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): 1.135 billion
International tourism receipts (ITR): US$ 1.245 trillion

Source: UNWTO
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<tr>
<td><strong>International arrivals</strong></td>
<td><strong>584 million</strong></td>
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<td><strong>Revenues</strong></td>
<td><strong>509 billion USD</strong></td>
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<td><strong>Businesses</strong></td>
<td><strong>1.8 million</strong></td>
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<td><strong>Workforce</strong></td>
<td><strong>9.7 million</strong></td>
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<td><strong>GDP</strong></td>
<td><strong>9.7%</strong></td>
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Source: UNWTO & WTTC
FOUR PRIORITY MARKETS

International arrivals to Europe in 2015

- **5M (+6%)**
  - Source: ETC Dashboard, Tourism Economics

- **26M (+11.5%)**

- **4M (-1%)**

- **11M (+30%)**

Source: ETC Dashboard, Tourism Economics
RELATIVE WEIGHTS ARE CHANGING

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

2000
- Europe: 57%
- A&P: 16%

2013
- Europe: 52%
- A&P: 23%

2030
- Europe: 41%
- A&P: 30%

Legend:
- Europe
- A&P
- Americas
- Africa
- Middle East
THE ROLE OF ACTIVE TOURISM
PROFILE ADVENTURE TRAVELLER
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
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!