

INTREPID
**ADVENTURE
TRAVEL INDEX
2018**



WELCOME

TO THE FIRST INTREPID ADVENTURE TRAVEL INDEX

We have crunched the numbers and quizzed the population to find out the true meaning of adventure travel, from the price of a pint to soul searching solo adventures.

With this inaugural report, we're excited to provide a snapshot of all things adventure travel – including Aussies' preferences, behaviours and motivators when it came to getting off-the-beaten-track in 2017.

As the world's largest adventure travel company with more than 29 years behind us, this report aims to share insights in to the fast-growing adventure travel sector by combining our own travel figures and industry knowledge, with externally-commissioned qualitative research.

And what better time to introduce the Index than when we have more of this data than ever before? That's thanks to a record number of Aussies travelling with us to a record number of destinations.

The world over, tourism has now become one of the fastest-growing industries; seeing a 7.1 per cent growth in passenger departures last year¹. Globally, we're investing in experiences more than things, with every diverse corner of the world becoming more accessible, affordable and sought-after than it's ever been.

For a travel company that's all about providing sustainable, experience-rich travel to the most open-minded, curious or Intrepid among us, this only further cements our commitment to the cause. It's no coincidence that our immersive, small group tours are geared towards those with an appetite for genuine exploration – not only by visiting both the touristy and lesser-known destinations; but by learning more about the local culture through our local tour leaders, how to travel responsibly, and how tourism can benefit local communities and economies.

Happy reading!



James Thornton
CEO Intrepid Group

¹ Source: United Nations World Tourism Organization.

WHAT IS ADVENTURE?

Over the past 29 years, Intrepid Travel has seen a shift in what adventure means to the average Aussie.

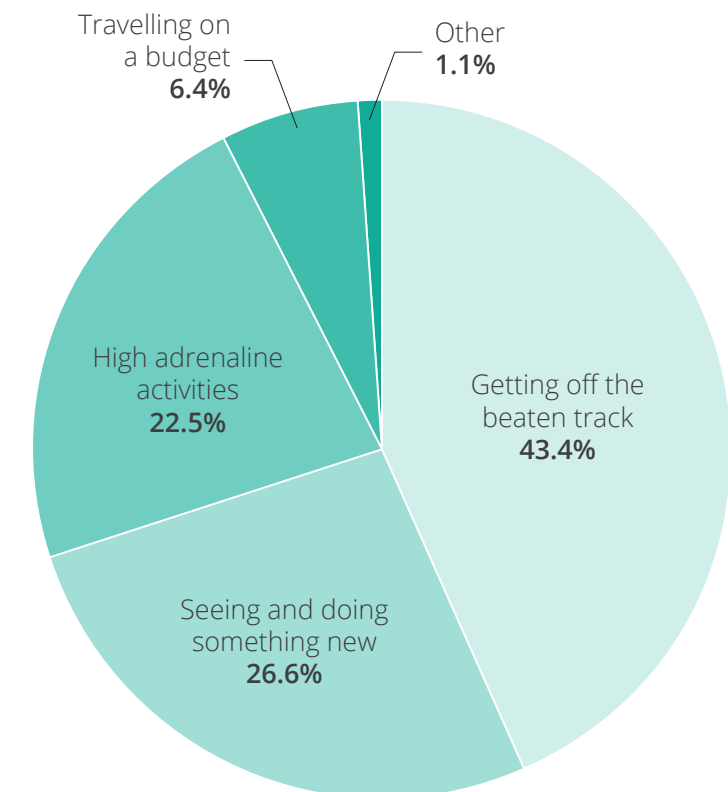


It's personal

Let's start with a story. "It was 1988 when Manch and I took off on the expedition of a lifetime to the wilds of Africa. The experience inspired the idea for Intrepid Travel, which is now part of the Intrepid Group. Collectively, the Group takes more than 350,000 travellers each year to more than 120 countries, on every continent," Intrepid Travel co-founder Darrell Wade said.

"We knew very little about the travel industry back then. But in the past 29 years, we've seen the word 'adventure' used in many different contexts - from adrenaline to 'soft adventure'. We also encounter people daily that declare they're "not adventurous" - when in fact, it is completely relative to an individual. What's adventurous to one person isn't necessarily adventurous to the next".

HOW AUSSIES DEFINE ADVENTURE TRAVEL



It's changed

It's no longer based on high adrenaline activities. To capture a snapshot of how Aussies describe adventure travel, we asked the question to 1,000 people nationwide. This is what they said:

- Getting off the beaten track and going to places less visited by mainstream tourists - 43.4%
- Seeing and doing something new - 26.6%
- High adrenaline activities - 22.5%
- Travelling on a budget - 6.4%
- Other - 1.1%

The Adventure Travel Trade Association (ATTA) defines adventure tourism as a trip that includes at least two of the following three elements: physical activity, natural environment and cultural immersion.

It's wild and it's mild

Adventure travel caters to all appetites, and ideas of adventure range from mild to wild. The survey asked respondents to name their most adventurous holiday. For some

people, simply getting on a plane and going overseas was their greatest adventure whilst others mentioned trekking through Africa or hitchhiking through Asia.

Australians count their greatest adventures overseas as walking the Cotswolds, sailing Croatia, hot air ballooning in Turkey, abseiling down 250 metre waterfalls in Utah, trekking through rice fields in Sapa, and hiking through bear country in Canada.

China represents adventure to many with walking the Great Wall, eating crickets and climbing a mountain all rating a mention in the independent survey.

Of those who rated experiences in our own backyard, the Northern Territory was by far most frequently mentioned - specifically adventures in Uluru, Kata Tjuta, Kakadu and Alice Springs.

Adventure has meaning beyond the destinations. Its also in the way we experience them. Many people responded that trying new foods and taking public transport is the most adventurous thing they've done.

WHY DO WE CHASE ADVENTURE?

It's a good question. When we started brainstorming this at Intrepid, we cited how adventure travel punctuates life achievements and milestones. Reaching Everest base camp by 40. Cycling Cuba to celebrate graduation. Trekking to Machu Picchu to recover from a break-up.

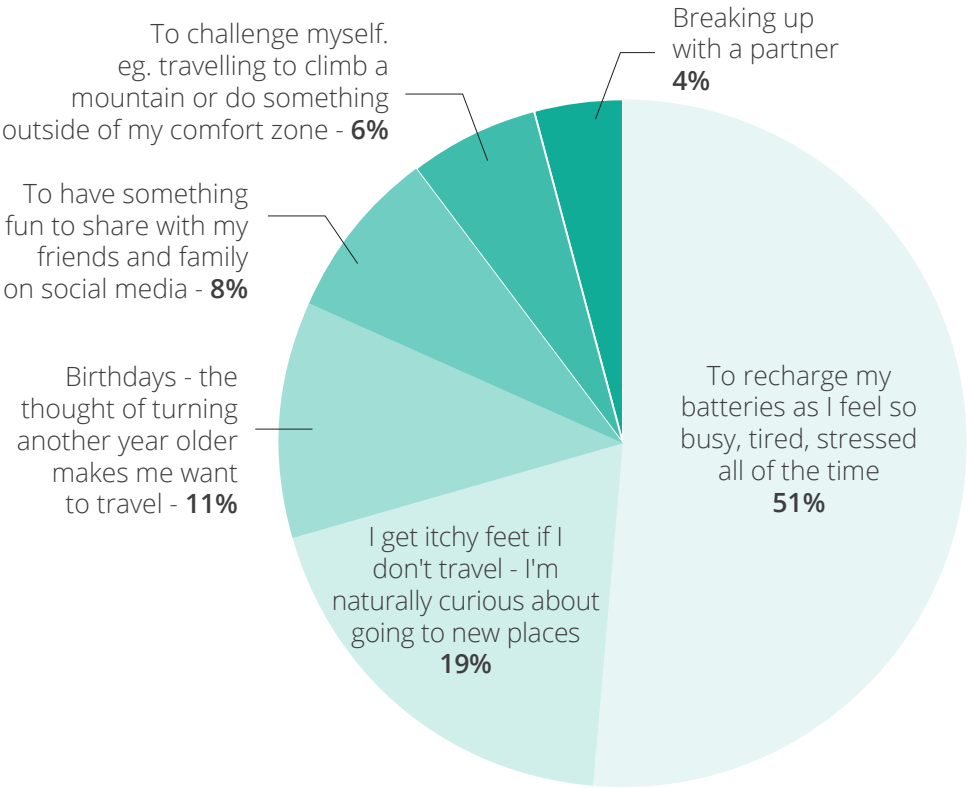
"Anecdotally, we are experiencing more travellers booking an Intrepid adventure with us to mark a special occasion like a milestone birthday or anniversary. This makes total sense as doing something new, and in some cases getting outside of your comfort zone, is the perfect way to put a stamp on personal occasions," Thornton said.

To explore this further, the survey of 1,000 Aussies also asked what motivates us to travel and therefore book an adventure, and this is what we found:

- **Adventure as decompression:** More than half of Australians (51 per cent) book

- an adventure to recharge their batteries because they feel busy, tired and stressed
- **Itchy feet is rife:** Australians report that 19 per cent choose adventure to satisfy their curiosity about going to new places. The same number of people said they get itchy feet if they don't travel.
- **Party poopers:** Perhaps birthdays don't mean as much the older you get as twice as many 18-24 year olds (14 per cent) are most motivated by their birthdays to book a trip than 45-54 year olds (7 per cent).
- **Gran is doing it for the 'gram:** 65 plus year olds are equally as motivated as 18-24 year olds to take an adventure in order to boast on social media - let's call it smoasting. 11 per cent of the youngest and oldest demographic rank smoasting as their motivation. In total, eight per cent of Australians say it would be their number one motivation.

WHAT MOTIVATES ADVENTURE TRAVEL?



WHAT IS THE AGE OF ADVENTURE?

It turns out there are no cliches to be had here. The older demographic are just as adventurous and outgoing as the younger demographic. When you marry Intrepid's top 10 destinations to three Australian age groups (18-29s, 30-45s and 46 and over) you find that the popularity of adventure destinations are equally spread.

Below we have mapped where the age groups sit across the ten most visited Intrepid destinations, and you'll see there's not much difference.

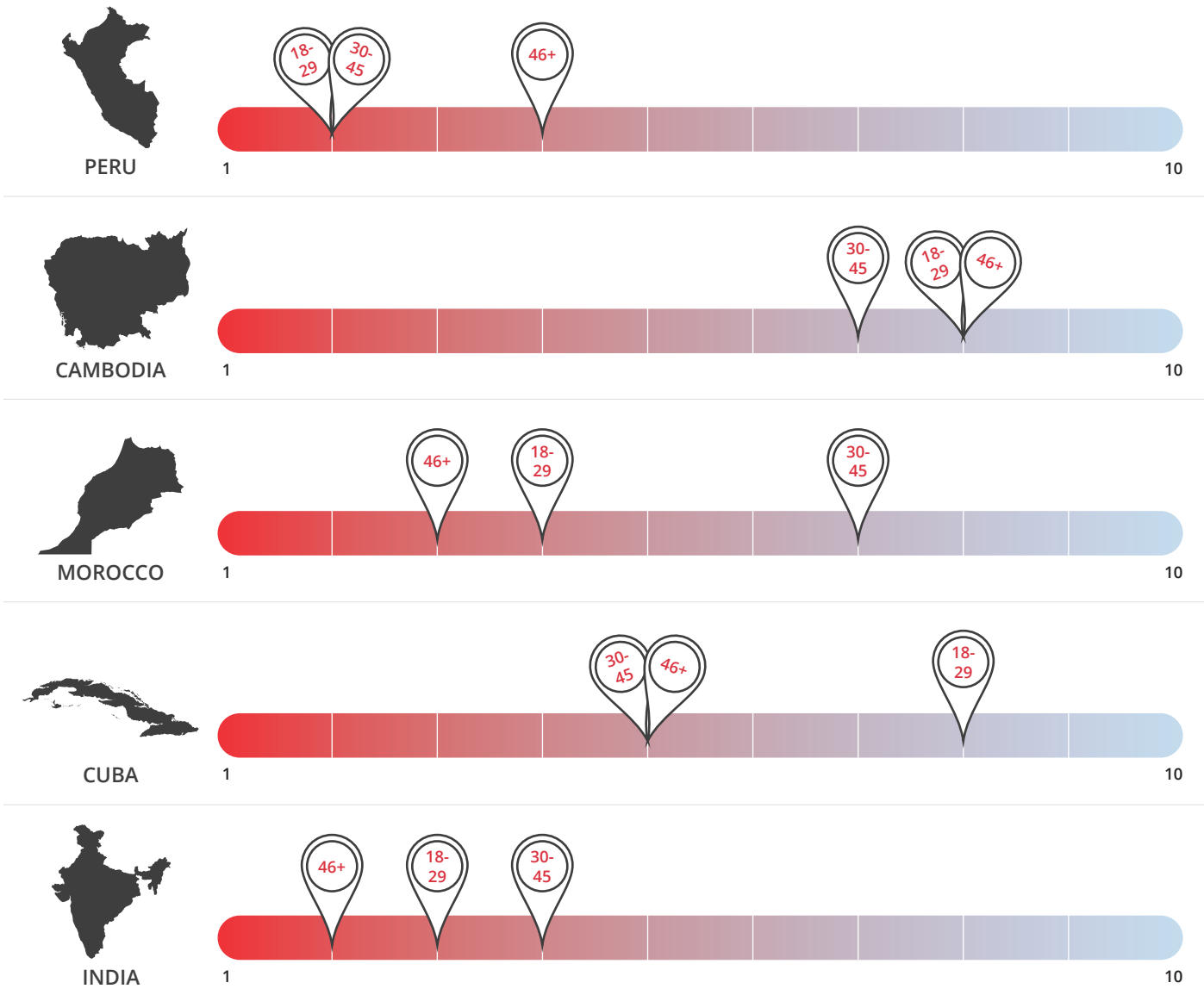
Some other sticky insights were that Croatia is the ninth most popular destination for 46+

year olds yet doesn't rank in the top 10 for the younger age groups.

Nepal is the fifth most visited destination for 18-29 year olds and two spots down at seventh place for 30 to 45 year olds. Nepal doesn't rate in the top 10 for 46+ year olds.

Morocco is hot for all age groups - ranked number four (18-29 year olds), number six (30-45 year olds) and number three (46+ year olds).

Iceland is number eight for 46+ year olds and 18-29 year olds - but not in the top 10 for 30-45 year olds.



TOP 20 ADVENTURE DESTINATIONS

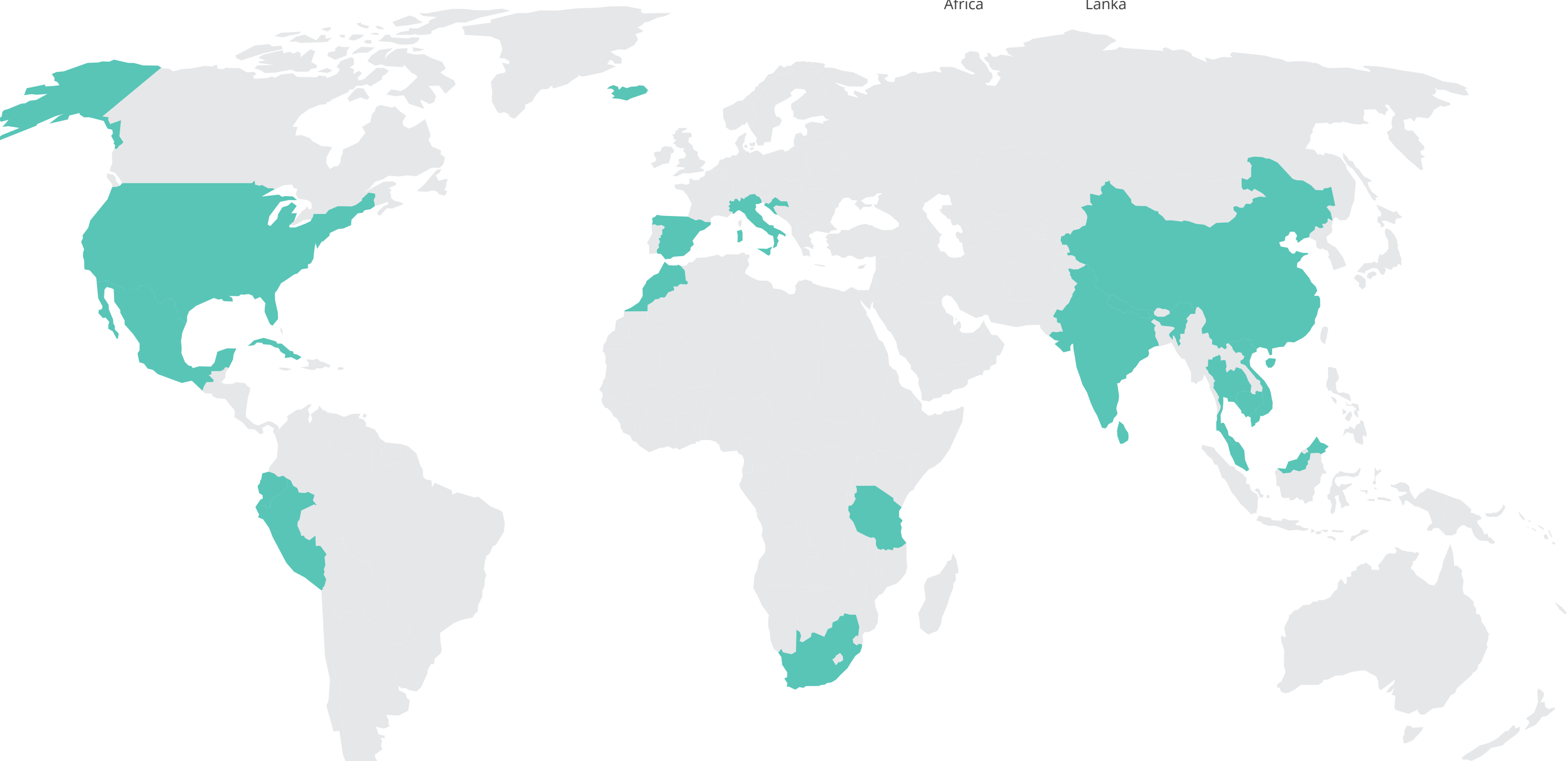
Australians are a loyal bunch. Vietnam, Peru, India and Cambodia remain Australia's favourite Intrepid adventure travel destinations from 2016 to 2017. In terms of year to year

changes, ten to twenty is where the movement starts to take place. Iceland, Croatia and China are new to the top 20 in 2017. Interestingly, Iceland and Croatia are known for overtourism

yet adventure travellers are seeing these countries in new lights by getting off the beaten path. Myanmar dropped from the top 20 list in 2017 as a side effect of the Rohingya


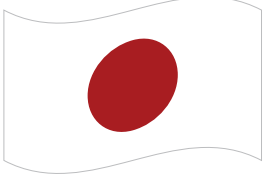


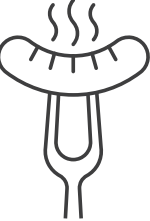











crisis. Cuba has moved down one place in 2017 following a spike when the country opened up to tourism. Nepal has risen two spots in 2017 as it climbs back from the 2015 earthquake.

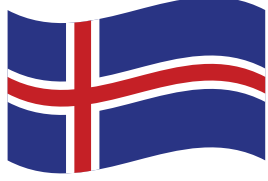
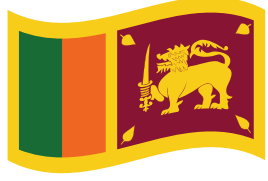

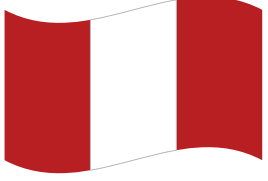


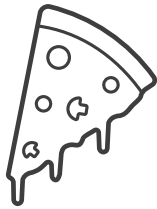
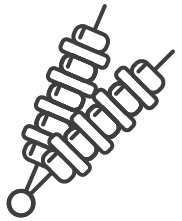








1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Vietnam	Peru	India	Cambodia	Morocco	Cuba	Italy	Nepal	Mexico	Ecuador	Tanzania	South Africa	Thailand	Sri Lanka	Iceland	Spain	Croatia	USA	Malaysia	China



MAKING YOUR DOLLAR GO FURTHER

Whilst just six per cent of Aussies define adventure travel as travelling on a budget, we all like to get bang from our tourist buck. To see how far your Aussie dollar can stretch across the world, we've compared some essential purchases like local street food, bus tickets and bike hire².

			
Australia Currency: AU Dollar	Japan Currency: Yen	Cambodia Currency: Riel	Morocco Currency: Dirham
			
POPULAR STREET FOOD BUNNINGS SNAG SIZZLE A cheap sausage in a slice of bread with sauce, bloody rippa! These usually cost \$ 2.50	POPULAR STREET FOOD OKONOMIYAKI An 'as-you-like-it' savoury pancake filled with your heart's salty desire costing you around... \$ 9.00	POPULAR STREET FOOD CRICKETS Crickets are a traditional delicacy, served deep-fried, crunchy & seasoned. You would find a serving of this tasty treat for... \$ 1.30	POPULAR STREET FOOD HARIRA Moroccan soup with plump juicy dates. It can be found for as little as... \$ 0.60
 \$ 4.00 Average cost of a bus ticket in city centre	 \$ 2.80 Average cost of a bus ticket in city centre	 \$ 0.55 Average cost of a bus ticket in city centre	 \$ 0.56 Average cost of a bus ticket in city centre
 \$ 50.00 Average cost of bike hire for a day	 \$ 12.00 Average cost of bike (also known as a "mama chari") hire for a day	 \$ 6.00 Average cost of bike hire for a day	 \$ 21.00 Average cost of bike hire for a day

			
Iceland Currency: Króna	Sri Lanka Currency: Rupee	USA (NYC based) Currency: US Dollar	Peru Currency: Sol
			
POPULAR STREET FOOD HOT DOG This is the corgi of the hot dog world and it will set you back \$ 6.50	POPULAR STREET FOOD KOTTU Roti, vegetables, egg and/or meat, as well as a dash of spice, all for the low price of... \$ 3.30	POPULAR STREET FOOD PIZZA SLICE No cutlery allowed: it's a hand only pizza and we suggest you fold it in half. This slice will cost you \$ 3.00	POPULAR STREET FOOD ANTICUCHOS A cow heart kebab not for the faint hearted. Don't think about it too hard... \$ 2.30
 \$ 5.80 Average cost of a bus ticket in city centre	 \$ 0.12 Bargain! That's the average cost of a bus ticket	 \$ 2.75 New Yorkers don't get the bus, they ride the subway. It goes everywhere	 \$ 0.77 Average cost of a bus ticket in city centre
 \$ 65.00 Clocking in as the most expensive average cost of bike hire for a day	 \$ 5.80 Cheaper than a hot dog! Average cost of bike hire for a day	 \$ 35.00 Average cost of bike hire for a day	 \$ 12.50 Average cost of bike hire for a day

²Source: Local Intrepid Travel Tour Leaders. All costs have been converted into AUD on 17 April 2018.

THE \$20 GLOBAL BEER INDEX

We're all about generosity on our small group tours. We consulted our on the ground leaders to find out how you can shout your Intrepid group a very large round of drinks³.



LOCAL LEADER INSIGHT

Nothing tells you more about a destination than hanging out with a local. So to get a better sense of what's happening across the globe, we asked 20 of our local tour leaders for their insights.

The overwhelmingly common theme from all tour leaders, from Myanmar to Mexico, was Australians' curiosity about life as a local.

In Turkey, leaders are most commonly asked if they speak Arabic, are religious, drink alcohol and if military service is mandatory.

In Egypt, local leaders are asked about marriage and whether it is arranged or not.

In Myanmar, leaders are commonly asked about life under the rule of Aung San Suu Kyi.

A desire to understand and connect with local women of different cultures led to the launch of Intrepid's first women only tours to Iran, Jordan and Morocco earlier this year.

The new Expeditions showcase the traditions and routines of local women in each destination.

Unsurprisingly, where leaders were once most commonly asked "where's the bathroom?" they are now most likely to hear; "is there free WIFI?".

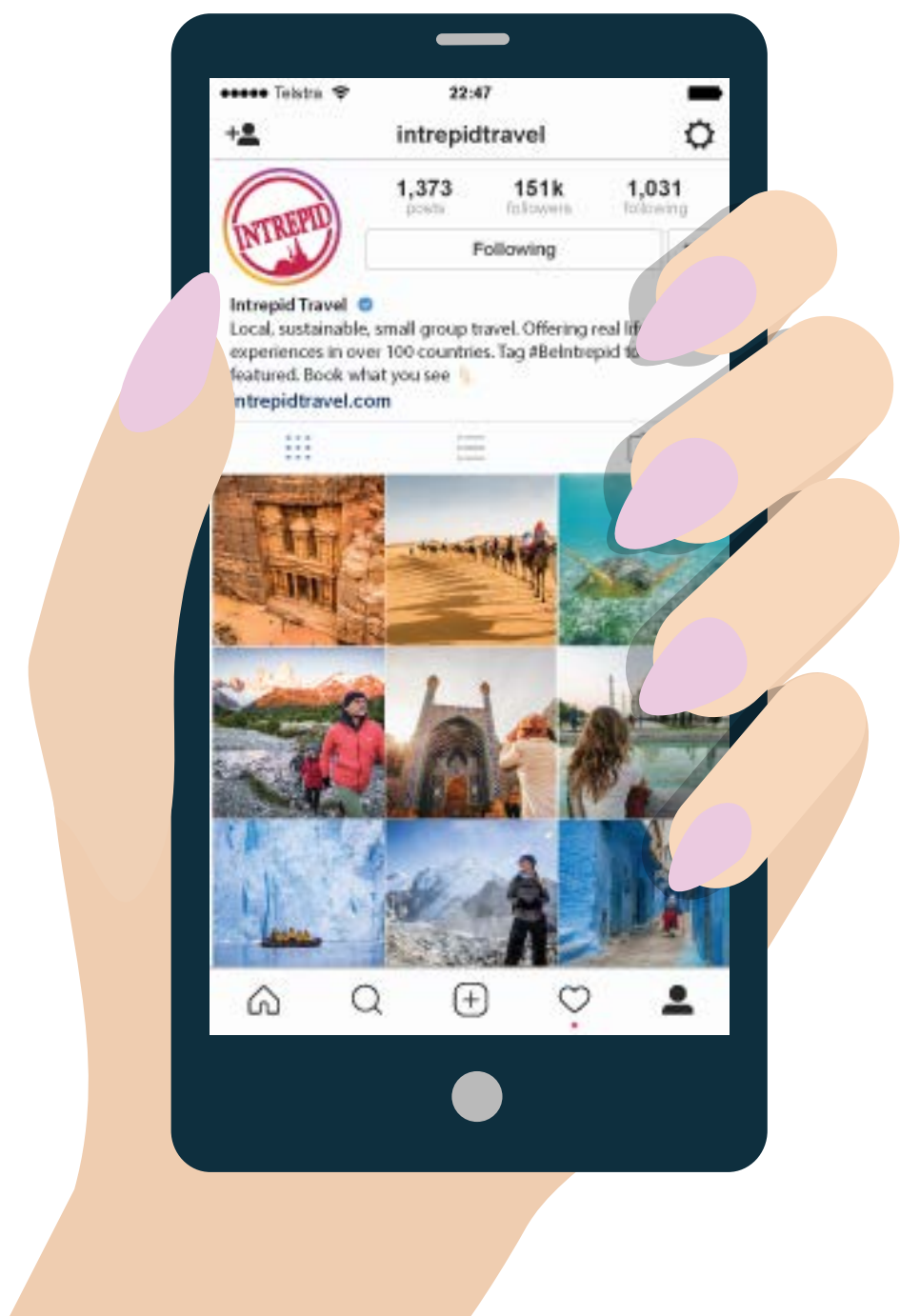
In Mexico and Central America, tour leaders have experienced a rise in questions around media, apps and tech that are either not available or aren't common place. Questions range from "can I get an Uber?", "does this get a good rating on Tripadvisor" and "what does Lonely Planet say about this?".



³ Source: Local Intrepid Travel Tour Leaders. All costs have been converted into AUD on 17 April 2018.

SOCIAL MEDIA TRAVEL TRENDS

An analysis of Intrepid’s social media community of more than 700,000 revealed that travellers are tired of the tourist trail and that off the beaten track destinations and responsible tourism resonate the most.



Just what counts as off the beaten track for Intrepid’s Instagram community? Photos from Iran, Jordan, Morocco, Antarctica and Patagonia receive the most engagement and around twice the average number of likes and comments.



Social posts relating to carbon offsetting and sustainable travel drive above-average engagement, at twice the average amount of comments, shares and likes. Content generated on topics such as orphanage tourism, marriage equality and gender equality drives strong social conversation. The post on orphanage tourism below drove twice as much engagement as the average Facebook post by Intrepid Travel.

This trend mirrors The 2017 Deloitte Millennial Survey⁴ that says 76 per cent of millennials regard business as a force for positive social impact. The survey also says the strongest advocates of business as a force for positive change, are significantly more engaged and vocal on social media.

Suggesting adventure travellers are open minded, social media posts on gender equality issues timed around Australia’s plebiscite received a positive response with above average numbers of users ‘liking’ and ‘loving’ the post - with just few clicking the angry emoji.



⁴ Survey of 8,000 millennials in 30 countries.

TOURISM DENSITY INDEX

We compared the number of locals to the number of tourists, whilst the findings don't consider landmass, they highlight where tourists outnumber locals⁵.

Overtourism

When visitors outweigh locals, it can become an issue for their cost of living and therefore quality of life. In Iceland, there are almost 1.9 million visitors and just 334,000 permanent residents. Whilst tourism plays a major part in Iceland's economy, it is the ideal case study for overtourism.

"Intrepid takes our responsibility seriously to get travellers into less visited places like the

Westfjords in Iceland. We also create trips that celebrate a destination's off-peak season," Intrepid Group CEO James Thornton said.

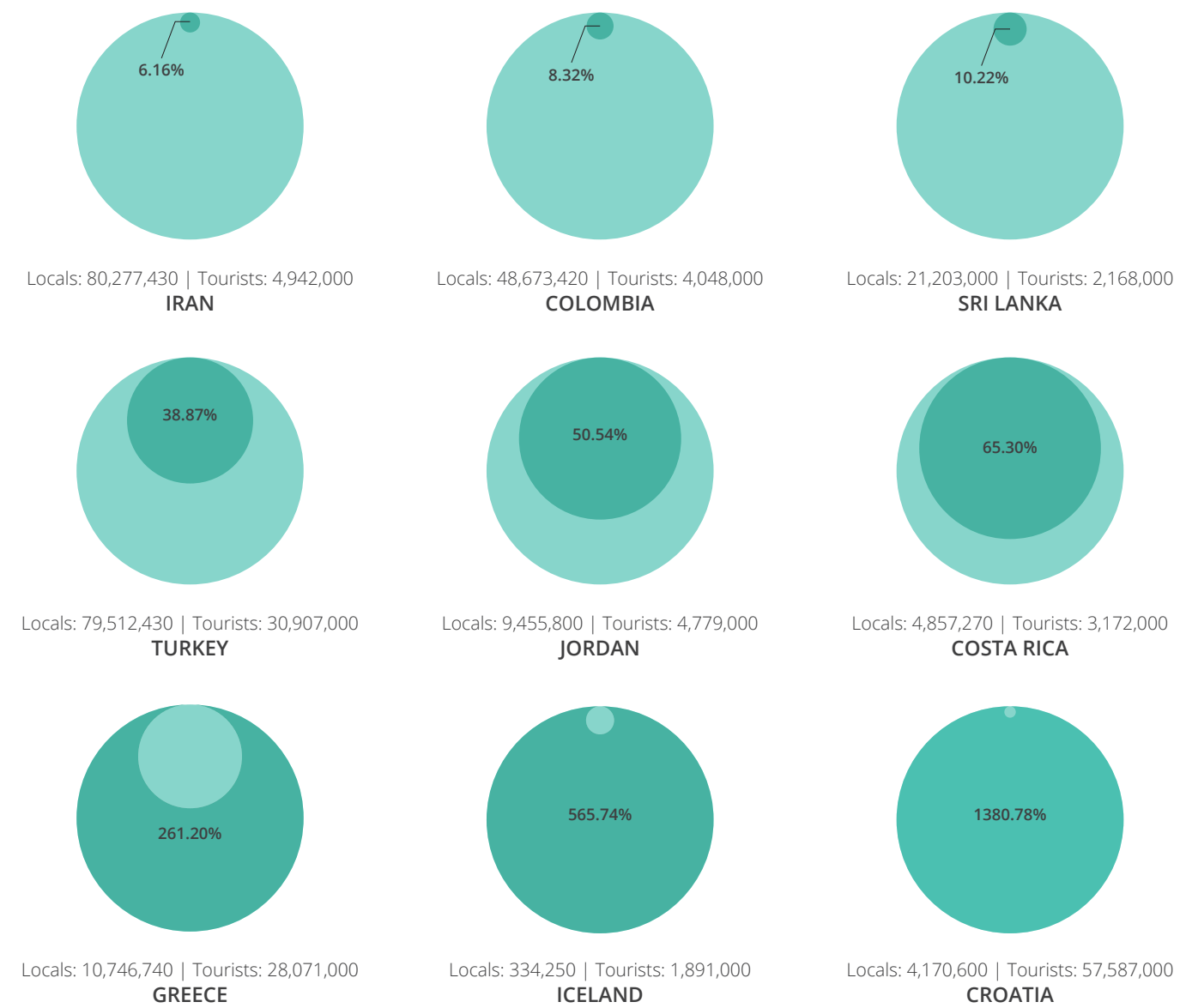
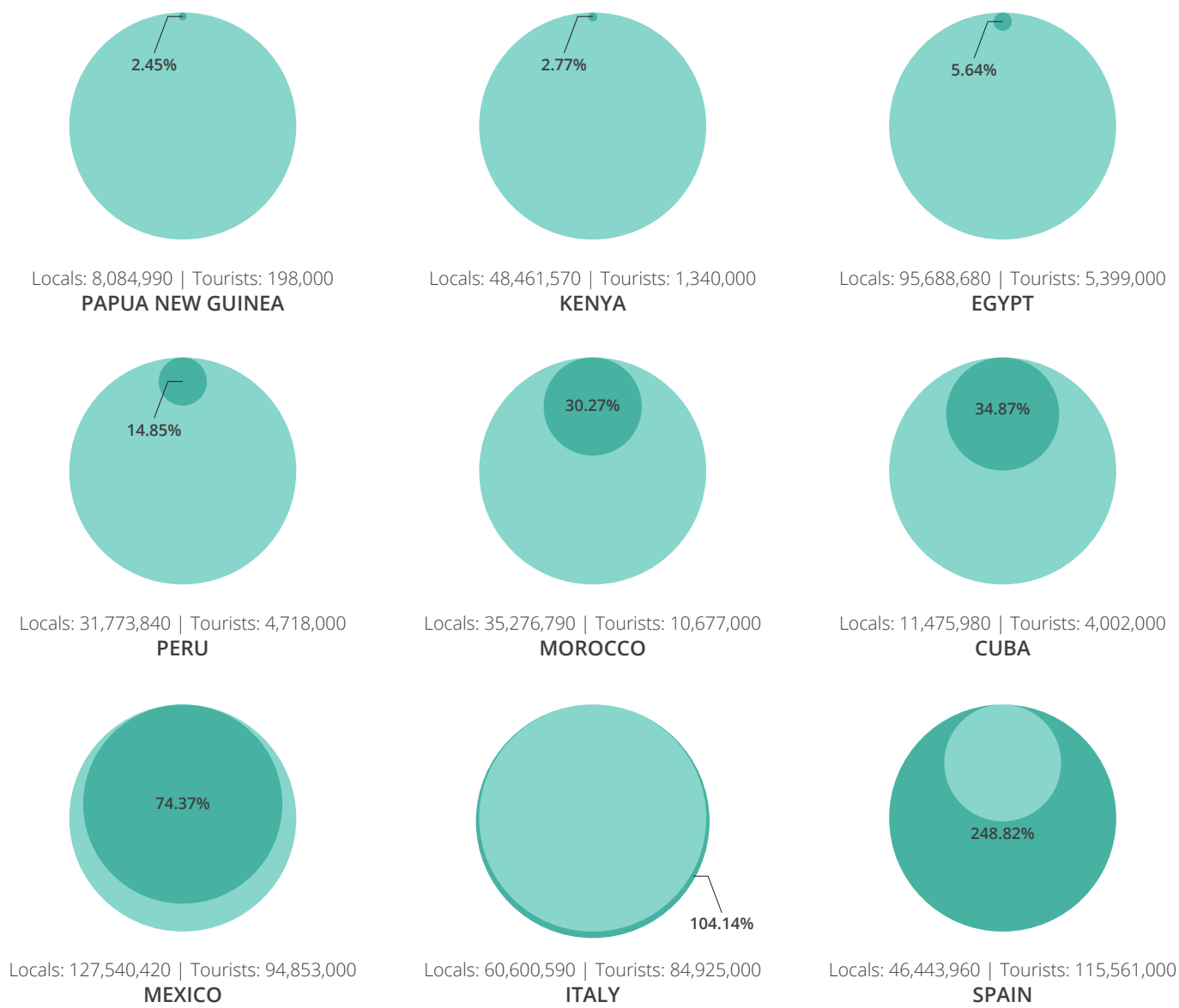
Small group adventures explore on foot and public transport and Intrepid trips include low-impact camping where possible. "We help our travellers to buy ethical souvenirs from local communities, avoid single use plastics and of course, we carbon offset all of our trips" added Thornton.

Undertourism

From the figures below, there's arguably an issue of undertourism in places like Papua New Guinea (PNG) where total visitor arrivals make up just 2.45 per cent of their permanent population. Intrepid currently offers three trips to PNG but this offers potential for further trips. Other destinations open to sustainable tourism include Tanzania where visitors make up 2.3 per cent of its population. Intrepid Travel has 41 trips on offer here including a

Zanzibar sailing adventure that takes travellers to small and less-developed islands.

Iran remains largely untapped by travellers who make up just six per cent of the country's total population. "People who travel with us to Iran are always surprised to the extent at which locals welcome them - some in to their homes for traditional feasts. In 2018, we launched our first ever women's only expedition to Iran. These trips aim to empower Iranian women to become tour leaders," Thornton said.



⁵Source: World Tourism Organization (2018), Compendium of Tourism Statistics dataset [Electronic], UNWTO, Madrid, data updated on 15/01/2018.

THE ELEPHANT IN THE ROOM

Of the 1,000 Aussies who we asked what the most adventurous thing they've done whilst travelling, seven people said riding elephants.

While 0.7 per cent implies travellers are better educated on the negative impact of elephant rides, there is still work to do in banning the practice altogether.

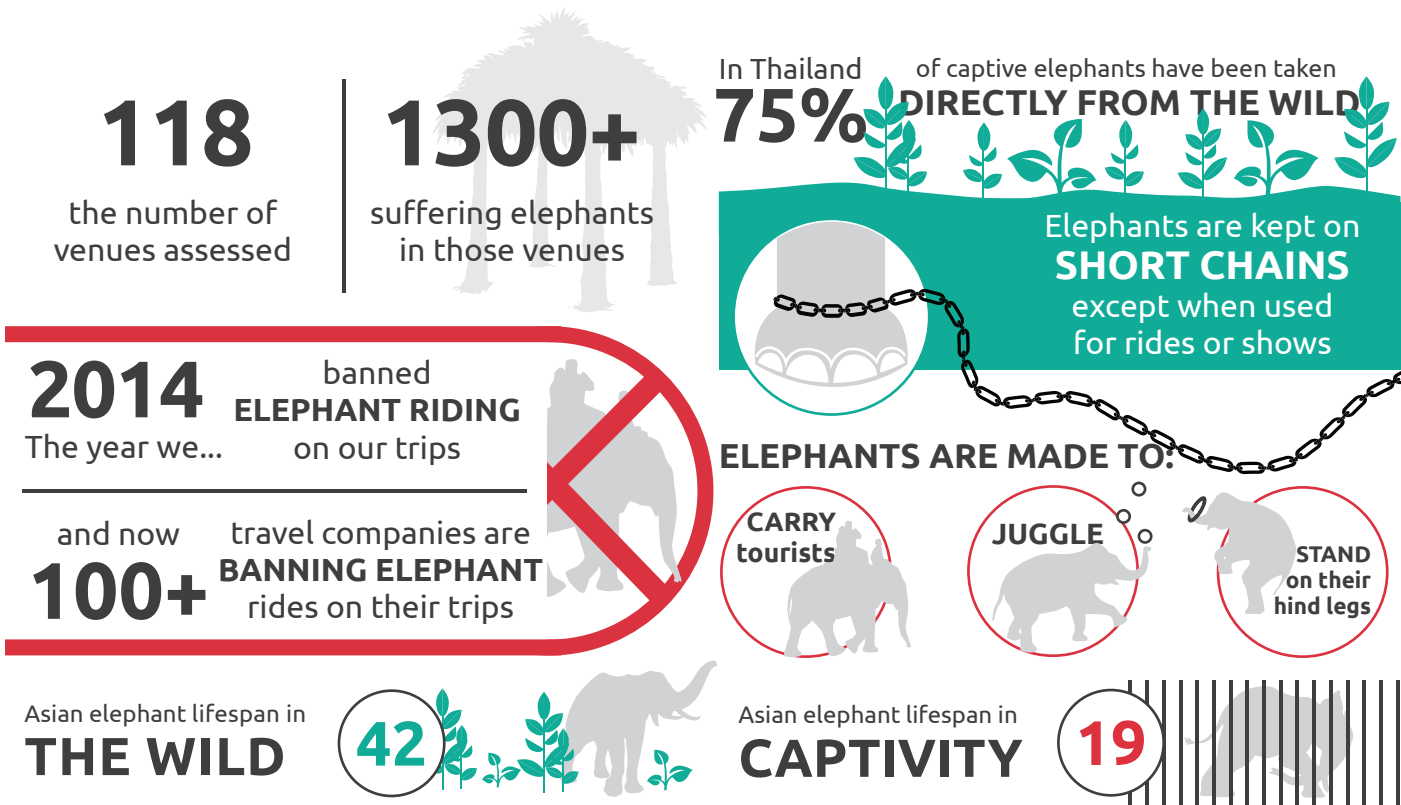
"As a responsible travel business, operating around the globe, we've set policies around not participating in activities that exploit animals, wild or domesticated. In 2010 we lent our support to extensive research by World Animal Protection into captive elephant venues and learned much along the way," Thornton said.

"In 2014, we banned elephant rides on all of our trips and continue to focus on education to both travellers and the travel industry to encourage more positive change."

"We are currently working with NGO partners in Nepal to develop alternatives to elephant riding. Our ultimate goal is to eradicate elephant riding in Nepal," Thornton added.

WHY WE NO LONGER RIDE ELEPHANTS

In 2014 we were the first global tour operator in the world to stop riding elephants. Here are a few reasons why...



NICHE ADVENTURES

We have seen a substantial rise in travellers booking adventures specific to their passions and interests from cycling to food adventures.

Food

Intrepid has experienced a steady 20 per cent growth in bookings for their Real Food Adventures since the first tour more than five years ago.

The highest increase in bookings is from the 30-39 year old age group (between 30 to 40 per cent year-on-year). There's also a rising trend of travellers returning to a favourite destination to experience it differently on a food themed tour.

Here are the top three food destinations:



Cycling

Adventure travellers are increasingly looking to two-wheels as a new way to get under the skin of a destination, with an increase of 287 per cent in cycling adventures in 2017.

Intrepid has gone from offering six cycling-specific itineraries in five countries in 2016 to 27 itineraries in 28 countries in 2018. Interestingly, Cuba, known for its vintage vehicles, takes position two below.

Here are the top three cycling destinations:



TOP 10 SOLO TRAVEL DESTINATIONS⁶



It's solo travel, with some new ready-made friends on every small group tour. That means there's no need to ask strangers to take your photo or hunt for the speakeasy bar - your local guide is on hand.

We noticed a growing trend of customers travelling solo on existing itineraries. More than half of Intrepid travellers do it.

So we started to offer solo-only tours where travellers can avoid a single supplement by sharing a room with a like-minded traveller.

"Intrepid started with just three departures in 2017, and now we have 12 solo trips spread across six destinations; Morocco, India, Peru,

Mexico, Vietnam, and Indonesia" Intrepid Group CEO James Thornton said.

A national survey⁷ found that solo travellers are jetting off in small group adventures with fellow singletons, not to meet someone new, but to connect with themselves (women 58 per cent and men 52 per cent).

The survey also revealed 90 per cent of 18-24 year olds are most likely to travel solo in a small group, closely followed by 25-34 year olds (84 per cent). It's females who are also most likely to travel in a small group (81 per cent) versus men (72 per cent).

TOP 10 FAMILY TRAVEL DESTINATIONS



Intrepid Travel has seen a 27% growth on family specific itineraries in 2017 for Australia and New Zealand. In 2017, Intrepid quadrupled its family trips over Christmas with 16 dedicated family trips on offer from December 23 to 26.

Intrepid bookings with one adult and one child usually made up less than one per cent of family bookings but last Christmas, the number of bookings consisting of one parent travelling with one child rose 16 per cent. Earlier this year, Intrepid Travel launched its first year-round tours specifically for solo parent families.

"We suspect Aussie families are looking to escape Christmas pressures - ditching the

traditional get togethers for an overseas experience. This is particularly the case for single parent families that have to navigate various family commitments on Christmas Day" Thornton said.

The top 10 destinations for families reveals Malaysia as the third most popular yet it's our nineteenth most popular overall (from all Intrepid trips taken by Aussies in 2017). Intrepid attributes Malaysia's popularity for families thanks to the country's famous fusion - allowing travellers to get a taste of India, China and Indonesia through Malaysia's culture and cuisine.

⁶ Based on solo traveller departures in 2017.
⁷ Survey conducted by Pureprofile in January 2017.



TEN ADVENTURE TRAVEL TRENDS FOR 2019

1. Forgotten places remembered

Intrepid is experiencing an increase in travel and searches on our website for Ethiopia, Zimbabwe, Moldova, Greenland, Kazakhstan and Hungary. These six destinations are predicted by Intrepid to make a comeback and be the hottest in 2019.

2. Travel will be more influential

In the last year or so, we have lived through political and social upheaval. "Travel can play a role in encouraging people to be more open and curious about the world. By crossing borders, going outside of our comfort zones, challenging ourselves and getting off the beaten path, travel has the opportunity to create awareness, change perceptions and behaviours," Thornton said.

3. Skip and solo family travels

With 15 per cent of Australian families having a single parent, and multi-generation family holidays now a staple not a trend, we can expect to see today's modern families better catered for by the travel industry. Family holidays won't be exclusively marketed to the nuclear family, there will be more niche tours and bespoke options catering for solo parents, blended families and skip-gen (grandparents travelling with grandkids).

4. Millennials will drive responsible business in the travel sector

A Nielsen survey⁸ revealed more than nine in 10 millennials would switch brands to one associated with a cause. In the travel industry millennials, and their younger Gen Z counterparts, will drive demand for transparent and responsible business practices. More specifically, we'll see a rise in female tour leaders in developing countries, the elimination of elephant rides in some Asian destinations and carbon-offsetting by travel companies become a hygiene factor.

5. Landlubbers will convert to adventure cruise

Demand for cruising grew 20.5 per cent globally between 2011 and 2016 and over 27 million passengers are expected to cruise in 2018. Whilst adventure cruising will make up a small proportion of overall growth in global passengers numbers, due to its more intimate nature, Intrepid Travel predicts it will account for a high proportion of those who are new to cruising. "Adventure cruising will offer 'cruise sceptics' the opportunity to explore hard-to-reach coastal destinations with an emphasis on sustainability. Unlike large ships, adventure cruisers are encouraged to spend time on-shore and their tourist dollars in local communities," said Thornton.

6. More challenges than cocktails

Active adventures like hiking, biking and kayaking will draw in overworked and tired professionals seeking a holiday to recharge their batteries. "There's a realisation from professionals that the adrenaline and exhilaration of an active adventure outweighs the benefits of lying by a pool for a week," Thornton said.

7. The Middle East will grow

Since 1 July 2017, Intrepid has seen bookings for Turkey rise a whopping 368 per cent and the Middle East 128 per cent. During the same time period, North America has declined by 12 per cent. "Turkey has always been a popular destination for Intrepid travellers, and we're now seeing travellers return after a couple of difficult years," Thornton said. "The reality is that nowadays, there is a degree of risk wherever you're travelling, or living for that matter. Travellers are no longer letting this deter them from uncovering these incredible destinations."

8. Countries are the new milestones

Solo travel has been on the rise for the past five years and will now become a rite of passage for Aussies marking certain 'coming of age' milestones including gap years, schoolies, and important birthdays like 40 years. Intrepid

Travel predicts solo travellers will also become increasingly adventurous by joining small group tours in destinations that can seem more challenging to tackle individually - such as Iran, Jordan, Kazakhstan and Ethiopia.

9. Work/life balance becomes work/travel balance

In 2019, we are going to see the introduction of 'travel tasking' where workers are maximising flexible conditions to soak up a range of experiences whilst keeping their day jobs afloat, unbeknown to their colleagues and clients. A new level of multi-tasking, if you will. "We'll see location independent workers, or those who enjoy agile working conditions, have the ability to visit new cities and destinations without dropping the ball at work," Thornton said.

10. Itineraries become a theatre stage

Live storytelling and consumption on social media is up 842 per cent since early 2016⁹ through the 'stories' function on Facebook, Instagram and platforms like Snapchat and WhatsApp. Technology website TechCrunch said: "People plan their activities not just around a picture-perfect destination, but turning their whole journey into success theatre." Intrepid welcomes the trend of success theatre saying it helps to tell more real travel stories by better capturing the context and emotions of an experience.

ABOUT INTREPID TRAVEL

Intrepid Travel is a global adventure travel company that has been taking travellers off the beaten track to discover the world's most amazing places for more than 29 years. The company offers more than 1,200 trips in more than 100 countries and on every continent. Every trip is designed to truly experience local culture - to meet local people, try local food, take local transport and stay in local accommodation. A world leader in responsible travel, Intrepid's award-winning tour leaders, small group sizes and included activities mean they offer travellers great value for money. Intrepid Travel's founders now privately-own the Intrepid Group, a portfolio of brands that together are the largest provider of adventure travel experiences in the world.

intrepidtravel.com

