

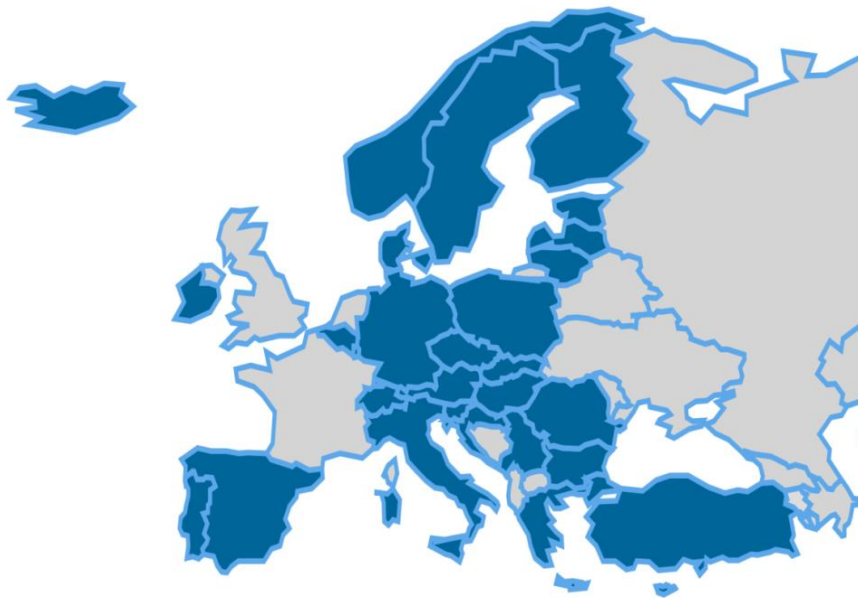


THE ROLE OF ACTIVE TOURISM FOR DESTINATION EUROPE
Gunes Vural

Vienna, 14 October 2016

EUROPEAN TRAVEL COMMISSION

SINCE 1948



MISSION

Strengthen the sustainable development of Europe as a tourist destination and to increase competitiveness, through knowledge gathering and sharing amongst members and lobbying as well as by establishing a professional marketing platform for the successful promotion of member countries in overseas markets.



MEMBERS

33 National Tourist Organisations (NTOs) in Europe.

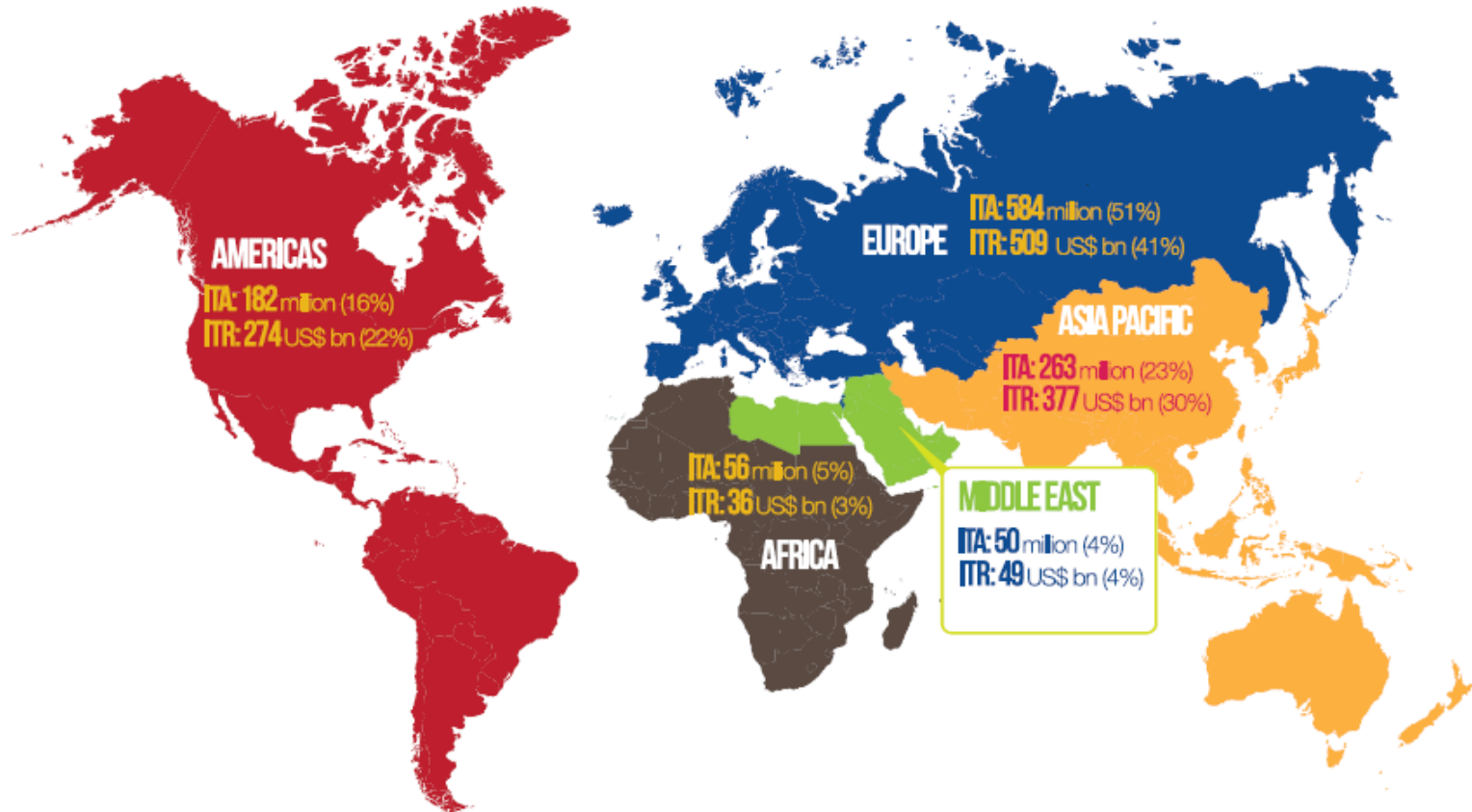


MANDATE

ETC is responsible for the promotion of Europe as a tourist destination.

EUROPE IS THE #1 DESTINATION WORLDWIDE

International tourist arrivals (ITA): 1135 million
International tourism receipts (ITR): US\$ 1245 billion



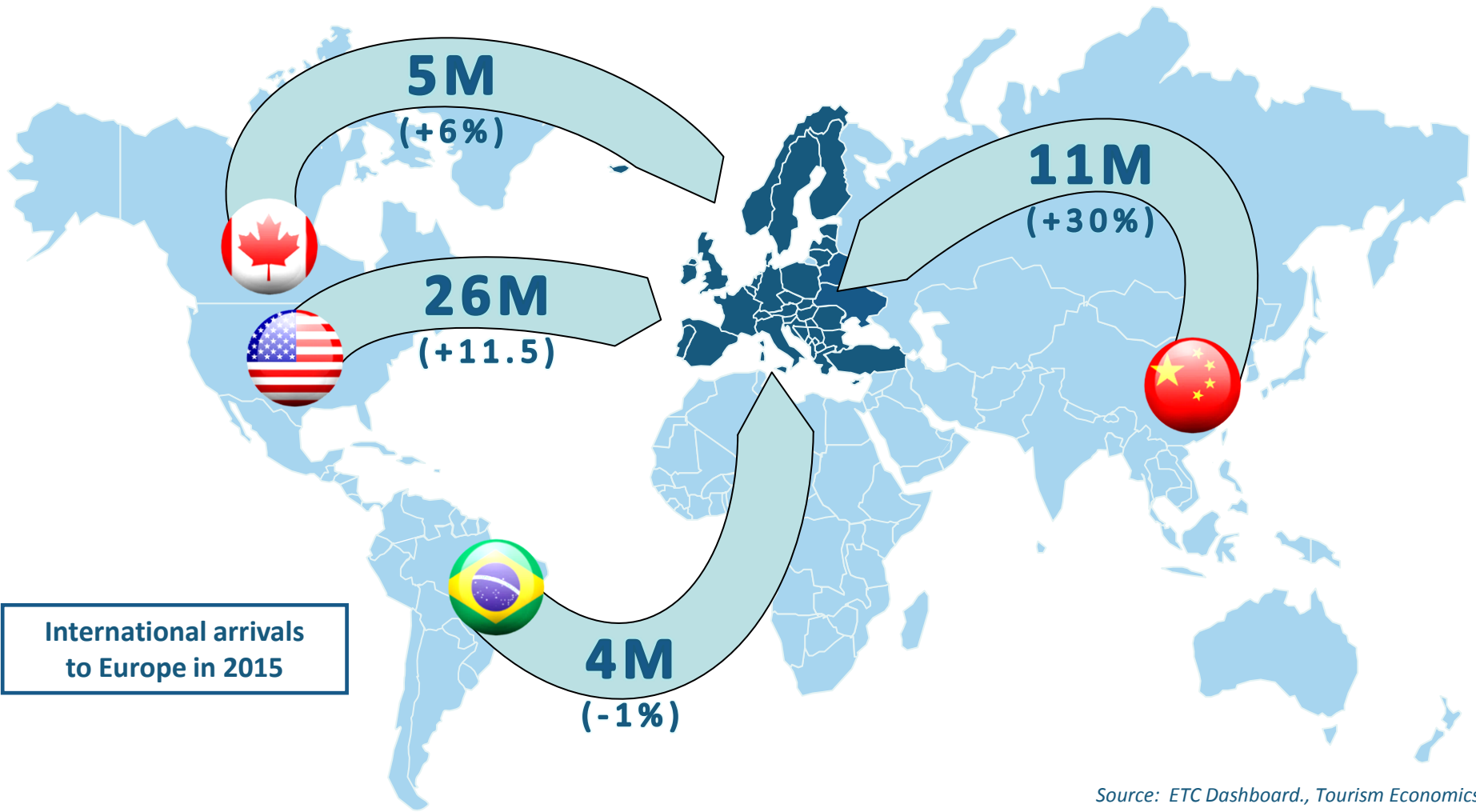
Source: UNWTO

TOURISM INDUSTRY IS KEY IN EUROPE

584 million	International arrivals
509 billion USD	Revenues
1.8 million	Businesses
9.7 million	Workforce
9.7%	GDP

Source: UNWTO & WTTC

FOUR PRIORITY MARKETS



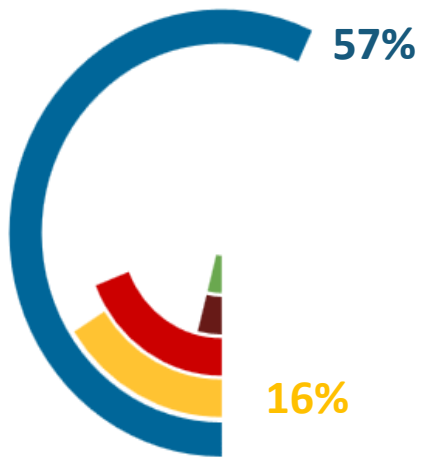
International arrivals
to Europe in 2015

Source: ETC Dashboard., Tourism Economics

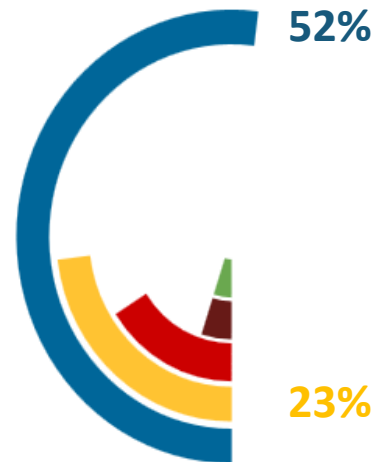


RELATIVE WEIGHTS ARE CHANGING

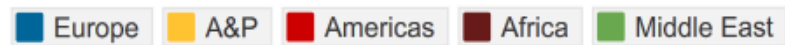
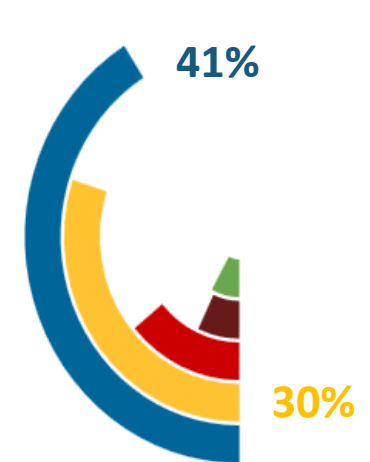
2000



2013



2030



Share (%) of international tourist arrivals by region of destination, Source: UNWTO

THE ROLE OF ACTIVE TOURISM



PROFILE ADVENTURE TRAVELLER





Source: Shutterstock







Profile Adventure Traveller

- **Hard adventurers/ soft adventurer**
- **average age: 35 years hard; 42 years soft**
- **highly educated; more than other types of travellers**
- **seek unique or new travel destinations and activities; early adopter**
- **Adventure travellers want untrammelled and well-managed natural resources**

Source: the George Washington University, Xola Consulting



THE ROLE OF ADVENTURE TOURISM





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THE ROLE OF ADVENTURE TOURISM

The adventure travel market in North America, South America and Europe has experienced an average yearly size increase of 55% from 2009 to 2014

- valued at \$263 billion

Source: Adventure Travel Trade Association- Adventure Tourism Development Index 2015



NEW OPPORTUNITIES IN ACTIVE TOURISM



What needs to be provided?



Thank you!

