



slow adventure®

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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



Northern Periphery and
Arctic Programme

2014-2020



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IN NORTHERN TERRITORIES

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



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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.



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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



Northern Periphery and
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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 post-experience 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

ALL OUR SLOW ADVENTURES



Southward Equinox Experience | Overnight

As the birds and butterflies begin their migrations southwards and the leaves on the trees begin to shine golden, so the southward equinox marks the astronomical beginning of autumn. Seize this opportunity to ...



adult price
£230



DISCOVER



Foodie Pedal and Paddle | 3 nights

On this luxury three-day foodie pedal and paddle you will taste your way across the remote and undiscovered Morvern peninsula and into Sunart, home to the longest sea loch on the West Coast of Scotland. You will ...

adult price
£550



Slow Adventure Ambassadors - Influencer



Key Links

www.slowadventure.org

www.slowadventure.scot

www.saintproject.eu

www.facebook.com/slowadventuring

www.instagram.com/slowadventuring

[#slowadventuring](https://www.instagram.com/slowadventuring)

www.letsgoslow.com





Slow Adventure Ltd

Would you like to join this movement?

Questions

Thank you!



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