



Adventure Tourism Modules Ready for Pilot Testing!

Sligo IT, Monday 26th Nov, 6pm

Adventure Tourism Innovative Partnerships Project (AVIP)

HOT OFF THE PRESS FOR YOU!! AVIP has developed flexible modules that aim to enhance the capacity of Adventure Tourism businesses and students across Europe so they can adapt and meet the changing needs within the Adventure Tourism Industry. We asked you (businesses, education and students) what you needed last January and you told us. The content includes and addresses each business gap brought forward with supporting Business Case Studies and examples provided by Bulgaria, Scotland, Ireland, Estonia, and Denmark.

The Modules will be tested at the end of November to make sure we have got it right, changes will be made accordingly and they will be officially ready on the Adventure Tourism Innovative Partnerships website www.adventuretourism.eu early

next year 2019. The dedicated website ensures the Modules are available and accessible to everyone who wishes to use them. This means you can download and use this resource at any time from the comfort of your own home or classroom.

You are Invited to the Pilot Testing of AVIP Modules

Location: Sligo Higher Institute of Technology

Room: B2002 (the same room you were in Jan 2018)

Time: 18:00 - 20:00

Event Details

Location	Sligo Higher Institute of Technology Ash Ln, Bellanode, Sligo, F91 YW50
Room	B2002 (for those who came in Jan 2018, the same room)
Time	18:00 – 20:00

See the Modules first ready to use. We want your feedback. Meet Experts in the field. Network with industry.

This will be industry's first introduction to the new Adventure Tourism Modules. We want to make sure we are on track with the content by getting you to look and test them. They will be available online ready for testing and using by industry.

Event Agenda

18:00 - 18:30	Presentation of Modules Modules 1 - Immersive Digital Technologies Modules 2 - Innovating New Products
18:30 - 19:00	Testing & Feedback Get to look, test and check out the Modules online Opportunity to provide feedback <i>(you only look at those that most interest you)</i>
19:00 - 19:30	Talk to Industry Experts Opportunity to listen to and ask questions to experts in the industry: Anthony Rodrick , VP, Trekksoft, Operator Booking Platform Ciaran Stone , CEO, Square Root Solutions (Application Development) Colm Farrell , Irish Drone Expert
19:30 - 20:00	What Happens Now! Open Discussion and Networking

Modules 1 - Immersive Digital Technologies

1. The Future Adventure Traveller
2. Future Trends in Technology & Travel
3. Digital Marketing Campaign

4. Customer First Marketing
5. Adventure Tourism Website
6. Digital Social Media Marketing
7. Travel Apps, AR, VR, MR
8. Immersive Digital Technologies
9. Extra information resource about [Tekksoft](#) (booking solution for the tour and activities market)

Modules 2 - Innovating New Products

1. Trend Forecasting and Inspiration Adventure Tourism
2. Fundamentals of Market Research and Analysis
3. Conducting Feasibility Studies
4. Access to Finance
5. Applying for Innovation and Commercialisation Funding
6. Business Planning
7. Intellectual Property Rights, Copyright
8. Freedom to Operate Searches and Due Diligence
9. Taking Products to Market

Below is a Sneak Peek of Module 1 The Future Adventure Traveler & Travel Experience

Loads of practical information with explanations, case studies, definitions,

videos, exercises and tasks to help you develop your Adventure Tourism business and experiences.



Ireland's Association for Adventure Tourism (IAAT)

<https://iaat.ie/>

The IAAT is an independent representative association for the adventure tourism sector on the island of Ireland. This sector is one of the fastest growing and most exciting within Irish tourism and the IAAT aims to work with adventure tourism operators to develop the sector in a sustainable and responsible manner.

Your Marketing Modules Journey

Module 1

The Future Adventure Traveller

1. Future Adventure Traveller Explained
2. New & Growing Markets
3. Keeping Up with Global Trends
4. New and Growing Trends
5. The Future Travel Experience



YOU ARE HERE

This Section: Future Adventure Traveller will Cover Topics 1-5

Module 2

Future Trends in Technology & Travel

1. Virtual Reality has Become a Bigger Part of our Reality
2. Looking into Now & the Future of Tourism & Travel
3. The Future of Tourism Travel Apps
4. Future of Marketing Technology – What the Experts Say!



NEXT MODULE

This Section: Future Trends in Technology & Travel will Cover Topics 1-4

Your Marketing Modules Journey

Module 3

Marketing Campaigns & Strategies

1. Marketing
2. Marketing Toolkit
3. Marketing Strategies
4. Value Proposition
5. Market Segmentation
6. Marketing Campaigns
7. Digital Marketing Channels
8. Key Performance Indicators
9. 15 Highly Effective Digital Marketing Tactics

Module 4

Customer First Marketing

1. How to Identify Your Ideal Customer?
2. Profiling Your Ideal Customers
3. The Decision Making Journey
4. How TripAdvisor Works

The Future Traveller Experience 'My Travel – My Way'

- Critical Traveller drivers are;
Mobilisation, Personalisation, Socialisation
- Global travelers are
Mobile, Informed, Demanding

Travellers want **'My Travel – My Way'**

1. Instant information
2. Customised Recognition & Rewards
3. Seamless Travel

Click to
View
Video

1.5



Source: InterGlobe Technologies, Future Travel Experiences, YouTube

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Experiences are at the Heart of it All!

***Task** Create your WOW experience – Start Here!

Click to
View

1.4

Extraordinary experiences through storytelling

1. How to move from a **product to an experience**
2. How to leverage your **destination Hero Experiences**
3. What is your **Signature Experience**?



<https://teq.queensland.com/industry-resources/how-to-guides/experience-development>

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Tasks*

1.2 New and Growing Markets

1. How to focus on the Generation X – Be Online *(Slide 16 &17)*
2. Adding Creativity to Conventional Travel Itineraries for the Curious Traveller *(Slide 19)*
3. Tailor your Tour Itinerary to Arabic & Indian Markets *(Slide 21)*
4. Translating your Communication Materials and Channels *(Slide 23)*
5. How to be China Ready! – TEQ Resources *(Slide 25)*
6. How to Focus Your Content on the LGBTQ Market *(Slide 29)*
7. Example of Best Practice Solo Female Traveller Itinerary *(Slide 34)*

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Tasks*

1.4 New and Growing Trends

1. Add Quality Traditional Homestays to Your Packages *(Slide 43)*
2. Create WOW Experiences - Start Here! *(Slide 47)*
3. Deliver Extraordinary Experiences Through Storytelling *(Slide 47)*

1.5 The Future Traveller Experience

1. Read and learn about Speech Analytics *(Slide 54)*
2. Read and learn how to harness Customer Insights through Analytics *(Slide 54)*
3. See G Adventure Best Practice Travel Styles with Videos *(Slide 56 - 58)*

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