Session 3 : Positioning of adventure tourism in the global marketplace

Different shades of adventure

Willy Fux – consultant
Discover your world. Discover yourself.
Sports & adventure tourism in mature mountain destinations
Mature mountain destinations: How to grow?

W. Europe: mature mountain destinations - stagnating summer tourism

Over 6 million beds: a «visitation-thirsty» economy in worldwide competition

Savoie Mont-Blanc – bednights summer (source SMBT)

Tirol – bednights summer (source TTR)
EXPERIENCE QUALITY

Stagnation : is there a problem with the quality of mountain holiday experiences ? Is there a gap between offering and demand ?
## Experience quality dimensions

- **How do people rate these dimensions after a summer holiday?**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>Service quality</strong> and reliability</td>
</tr>
<tr>
<td>2.</td>
<td><strong>Accessibility</strong>, convenience</td>
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<tr>
<td>3.</td>
<td><strong>Physical environment</strong>: comfort, atmosphere, immersion, decor - scenery</td>
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<td>4.</td>
<td><strong>People</strong> (interaction with locals, professionals; kinship / social relations)</td>
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<tr>
<td>5.</td>
<td><strong>Entertainment and activities</strong> – emotions &amp; meaning</td>
</tr>
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</table>

- **Outcome / Takeaways:**
  - The things you’ve learned
  - The stories you can tell
Experience quality dimensions

After a summer holiday, how do travellers rate ...

- Scenery
- Positive emotions felt
- Educational takeaway
- Stories to share

(Scale of 1 to 6)
Experience quality dimensions

LHM Proprietary on-line survey on French NatRep sample (Oct. 2014 ; n = 1017)

Numerical scale of 1 (totally disagree) to 6 (Totally agree)

Scenery
Discover & learn
Positive emotions
Story to tell

← Market share

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Intensity $\leftrightarrow$ market share

Effort / cost / skills

Expected / received stimulation

Boring $\leftrightarrow$ Rejection

Market share
INTENSITY <-> MARKET SHARE

Example: Pedestrian activities on holiday

Which word best describes your pedestrian activity on holiday:

« Stroll », « walk » or « hike » ?

(originally « promenade », « marche », « randonnée »)
### Pedestrian activities on holiday

*LHM proprietary on-line survey on French NatRep sample (Oct. 2014; n=1017)*

<table>
<thead>
<tr>
<th><strong>Stroll (51%)</strong> &lt;br&gt;<em>(promenade)</em></th>
<th><strong>Walk (30%)</strong> &lt;br&gt;<em>(marche)</em></th>
<th><strong>Hike (19%)</strong> &lt;br&gt;<em>(randonnée)</em></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>53% Flat terrain</strong> &lt;br&gt;<em>(11% mountains)</em></td>
<td><strong>44% Rolling terrain</strong> &lt;br&gt;<em>(12% mountains)</em></td>
<td><strong>52% Mountains</strong>*</td>
</tr>
<tr>
<td><strong>85% max. 2 hours</strong></td>
<td><strong>79% max. 2 hours</strong></td>
<td><strong>79% 3 hours or more</strong></td>
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<tr>
<td><strong>24% practice sports</strong> &lt;br&gt;several times a week</td>
<td><strong>37% practice sports</strong> &lt;br&gt;several times a week</td>
<td><strong>52% practice sports</strong> &lt;br&gt;several times a week</td>
</tr>
<tr>
<td><strong>4% main holiday purpose</strong></td>
<td><strong>9% main holiday purpose</strong></td>
<td><strong>27% main holiday purpose</strong></td>
</tr>
<tr>
<td><strong>9% wintersports last 12 months</strong></td>
<td><strong>12% wintersports last 12 months</strong></td>
<td><strong>18% wintersports last 12 months</strong></td>
</tr>
<tr>
<td>Discover, entertain, relax, think of something else</td>
<td>Health</td>
<td>Close to nature, adventure, surpass oneself, physical challenge</td>
</tr>
</tbody>
</table>

*(Overall 19% think P.A. is associated with mountain terrain)*
Pedestrian activities on holiday

Market share

- **Stroll** (51%)
- **Walk** (30%)
- **Hike** (19%)

3% Hike + Mountains + main holiday purpose
How to grow?

Fitter ... or ... flatter?
INTENSITY <- MARKET SHARE

Example : bike or mountain bike ?

Bicycle ownership and practice
MTB Among French adults (18 y.o. and +):
LHM Proprietary on-line survey; French NatRep sample (Oct. 2014; n = 1017)

Bicycle ownership
53% own at least 1 bicycle
MTB Among French adults (18 y.o. and +):
LHM Proprietary on-line survey; French NatRep sample (Oct. 2014; n = 1017)

Bicycle ownership
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Mountain biking
24% own a ‘mountain’ bike
14% practice mountain biking (flat, rolling or mountain terrain)
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24% own a ‘mountain’ bike
14% practice mountain biking (flat, rolling or mountain terrain)

**Mountain biking on holiday**
5% find MTB important when on holiday
MTB Among French adults (18 y.o. and +):
LHM Proprietary on-line survey; French NatRep sample (Oct. 2014; n = 1017)

**Bicycle ownership**
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**Mountain biking**
24% own a ‘mountain’ bike
14% practice mountain biking (flat, rolling or mountain terrain)

**Mountain biking on holiday**
5% find MTB important when on holiday

**Mountain biking ... in the mountains**
3% associate MTB with mountain terrain
1% associate MTB with mountain terrain AND find it important when on holiday
How to grow?

Fitter ... or ... flatter?
MOUNTAINLIKERS OR MOUNTAIN SO-SO’S?

Overall satisfaction after a summer holiday in a mountain destination.
Holidaymakers in mountain resorts: Main segments

- **Cognitive engagement**
  - Slow hedonists
    - Shopping, easy walks, farniente, Wellness,
  - Cultural
    - Easy walks, cultural activities, wellness
  - All-mountain
    - Cultural activities, wellness, hiking, downhill hiking
  - Vertical
    - Climbing, MTB, rafting, hiking, via ferrata, paragliding...
  - Urban athletes
    - Road cycling, golf, hiking, ...

Mainstream expectations

Alpine expectations

LHM Proprietary on-line survey (Sept. 2012; n = 1237)
Holidaymakers in mountain resorts: overall satisfaction (0-10)

- Mountain so-so’s (Mountain illiterate)
  - Slow hedonists: 8,1
  - Urban athletes: 8,2

- Mountainlikers (Mountain experts)
  - All-mountain: 9,0
  - Vertical: 8,6
  - Culture: 8,5

LHM Proprietary on-line survey
(Sept. 2012; n = 1237)
How to grow?

Adjusting the relation between intensity and effort: 2 examples

- Perceived risk
- Physical engagement
- Travel distance
- Scenery
- Skills
Serfaus (A)
Area 47 (Ötztal - A)
<table>
<thead>
<tr>
<th>Perceived risk</th>
<th>(+)</th>
<th>(−)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical engagement</td>
<td>(+)</td>
<td>(−)</td>
</tr>
<tr>
<td>Required skills</td>
<td>(+)</td>
<td>(−)</td>
</tr>
<tr>
<td>Scenery</td>
<td>(−)</td>
<td>(+)</td>
</tr>
<tr>
<td>Travel distance</td>
<td>(short)</td>
<td>(long)</td>
</tr>
<tr>
<td><strong>Customer lifecycle</strong></td>
<td>25 years ?</td>
<td>50 years ?</td>
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</table>
Extraordinary activities in an ordinary environment

Ordinary activities in an extraordinary environment
How to grow?

• By giving a different kind of attention to both « Mountain Expert » and « Mountain illiterate » guests

• By making the right adjustments between « stimulation » and « effort »

• No-Brain-No-Muscle-No-Skills-No-Risk : easily accessible but stimulating experiences

• By increasing the lifetime consumption cycle

• By accepting the segmentation of facilities, space and destinations
Different shades of adventure.

6 million beds.
Thank you.


Willy Fux

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