

Scotland's Adventure Travel Industry: An Opportunity?



Experience from Other Destinations

Quebec, 2009

"One of the summit's greatest achievements was that it became a catalyst of sorts that helped bring together the various partners of various regions of the industry. New links were created and bonds were strengthened all under the same banner. The summit was also a platform for excellent networking for the different industry partners sharing the same goal." **Gregory Cloutier, Tourisme Quebec**

Brazil, 2008

"Our experience of hosting an ATWS was hugely beneficial. While it takes time for the full value of such an event to gain traction, some of the immediate benefits we saw as an industry included professional growth through education, unsurpassed international market connections and an overall increase in unity in our own industry. It is easy to look at our industry's history and say that one of the huge leaps forward was due to our hosting of an Adventure Travel World Summit. The ATTA is a great partner to work with and has been a strategic relationship for us." **Gustavo Timo, ABETA**



The official travel guide to Norway

Home About Norway Where to go What to do Where to stay Getting here and around

Video: Norway, Powered by Nature (5 minutes) 05:02

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Coastal fjord glacier

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Birdlife and birdwatching in Norway

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Externals: Tours & Safaris, nature attractions, bird life

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During springtime the coast blooms with millions of birds heading north to their arctic breeding grounds. Localities such as Jaren, just south of STAVANGER, provide some great birding with the chance of seeing divers (gaviae) and grebes (podiceps) as well as wilford (anseriformes) and waders (charadriiformes).

Experiencing the dawn chorus, hearing a woodpecker (piciformes) drumming from the depths of the pine woods, or for the lucky, seeing a displaying capercaillie (tetrao)

Map of Norway

Go to map of Norway

What to do

- Activities & Sports
- Attractions & Culture
- Tours & Safaris
- Food & Drink
- Shopping

Attractions & Culture

- Nature attractions
- Museums & Galleries

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Transformation

1. How our sector is perceived by the tourism industry
2. How our sector is positioned within the Scottish tourism brand
3. How our sector is perceived by domestic and international markets



The Scale of the Opportunity

- To develop a globally understood brand
- To be a destination of first choice for Adventure Travel
- As renowned for adventure tourism as for golf
- Nature based tourism is at the heart of the sustainability agenda



How Do We Get There?

1. Leadership, co-ordination and development across the sectors.
2. Strategic direction.
3. Collaboration, Co-operation and Trust are essential.
4. Build on what we have, not from scratch.



The Benefits

1. Total repositioning of adventure/activity/wildlife in the Scottish Tourism Brand – The Great Outdoors
2. Step change in market share vs our competitors
3. Increased collaboration between businesses and across sectors
4. Improved communications and lobbying capability with Government and other relevant bodies
5. Forum for maintaining and improving standards of product and customer experience e.g. training

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