ADVENTURE
TRAVEL

Status Today.
Where is it Going?
What is adventure?
What is adventure?
What is adventure?
What is adventure?
What is adventure?
ADVENTURE TRAVEL

Status Today: Where is it Going?
for trade
ADVENTURE TRAVEL
Status Today: Where is it Going? for achievement
ADVENTURE TRAVEL

Status Today.
Where is it Going?

for fun
ADVENTURE TRAVEL

Status Today.
Where is It Going?

for transformation
DESTINATIONS
Marketing Essentials

- Know your market - know where they get their information
- Market thrill but showcase safety
- Make information reliable and available
- Be active on social media
- Talk sustainability and prove it!
- Be Aware of what's happening out there
- Be Agile
Queen’s aides finalising Sussex ‘exit deal’ as Meghan greets her pilates pal in Vancouver
Tour Operators
Marketing Essentials

- Become specialists - find your niche!
- Know your game. No compromise.
- Know your travellers and where to pitch the adventure.
- Do not Greenhush - if you do it, flaunt it!
- Be Aware of what’s happening out there
- Be Agile
SUSTAINABILITY

What it Entails

ADVENTURE TRAVEL

Status Today.
Where is it Going?

Environmental Sensitivity

Cultural Sensitivity

Contribution into the local economy
The Future

New Markets

ADVENTURE
TRAVEL

Status Today.
Where is it Going?
The Future

New Frontiers

ADVENTURE
TRAVEL

Status Today.
Where is it Going?
The Future

ADVENTURE TRAVEL

Status Today. Where is it Going?

More Technology
The Future More Responsible

ADVENTURE TRAVEL

Status Today. Where is it Going?
The Future
More Healthy?
ADVENTURE
TRAVEL
Status Today.
Where is it Going?
Kuala Lumpur

Morning blues

Vibrant Night Life
Pulau Langkawi
This is my drive to work
This is my drive to work pendant l’heure de pointe...
The Datai Langkawi
the walk to my office
My office
the view
Pulau Langkawi
Geological History
Landscape and Seascapes
Geological - Flora - Fauna Connection
The Datai
The Datai Langkawi
Langkawi, Malaysia

This grande-dame hotel, which first opened in 1995, has always been sought after for its remote location, pristine
Tanah: Land Based Activities

- Rainforest Awakening
- Rainforest AfterDark
- Forest Therapy
- Birdwatching
- Journey through the Forest
- Trek to Crystal Creek
- Butterfly Garden Walk
<table>
<thead>
<tr>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td><strong>Beach Walk</strong></td>
</tr>
<tr>
<td><strong>Wonders of the Drifting World</strong></td>
</tr>
<tr>
<td><strong>Be a Dolphin Researcher</strong></td>
</tr>
<tr>
<td><strong>It’s a Coral Culture &amp; Adopt a Coral</strong></td>
</tr>
<tr>
<td><strong>Coral Reef Discovery</strong></td>
</tr>
<tr>
<td><strong>Water Detective</strong></td>
</tr>
<tr>
<td><strong>Plant a Coral</strong></td>
</tr>
</tbody>
</table>
Junglewalla
1994-2005 - Offline - Datai & Andaman
no brochure. word of mouth, recommendations

2002 - One page website - Does nothing

2005 - 2012 - Website presence www.junglewalla.com. payable online by credit card Brochure, nature guide book - 90% offline: 10% online. every year onwards 5% to 10% annual increase from online business.

2012 - 2019 - Trip Advisor (major), 1 bad review can result in cancellations Brochures, Recommendations, Datai & Andaman - 60%
Online: 40% Offline. Competition from non licence OTA note. Europeans asking for discounts, less china, and asia.
Rainforest Awakening
Mangrove Unesco Geopark Cruise
Umgawa
BIG WATERFALL ADVENTURE TOUR
Full Experience Tour (2.5 hours)
12 ziplines
3 skybridges
1 honeymoon zipline
1 thrilling abseil

JUNGLE FLIGHT TOUR
Half Experience Tour (1 hour)
6 ziplines
1 skybridge
1 thrilling abseil
Nationality 2019 Top 10

- British: 19.8%
- Chinese: 16.4%
- Australian: 14.0%
- Malaysian: 13.1%
- American: 9.3%
- Saudi Arabian: 6.7%
- Swedish: 6.0%
- Indian: 4.4%
- Korean: 4.2%
- Danish: 4.2%
Ulu Muda
Arrival Experience @ Mada Jetty boat journey to sites
Location and Activities

Muda river

Labua river

research

wildlife spotting river cruise

trekking

wild swimming

Saltlick

Tubing

Caving
Highlights: Elephants & Hornbills
Potential Niche: Fly Fishing (Catch & Release)
When I breathe in you fill me,
When I breathe out I fill you,
I am you and you are me, one in each other,
entwined, inseparable.

IRSHAD MOBARAK
PATA ADVENTURE TOURISM TRAVEL CONFERENCE MART (ATCM) 2020, SABAH

with

malaysia airlines

Presented by:
Roslan Ismail
Head, Global Sales
Our culture, nature and people.
It is everything we stand for.
And that’s the way we’ve been
welcoming the world to our doorstep.
Proudly flying our people since 1947.
We carry it proudly wherever we go.

This is our pride.
This is Malaysia Airlines.
We are your HOST to Malaysia

When it comes to hospitality, it’s as much as where it’s from as who it’s for.

And our country is unlike any other. The richness of our diverse cultures make our service uniquely ours.

As the airline that proudly embodies every aspect of our country, the experience of Malaysia comes alive the moment you step onboard.

Experience Malaysia,
Fly Malaysia
Adventure travel on the rise, claims research

Travel Weekly UK

• Adventure travel has increased in popularity by 65% in four years, according to new figures.

• Adventure Travel Association (Atta) back up the findings, stating that families opting for activity-filled holidays in exotic destinations increased by 65% in the four years between 2009 and 2013.

• Atta’s study also found that 80% of tourism boards now consider adventure travel a standalone sector – compared to 40% eight years ago – with its estimated worth now $263bn in the US and Europe.
Micro-adventures
Travelers are now embracing smaller-scale, achievable adventures right here at home or in other destinations.

Travel sustainably
Adventure travel experiences used to prioritize personal challenges and individual thrills, with little thought of the impact on the surrounding communities and environment. Today, there’s a real thirst for sustainable adventure, concerns including supporting local businesses, plastic consumption, community outreach and cultural sensitivity.

Transformative adventure
The desire for adventures of a ‘transformative’ nature — eye-opening trips that reinvigorate, jolt us out of a benumbed state and send us home as improved versions of ourselves.

Solo Adventure
The appeal of unaccompanied travel is manifold. It brings the freedom to dictate your own plans, for a start. It can also bolster self-confidence in a way that few other solo activities can match. The great beyond becomes not just more exciting, but more accessible.
Consumers are increasingly seeking ‘experiences’
Malaysia is an ideal adventure destination for those customers seeking experiences – nature, culture, food, sea, mountains activities etc
Tour operators feature ‘soft’ and more ‘extreme’ adventure activities in Malaysia
Borneo and the orang-utans feature heavily in adventure tourism to Malaysia
Example Exodus adventure tours to Malaysia

With holidays to Malaysia you’re spoilt for choice when it comes to adventure. There are paradise beaches, deep diving waters and wildlife-packed jungles, and Malaysia trips effortlessly combine ancient culture with high-tech industrialisation.

Borneo Wildlife Discoverer

Showcasing the best of Borneo - wildlife, rainforests and tropical beaches.

Suitable for: Age 16+

Activity level: Leisurely / Moderate

17 Days from £3,849

Guided (Incl. Flights)

VIEW MORE DETAILS

Borneo Wildlife Family Holiday

Borneo’s wonders of nature: apes, monkeys, birds, mini elephants & lush forests!

Suitable for: Age 9+

Activity level: Moderate

13 Days from £2,449

Guided (Incl. Flights)

VIEW MORE DETAILS

Borneo & the Malaysian Peninsula

Discover Borneo and the Malaysian Peninsula’s incredible natural and cultural diversity.

Suitable for: Age 16+

Activity level: Leisurely

16 Days from £2,499

Guided (Incl. Flights)

VIEW MORE DETAILS

Trekking Borneo & Beyond

Explore lowlands, highlands and jungles of Borneo & the Malaysian Peninsula.

Suitable for: Age 16+

Activity level: Walking & Trekking

16 Days from £3,099

Guided (Incl. Flights)

VIEW MORE DETAILS
3 days 2 nights Mount Kinabalu climbing challenge

Reservation is possible from 1 person  1 night or more

64,850 yen *(RM2355.00)
Explore the ecology of Sabah! 8-day hiking tour in the Amazon rainforest in Sandakan, visiting orangutans, proboscis monkeys, cute Malay bears, Shenshan National Park, and five-star Magellan Resort Kota Kinabalu.
<table>
<thead>
<tr>
<th>Day</th>
<th>Itinerary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day 1</strong></td>
<td>香港→吉隆坡→浮羅交怡</td>
</tr>
<tr>
<td><strong>Day 2</strong></td>
<td>浮羅交怡→乘船→紅樹林自然生態之旅 (暢遊紅樹林、老鷹橋、馬來西亞幺九洲) →浮羅交怡→神鷹廣場→馬來西亞「360度環迴觀景台」</td>
</tr>
<tr>
<td><strong>Day 3</strong></td>
<td>浮羅交怡→（全日自由活動）→專業領隊可代安排自費前往巴雅島國立海洋公園</td>
</tr>
<tr>
<td><strong>Day 4</strong></td>
<td>浮羅交怡→3D立體視覺美術館（包入場）→內陸機→吉隆坡→吉隆坡塔 (安排登塔)→乳膠專賣店→星光大道→Pavilion購物廣場</td>
</tr>
<tr>
<td><strong>Day 5</strong></td>
<td>吉隆坡→ Oppositionally dissociative disorder in children (ODD) →布達拉回教寺 (水上回教寺) →布達拉橋→首相府→遠眺→千禧紀念碑→三井Outlet Park (集合了許多海外高級品牌、潮流服飾、童裝、休閒服裝、運動服裝，以及潮流生活雜貨等等)→香港</td>
</tr>
</tbody>
</table>
Malaysian Hospitality Begins with Us
In the past year we have focused on internalising our values of **Malaysian Hospitality**, because we believe in treating everyone not as passengers but as **guest** in our home.
This has seen us do better in everything.

OTP
CSI
NPS
OTP (On-Time Performance)

- 2017: 67%
- 2018: 68%
- 2019: 89%
CSI
(Customer Satisfaction Index)

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score</td>
<td>69%</td>
<td>74%</td>
<td>77%</td>
</tr>
</tbody>
</table>
NPS
(Net Promoter Score)
The “Best of Malaysia” series offers our passengers the opportunity to experience the traditional flavours and mouth-watering cuisine for which Malaysia is famous for.

- Nasi Lemak
- Nasi Goreng with Satay
- Hainanese Chicken Rice
- Oriental Stir Fry Noodles
Chef on Call

Online booking

• Best-in-class Malaysian and International cuisine
• Integrated in the online booking flow
MHvoucher
The gift that brings you a world of Malaysian Hospitality
Available on MHassistant
FULLY DIGITALISED PROGRAMME

- Check-in Baggage
- Frequent Flyer Programme
- Complimentary Date Change
- Friends & Family Promo
- Flight Discounts

MHexplorer

Expedia®
Grab
Maxis
FLEXIBILITY AT ITS BEST!

Fly Now, Pay Later
THANK YOU
Elephants are an ethical concern for the tourism industry.

The rapid growth in tourism’s demand for interaction with elephants across Asia coupled with inadequate government regulations has resulted in poor treatment in many elephant facilities.
Sustainable Elephant Experiences

Other facilities however are working in compliance with the best achievable practices in close partnership with elephant experts and universities.
Sustainable Elephant Experiences

“...TAT’s goal to improve education and engagement about elephants across Thailand, providing a platform to start a discussion about the current situation and how we can, collectively, move forward towards more sustainable solutions for elephant-based tourism in Thailand and worldwide,”

Mrs. Srisuda Wanapinyosak, TAT Deputy Governor for International Marketing – Europe, Africa, Middle East and Americas
Sustainable Elephant Experiences

Pakkanut Bansiddhi, DVM, MSc, PhD, Lecturer, Department of Companion Animals and Wildlife Clinics, Faculty of Veterinary Medicine, Chiang Mai University

Theerapat Trungprakan, President, Thai Elephant Alliance Association
Sustainable Elephant Experiences
STARTING SMALL:
How To Integrate Adventure Elements Into Your Tour
STARTING SMALL:
How To Integrate Adventure Elements Into Your Tour

Dan Moore
Laura Raymond
Ian Ord
Pandion Consulting & Facilitation

dan@pandion.biz – 206.709.0286 – www.pandion.biz – @DintyDan
PANDION’S SERVICES:

• Connect tour operators and outfitters to destination and industry resources

• Assist destinations with tourism and community development

• Provide best-practice training in Adventure, Eco, and Cultural travel
STARTING SMALL: How To Integrate Adventure Elements Into Your Tour

1. Key Concepts
2. Small Group Discussion
3. What Are Your Goals?
WHY?
INTERNATIONAL ADVENTURE MARKET
SIZE

- Projections based on ATTA consumer research from 2009 and repeated in 2012
- Survey research did not include Asian outbound markets, does not include domestic adventure travel

2009: $89B
2012: $263B
2017: $683B

21% CAGR
44% CAGR
Adventures Travel Compared to Other Global Industries

- Cruise Industry: $119B
- Global Textile Mills Market: $667B
- International Adventure Market: $683B
- Global Prescription Drug Sales: $774B
WHAT IS ADVENTURE TRAVEL?

Market:

• Four in Ten Travelers Choose Adventure

• Adventure Tourism Market Study (ATTA, George Washington University)
THE FUTURE OF TOURISM?

“Adventure tourism is what tourism should be today and definitely what tourism will be tomorrow.”

- UNWTO Secretary-General Mr. Taleb Rifai at ATWS Switzerland, 2012
THE FUTURE OF TOURISM?

UNEP estimated general tourism spending remaining in host destination.

Adventure traveler spending estimated to remain in the host destination.

- From ATTA Research
WHAT IS ADVENTURE TRAVEL?

Adventure Ethos

• Collaboration
• Community
• Sustainability
WHAT IS ADVENTURE TRAVEL?

THREE COMPONENTS OF ADVENTURE TRAVEL
WHAT IS ADVENTURE TRAVEL?

PHYSICAL ACTIVITY
WHAT IS ADVENTURE TRAVEL?

CULTURAL EXCHANGE
WHAT IS ADVENTURE TRAVEL?

INTERACTION WITH THE ENVIRONMENT
WHAT IS ADVENTURE TRAVEL?

THREE COMPONENTS OF ADVENTURE TRAVEL
WHAT IS ADVENTURE TRAVEL?

ADVENTURE TRAVEL DOES NOT HAVE TO BE
NOT (JUST) ABOUT THE ADRENALINE
CUSTOMER SERVICE IN ADVENTURE

Sweet spot for adventure travel
WHAT IS ADVENTURE TRAVEL?

Adventure Is Relative

• One person’s “soft” is another person’s “hard” adventure

• Authentic Is More Important Than Extreme

• Soft Adventure Is Majority
CUSTOMER SERVICE IN ADVENTURE

Sweet spot for adventure travel

TERROR ZONE

COURAGE ZONE

Growth & Opportunity
Confidence & Bravery

COMFORT ZONE

Paralysis & Overwhelm
Research Reveals Adventure Travelers Primarily Motivated by Transformation

January 31, 2017

Written By:
CHRISTINA BECKMANN

Motivations for Adventure Travel
“Life-changing Experience”
“Life-changing Experience”
+
“Personal Growth & Challenge.”
+
“Life-changing Experience”
+
“Personal Growth & Challenge.”
+
“A Sense Of Accomplishment & Achievement”
“Life-changing Experience”

+ 

“Personal Growth & Challenge.”

+ 

“A Sense Of Accomplishment & Achievement”

+ 

“A Feeling of Gratitude & Mindfulness?”
Transformation!
JOSEPH CAMPBELL

The Hero's Journey
Image based upon Joseph Campbell's *The Hero With a Thousand Faces* (1949)
CUSTOMER SERVICE IN ADVENTURE

TERROR ZONE

COURAGE ZONE

Growth & Opportunity
Confidence & Bravery

COMFORT ZONE

Paralysis & Overwhelm

Sweet spot for adventure travel
CONNECT TO DESTINATION
ADVENTURE = GREATER CONNECTION

- Slower pace of activities means you see more
Slower pace of activities means you see more

More immersive

You feel the rain, smell the air, touch the earth

ADVENTURE = GREATER CONNECTION
ADVENTURE = GREATER CONNECTION

- Slower pace of activities means you see more
- More immersive
  - You feel the rain, smell the air, touch the earth
- More likely to encounter people
  - Get out from behind the glass
ADVENTURE = GREATER CONNECTION

- Slower pace of activities means you see more
- More immersive
  - You feel the rain, smell the air, touch the earth
- More likely to encounter people
  - Get out from behind the glass
- Showcase your culture
EXAMPLES OF AUTHENTICITY
CYCLING AND CONNECTION
TREKKING AND CONNECTION
**ACTIVITY:**

**Step 1:** Think about a travel experience where you have had personal transformation  
OR  
Where the activity helped you better connect to the destination

**Step 2:** Share your experience with a neighbor

**Step 3:** Be prepared to share with the whole group
HOW?
Effective Communication:

- Stories touch our emotions
- More intimate
- Better retention
Effective Communication:
• Stories touch our emotions
• More intimate
• Better retention

Showcase you and your company:
• Way to share your ethos
• Differentiation from competition
• Large cruise terminal in Southeast Alaska
• 100% Indigenous owned
• All tours incorporate local stories from Tlinkit people
• Stories all used with permission and vetted by elders
KETCHIKAN, ALASKA
IMMERSIVE ACTIVITY

- Snorkeling in 3-degree water!
- Learn about wildlife
  - Rain or shine
- Go to the other side of the glass and immerse in the elements
TRANSFORMATIONAL TRAVEL
LEAD UP TO THE TRIP

The Journey Begins at Home

- Prepare guests for what is to come
- Begin the storytelling before departure
What will be the climax of the trip?

- Allude to this part while leading up to it
- Refer back to experience afterwards
- Success shouldn’t always mean “reaching the summit”
- Plan on what failure looks like
PUTTING IT ALL TOGETHER
PUTTING IT ALL TOGETHER
Step 1: Work with the people at your table

Step 2: Choose a tour or experience offered by someone in your group

Step 3: Incorporate these concepts into the tour - Storytelling, immersion, transformation

Step 4: Be prepared to share with the whole group
Next Steps

Now What?
Stay Connected!
QUESTIONS?

dan@Pandion.biz
@DintyDan

ian@wsetravel.com
@WSEtravel
Thank you!
creating meaningful adventures
adventure tourism
journey of adventure travelers

beginning

Appreciation of nature
Unique

Transformative
Authentic

Sustainability
Responsibility

Climate change

maturity

Where the magic happens
Your Comfort Zone
Fast-changing landscapes of Chinese travelers

China is expected to become a global driving force within the adventure travel sector with adventure travel as a travel category that appeals most strongly to young Chinese born in the 1980s and 1990s.

- ITB China Travel Trends 2019 report
- Bannikin China Adventure Tourism Report 2019
Fast-changing landscapes of Chinese travelers

**Traditional packaged-group**
- Shopping
- Hotel accommodation
- Dining
- 3S (sun, sea, sand)

**Customised group tours & FIT travelers**
- Unique & authentic experiences
- Landscapes & sceneries
- Interaction with locals
“Nearly 1 in 2 Singaporeans are adventurous travelers”
- CNA lifestyle January 2019

Slow, leisurely trips
Short, micro getaways
Off-the-beaten holiday destinations

- Skyscanner online survey 2019, published in APAC Travel Trends 2020
Destinations must tailor approaches to match the preferences of key target adventure market

zoom in on concept of ‘see-feel-interact’
Key elements of adventure travel

nature  +  rural areas
(delicate environment)  +  (local communities)
It is your job, too.
Be a travel changemaker, be bold – raise the bar
Be gentle with nature.
And always call it what it is.
Practice inclusion and empowerment
Promote local products
Rural communities have a lot to offer, if only we look closer.
create career opportunities

elevate industry practices

prioritise local talent
how serious are you about wanting to make travel meaningful?