

The Purpose of Today

- Background on Slow Adventure
- Key principles of the brand
- Key marketing messages
- What it means to be a Slow Adventure ambassador
- Adopting Slow Adventure in new destinations
- Next steps...



What is Slow Adventure?

'A form of tourism which avoids the quick adrenalin-pumping hits of convenient adventure experiences, in favour of slow, immersive journeys, living in and travelling through wild places and natural spaces - experiencing nature in its timeframe, its seasons, its weathers and its variations'

(Varley and Semple, 2015)

Nature Passage Time Comfort



Key Project Objectives

- Define slow adventure in a business context
- Help SMEs to extend their marketing reach
- Create new collaborative tourism products through clustering models
- Attract high-value consumers to wild, nature-rich destinations
- Create memorable experiences for the consumer
- Create a transnational cluster of 'slow adventure' ambassadors
- Develop an enduring ethos as part of a global movement to slow down journeys, experiences and tourism

Main Project Activities

- Consumer and market research
 - Who is the Slow Adventure consumer?
- An understanding of new tourism technologies
 - How do we reach the Slow Adventure consumer?
- Testing new marketing and clustering models
 - What are the characteristics of Slow Adventure in a business context?
- 'Two-eyed seeing'
 - Western and indigenous perspectives



Consumer Research

Key customer typologies Millennials / Baby boomers / Passion Communities

Key markets:

Urban 'melting pots'

Consumer Research:

Email Panels in New York, Sydney, Berlin, Amsterdam Slow adventurer observation and interviews in Ireland, Northern

Ireland, Scotland and Norway

What is Slow Adventure in a Business Context?

Journeys typically include one of the following:

- Wild food
- Wildlife
- Comfort in the outdoors
- Creating and enhancing people's understanding
- Human- or nature-powered travel
- An enhanced engagement with place

Slow adventure activities draw upon ideas framed around different cultures and histories, such as hunting, fishing and wild foods, love of and respect for nature and wildlife, and the relationship between food and natural environments.

Criteria for SMEs / Micro-businesses

- Learning: Cultural; Environmental; Practical
- Self-development
- Human/nature powered activity (for the most part. Horseback may be an alternative)
- Activities that take place in settings that are: Natural; Rural; Wild
- Overnight activities *offered*, but not necessary
- Local food (or wild food)
- Wildlife watching/appreciation opportunities
- A slow pace, in tune with nature
- Activities that can be guided or self-guided



Slow Adventure Collaboration

Slow adventure collaborative products consists of the following:

Quality accommodation that has an affinity with the surrounding nature

Locally-produced food and drink

Guided activities when possible (or possibly self-guided)

Connections with culture, heritage and community

Easy transition from one element to the next is seamless

A common thread from start to end – a reason why each element is included

A wild, natural setting



Potential Benefits

Increasing the number of businesses in the regions collaborating on tourism development

Increasing the number of higher-spending tourists to the regions and spread their spend with more local businesses – value not volume!

Improving shoulder-season activity and help obviate this structural weakness of the sector

Increasing employment, particularly of young people, attracted to the lifestyle opportunities, and helping to combat rural depopulation

Growing tourism marketing activity and exposure for the regions, in particular to less known places

Be part of a wider international network of ambassadors

Guidelines for Businesses







The guidelines for

Creating and narrating the slow adventure product



Key Marketing Messages

- Provide quality and value for money, not cheap
- A need for privacy time to reflect
- Engendering 'eco-empathy' respect and responsibility
- Importance of novelty point of differentiation
- Expertise and 'soft skills' of guides highly valued
- Promote a sense of local culture

- Use stories (myths and legends) to engage
- Link food back to the landscape
- Life-affirming experiences use 'how it makes me feel' marketing not 'what we did'
- Develop a suitable brand or theme that inspires appropriate 'wanderlust'
- Create opportunities to capture postexperience joys
- Encouraging visitors to share social capital



Marketing Campaign Guidelines for Businesses







@slowadventuring #slowadventuring

Building a Digital Transnational Campaign

The Aim

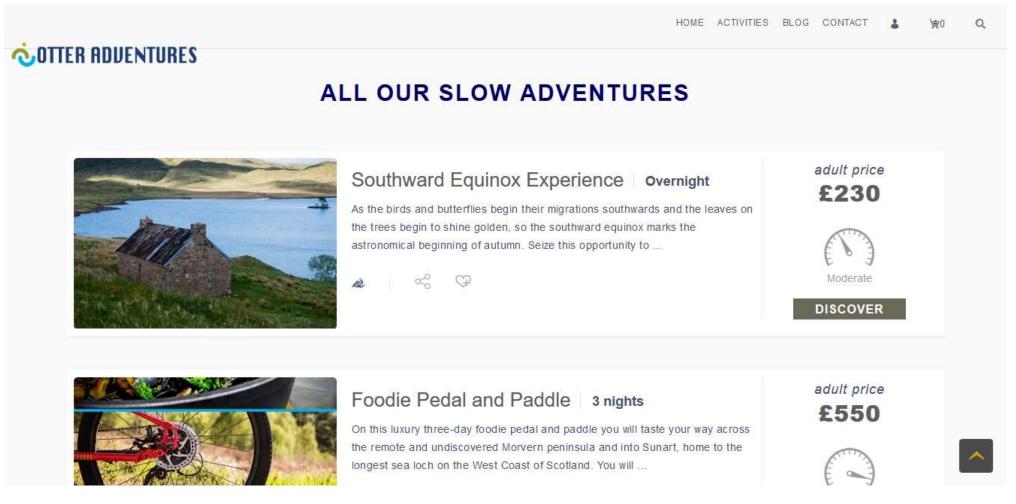
To raise awareness of Slow Adventure as a concept and Slow Adventure products in Norway, Finland, Sweden, Iceland, Ireland Northern Ireland and Scotland which have been developed as a result of the SAINT Project.

In doing so, it will introduce the consumer to an alternative dimension of 'adventure'.

Discovering wild and nature rich landscapes at a slower pace through softer more immersive experiences instead of associating adventure with high adrenalin and fast-paced activities.

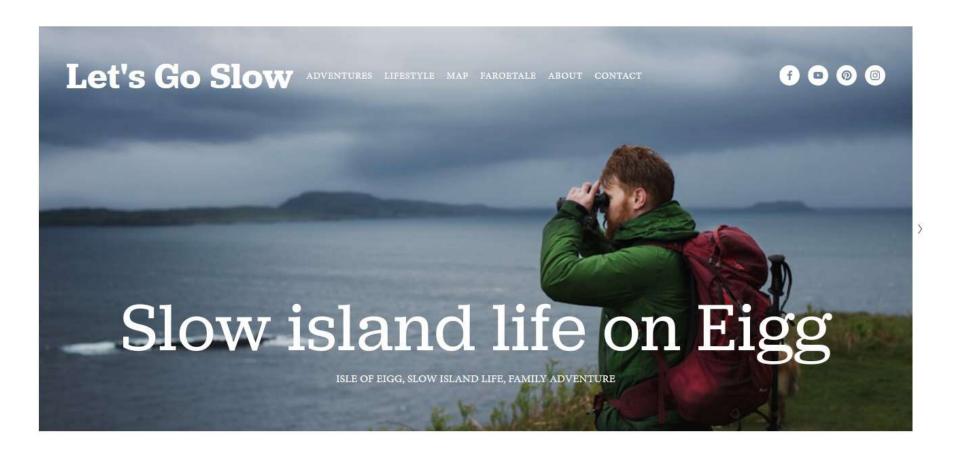


Slow Adventure Ambassadors - Business





Slow Adventure Ambassadors - Influencer





Key Links

www.slowadventure.org www.slowadventure.scot www.saintproject.eu www.facebook.com/slowadventuring www.instagram.com/slowadventuring #slowadventuring www.letsgoslow.com





Slow Adventure Ltd

Would you like to join this movement?

Questions

Thank you!



