



Tomorrow's travelers will look for new extremes. Philip Gatward/Dorling Kindersley, Ltd

Extreme tourism (a subset of adventure tourism) encompasses activities that involve above-average elements of physical challenge and risk. Growth in extreme sports and other extreme activities will continue in the future. Although younger, professional/managerial, single men are most likely to seek extreme thrills, baby boomers and young women are fast-growing subsegments for this market.

Why are these more dangerous activities gaining in popularity? One reason offered by industry leaders is that these sports have been spotlighted and glamorized in the media, including motion pictures. Another reason suggested is that we are so coddled in our everyday world—from tamper-resistant packaging to self-braking cars—that people want to feel that physical rush of danger, even if the rush comes more from the appearance of living on the edge than from actual terror. Growing demand for extreme activities is also driven by increasing affluence and the increased safety and better equipment of many of the sports. To some extent, tried-and-true activities and attractions have become boring because they are so familiar to so many.

Adventure and extreme sports are typically outdoor or wilderness sports and go hand-in-hand with ecotourism. A sea kayaking trip off the coast of Costa Rica or running from the north rim of the Grand Canyon to the south rim of the Grand Canyon and back again in one day qualifies as both ecotourism and adventure tourism. Tourism suppliers, especially tour operators, will create at least two different ecotourism packages. One ecotourism package will be more educational and observational, whereas the other will be more physically challenging, including one or more extreme sports.

Medical Tourism

Medical tourism, travel to other countries to receive treatments, is becoming very popular. Many already travel for cosmetic surgery or dentistry, experimental drug/surgical treatments, or because treatment is either unavailable or untimely in the country of their