</i> (about 10%)—More likely to be older, well-educated women. Prefer soft adventure activities such as hiking, nature trips, and camping. Most likely to take package trip.
<i>Upper-high naturalists</i> (about 15%)—Middle aged and married with the highest incomes of any type. Prefer softer forms of adventure travel with emphasis on more distant exotic locales, such as Africa and Asia. Most likely to travel on long-duration trips and spend a lot per trip.
<i>Family vacationers</i> (about 15%)—Heads of households from dual-income families who travel with entire family. Prefer carefree vacations at least partially planned by operators.
<i>Active soloists</i> (about 15%)—Both young to middle-aged men and women who prefer traveling alone or with members of some organization. The most likely to travel on an all-inclusive package and pay the greatest amount for trip.

Source: Sung, Heidi H. (2004). Classification of adventure travelers: Behavior, decision making, and target markets. *Journal of Travel Research*, 42(4), 343–356.