

Marketing Adventure Tourism Across Different Generations of Tourists
Dr. Steve Morse, Western Carolina University
2013 NC Tourism Leadership Conference
Southern Pines, NC

**Marketing Adventure Tourism
Across Different Generations
of Tourists**



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**2 Categories of Adventure Tourism:
Soft and Hard Adventure Activities**

1) "Soft" Activities

- Guided trips with trained guides
- Minimal skill required to participate
- Equipment provided by outfitter
- Risk is involved, but risk is minimized by trained guide and safety equipment

Examples of Soft Adventure Activities

"Soft" Activity Examples:

- Guided whitewater river trips down class II river
- Guided zip-line tours
- backpacking
- spelunking
- Bicycling
- Hiking
- Some rock climbing

2) Hard Adventure Activities

1) "Hard" Activities

- Requires participant to have large amount of skill
- My or may not be guide present
- High amount of real and perceived risk involved
- Usually sign liability waiver before participates

Hard Adventure Activities

"Hard" Activity Examples

- Mountain climbing
- Class IV whitewater rafting/kayaking/canoeing
- Hang gliding
- Base Jumping

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Adventure Tourism has many faces



Adventure Tourism has just begun



Most Adventure Travel is
motivated by 2 Factors

- 1) Push Factors that motivate the traveler
- 2) Pull Factors that motivate the traveler

Push Motivations for Travel

- Push factors that motivate people to travel
 - Related to people's internal feelings or desires (what internally pushes people to these activities)
 - Excitement, risk, socialization, achievement, physical fitness

Pull Motivations for Travel

- Pull factors that motivate people to travel
 - Unique characteristics of the destination that pull the tourist to this particular destination that will meet their motivational needs.

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Why PUSH & PULL motivation factors are important

They determine 2 important travel decisions:

- 1) Will I take an adventure travel trip?
 (Yes/No) PUSH factors
- 2) Where will I take an adventure travel trip? (destination) PULL factors

The Generations

If you are...	Then you are a...
62 years old +	Silent Generation
43 years – 61 years old	Baby Boomer
31 years – 42 years old	Gen X'er
13 years – 30 years old	Echo Boomer (Gen Y)

The Generations

- Gen Y Born 1982 – 2004
- Gen X Born 1965 – 1982
- Baby Boomers Born 1948-1964

Top 5 Ranking Push Factors for Gen Y

- 1) Risk (real first, perceived is ok)
- 2) Social Experience
- 3) Physical Stay Fit
- 4) Close to Nature
- 5) Excitement
- 6) Need to Succeed

Top 5 Ranking Push Factors for Gen X

- 1) Physical Stay Fit
- 2) Risk (real or perceived)
- 3) Need to Succeed
- 4) Social Experience
- 5) Close to Nature
- 6) Excitement

Top 5 Ranking Push Factors for Baby Boomers

- 1) Physical Stay Fit
- 2) Need to Succeed
- 3) Social Experience
- 4) Close to Nature
- 5) Risk (real or perceived)
- 6) Excitement

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**Remember the role of Real or
Perceived Risk**



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