CBI Product Factsheet: Volcano and active tourism from France, Germany, the Netherlands and the UK to Latin America

‘Practical market insights into your product’

France, Germany, the Netherlands and the UK are all strong markets for volcano and active tourism, a sub-sector of adventure tourism. The German market is the largest outbound market from the European Union (EU) and is also the largest adventure tourism market. The Dutch are also keen active tourists and this market, although smaller, can be expected to grow as KLM expand their flights to Latin America. Volcano and active tourists take general tours that incorporate different countries or travel independently and combine volcanoes with other activities. They are looking for unusual experiences and genuine interactions with local people. The number of older travellers is growing and spends more on products that meet their expectations of quality and safety. Younger travellers are avid users of technology and social media. Quality and value for money is important for all demographic groups.

Product Definition

Volcano tourism is not a new phenomenon – people have travelled to active volcanoes for many centuries. Every year millions of tourists make active and dormant volcanic areas their preferred destination, either for recreational purposes including sightseeing, hiking, climbing, mountain biking, camping or perhaps as an adventure trip involving more extreme activities such as mountaineering, volcano boarding or taking a hot air balloon trip over volcanic landforms.

Volcano tourism and the active tourism it generates are a specialised niche within wider adventure tourism sector.

Volcano and active tourism can be undertaken as ‘soft adventure’ activities for example where hiking on a volcano is part of a holiday; or can be ‘hard adventure’ where the main purpose of the visit is mountaineering on a volcano. The majority of volcano and
adventure tourists are ‘soft adventurers’.

Examples of volcano tourism that incorporate adventure tourism include: backpacking, camping, caving, climbing, expeditions, hiking, horse riding, mountain biking, rafting or walking.

**Traveller profile**

Adventure tourists, including volcano tourists, from France, Germany, Netherlands and the UK can come from all age groups however there are two key age groups that predominate:

- **Younger generations: The ‘pre-family’ (‘Generation Y’) market aged between 18-32 years.** This incorporates the 18-24 backpacker market who travel for longer but on low budgets and Young Professionals, in their late 20’s, who have less time than backpackers but higher budgets and will be looking to maximise their experiences while on holiday away from work both in terms of physical adventure and connections with local people and will want to select the best possible trip to make the most of their time.

- **The ‘family market’ (‘Generation X’) aged between 33-52 years.** These leisure travellers are likely to be in work, have shorter holidays and may be travelling as a family with young or teenage children. If they are travelling with children they will be more concerned with comfort and safety than the younger travellers. If they are experienced travellers they may organise their trips independently but if they have limited time and are new to the destination they are more likely to book using a travel agent or tour operator. This segment needs good advice on how to see and do the most during their stay.

- **Older Generations: ‘Empty-nesters’ aged 53-69 years, whose children have grown up and left home and are less likely to travel with their parents.** This age group travel mostly in couples and with groups of friends, however adventurous group travel also appeals to single people. Holiday makers in this age group that are taking active volcano holidays to Latin America from France, Germany, the Netherlands or the UK are likely to be well travelled and looking for new experiences. To consider a long haul holiday of this type they will be from the higher social and economic groups and have high expectations of quality and value for money.

**Product specifications**

- **Quality and value for money** are important for all age groups of adventure and active travellers that will include travellers visiting volcanoes. However quality

**Consideration for Action**

- The 18-30 age group frequently travel independently and source their information from the Internet. If you want to target this demographic ensure your website is well optimised and features active experiences that do not appear mainstream.

- If you want to attract the family market, make sure you promote yourself as family friendly and highlight safety

- Work with specialist family focused tour operators.

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and value are particularly important for the older ‘empty nesters’ that are well travelled and live comfortable lives at home. They have high expectations for all elements of their holiday; from the experiences they partake in, to the quality of the product, service, food, accommodation and guiding. They are looking for value for money at all levels, from luxury to simple community accommodation however they are prepared to pay extra if this ensures better quality. Examples of quality for active and adventure travellers include good organisation at the destination, friendly helpful staff, experienced guides who can speak good English and ideally French or German, good quality safe equipment, clean and comfortable (though not luxurious) accommodation and good ‘genuine’ interaction with local people.

- **Health and safety measures** are important elements of a volcano and adventure tour for European travellers, particularly the Germans and Dutch and the family and older segments of the market. For example vehicles and equipment need to be safe and good quality; for serious climbing tours consumers will look for brands of equipment use and expect well-trained instructors with excellent local knowledge and organisational skills. Accommodation should have health and safety measures in place such as fire extinguishers, emergency exits, first aid kits, 24-hour medical assistance.

- **Independent travel versus package travel.** Adventure travellers, including volcano and active travellers, from France, Germany, the Netherlands and the UK are more likely to book a trip independently to a destination they are confident and familiar with than to one they haven’t visited before, when they will be more likely to book some or all elements of their holiday through a tour operator. Also younger travellers, eg backpackers, and age groups with more time to research and book their travel, eg baby-boomers are more likely to book independently. Destinations in Central America, including Nicaragua, do not have high numbers of repeat trips from European tourists, therefore the proportion of holidays booked through tour operators is likely to be relatively high. Volcano trips that can be categorised as ‘hard adventure’ and need a lot of equipment are generally booked in groups.

- **Tailor made flexible itineraries** are a growth market amongst experienced travellers who have travelled or in English;
  - reservations are guaranteed;
  - trade pricing for the following year is finalised by November and then remain consistent throughout the year
  - During the tour ensure time schedules are kept to
  - Train or use well trained, experienced guides
  - Offer experiences that can not be found elsewhere
  - Under-sell and over deliver – it is better for clients to leave having had a holiday that exceeds their expectations rather than be disappointed by a holiday that was oversold and doesn’t meet up to the sales pitch
  - It is important to distinguish between value for money and low cost. This segment of well-off, well travelled, well-educated travellers are prepared to pay for unusual experiences, excellent guides and good quality accommodation. However they expect to pay a fair price that compares well to similar levels of facilities and service they have experienced in other destinations.
  - Explain your health and safety measures to guests once they arrive and also put them on your website to reassure potential visitors.

- Providers of volcano tours should identify specialist tour operators to Latin America that offer outdoor active holidays. To target independent travellers they should have informative websites and promotional material that is distributed to local accommodation providers.

- If you want to work with specialist tour operators that offer tailor made volcano and active tours, ensure you understand
independently in the past but are not confident about a new destination or have limited time. They will pay a specialist tour operator to create a fully independent tour (FIT) designed specifically for them, providing the security offered by a tour operator combined with the sense of individual travel and not being part of a pre-arranged package tour. Tour operators in France, Germany, the Netherlands and the UK that arrange tailor made tours are dependent on good local partners to help them arrange an itinerary that will meet the needs of their clients. These specialist companies have a loyal client base who travel with them regularly, they will only recommend destinations and trips to destinations where they are confident they can provide their demanding clients with an excellent experience.

- **Local experiences.** Backpackers prefer low-cost locally run accommodation and want to engage with local communities. Despite their low budgets they usually travel with at least one electronic device and are avid users of social media. They also tend to come from well educated and better off social backgrounds. Their ‘word-of-mouth’ marketing to family and friends is therefore very valuable and can encourage other demographic groups to visit the destination.

- **English language** is widely used by German and Dutch travellers, and to a lesser extent by the French. Webpages and other promotional material can therefore be in English, however offering French-speaking guides and instructors for tours would be an advantage for the French market, and German would add appeal particularly for the older German adventure traveller.

- **German speaking markets** include not only Germans but also the Swiss and Austrians. The Swiss in particular have not suffered from the economic recession to the degree felt in most other European countries and have relatively high levels of disposable income making them a potentially lucrative market. German tour operators may also have offices in these territories making them easier to reach.

- **Sustainability** is more important for adventure travellers than other sectors, particularly in Germany and the Netherlands. Although the primary motivation of consumers taking a volcano or adventure tour is not sustainability, the expectation is that the way the tour is organised will not cause undue damage to the environment. French, German, Dutch and British adventure tour operators are increasingly promoting their ‘responsible tourism’ credentials and require suppliers who meet their standards. An important element of the adventure experience is ‘social sustainability’ ie, meeting and experiencing how local the expectations of the consumer and therefore the needs of the tour operator so you can provide a high quality, good value, reliable service.

- Backpackers and young professionals can be excellent ambassadors for your business if you can get them to write reviews, tell their friends about their amazing experiences on social media networks such as Facebook and post their photos and videos on sites such as Facebook, Instagram, YouTube or Pinterest.

- Activity providers should provide guides and instructors that speak good English for all markets. If you specifically want to target the German, Dutch or French market then offering German or French guides would be advantageous.

- If you are considering targeting the German market include Switzerland and Austria. However the Swiss in particular have high standards of quality of safety so be sure you understand these expectations and can meet them.

- If your business is run sustainably make sure this is included on your website and in the information you provide to European tour operators. However be careful not to oversell your sustainability credentials ie, ‘green washing’.
people live.

- **Germans keener on 'hard' adventure.**
  The majority of active and adventure travellers take ‘soft’ adventure, which account for around 23% of European outbound trips, with only around 2% being ‘hard adventure’ (Source: Xola Consulting). In Germany this share of this market is slightly higher than average due to the more adventurous nature of the Germans who are keen on climbing and trekking.

**Legal requirements**

- **No legal requirements.** There are no legal requirements for long haul tourism as it is offered outside the EU market. However, there are some EU travel and consumer laws that are applicable to tourism within the EU, for example the Travel Package Directive that protects consumers who contract package travel within the EU.

- **An increasing number French, German, Dutch and British tour operators are passing on liability to their suppliers.** Most English, French, German and Dutch travellers purchase travel insurance before going on holiday. However tour operators across the EU are increasingly asking potential suppliers and local partners to have liability insurance to cover possible damage and accidents involving their customers, especially for travel outside the EU. This is because their own liability insurance does not usually cover damage caused by third parties. Liability insurance maybe difficult to obtain in Central and Latin America but suppliers with this insurance will have a great advantage.

**Non-legal requirements**

- **Temporary visitors are not generally included in current risk management strategies**, which are in place for residents living near active volcanoes. Guidelines need to include detailed information about evacuation procedures, escape routes and shelters in case of emergency.

**France**

- **SNAV members.** SNAV is the leading French tour operator association. Membership is also a quality assurance for French consumers. The majority of SNAV members are generalists. Many niche tour operators are not members of SNAV. However, this does not mean that they would not be interesting partners.

**Germany**

- **ISO for adventure tourism.** ISO 9000 is the best-known quality management system.

**Considerations for action**

- **Study the Travel Package Directive.** Although it is not applicable to long haul tourism, it can help you to better understand the EU tourism market.

- **Study the terms and conditions of active/adventure EU tour operators as these reflect EU travel and consumer laws and will give you an understanding of what they expect from their local suppliers.**

- **Communicate to your customers the importance of obtaining travel insurance, especially if your company does not have liability insurance.**

- **Obtain liability insurance and communicate that you have such insurance.**

- **If it is not possible to purchase liability insurance in your country, constantly lobby your authorities and trade associations to make such insurance possible. Also discuss it with (potential) English, French, German and Dutch partners as they might have some influence.**
particularly in Germany. Having ISO 9000 certification is not a must, but German tour operators see it as a plus to ensure quality. Moreover, ISO is developing two international standards to support safe practices in adventure tourism, which can serve as a guideline to improve safety in adventure tourism businesses.

### Netherlands
- **ANVR membership is standard for Dutch tour operators.** Membership of the Dutch Association of Travel Agents and Tour Operators (ANVR) is seen as standard. The majority of ANVR’s members are generalists. Many specialised tour operators are not members of the ANVR as requirements are too high, especially financially. However, this does not mean that they would not be interesting partners.

### UK
- **ABTA** is the UK’s leading travel association. Booking a holiday through an ABTA member gives consumers financial protection and works to raise standards, including sustainability, in the industry.
- **Association of Independent Tour Operators (AITO)** represents 120 independent tour operators that specialise in destinations or types of holidays including Activity and Adventure holidays.
- **Sustainability labels.** British, Dutch, French and German adventure tour operators are increasingly looking for sustainable partners. Latin American adventure tourism providers can use this to their advantage by making their products more sustainable. Examples of credible sustainable and/or green tourism certification programmes are Green Globe, Rainforest Alliance, STEP and Travelife. An important labeling organization in France is Voyages Pour La Planète. In Germany the use of TourCert is growing. There are also local sustainability initiatives, for example, Smart Voyager in Ecuador and CST in Costa Rica, TOPS in Nicaragua.

For more information about the expectations of tourism buyers in the EU+EFTA tourism market in general, refer to CBI’s ‘Buyers’ Black Box’ for tourism.

### Trade and Macro-Economic Statistics

#### Outbound travel statistics

**Iconic volcanoes attract visitors.** Globally millions of people travel to active and dormant volcanic environments every year. Iconic volcanoes such as Vesuvius and Pompeii in Italy or Hawaii’s Volcanoes National Park can attracted more than 2.5 million visitors in 2011. However there is no specific data for volcano tourism, in part because visits to volcanoes are usually part of the broader active and adventure tourism sector, which is growing rapidly.

#### Considerations for action
- To gain best value from the growing number of adventure tourists concentrate on providing for their needs: well trained staff that deliver safe, innovative experiences that are culturally and environmentally sound and respect the people and places visited.
Average tourism trips to Latin American 2008-12

**Figure 1: France**

**Figure 2: Germany**

**Figure 3: Netherlands**

**Figure 4: United Kingdom**

* Equivalent Data for Argentina is not available, although the total number of trips from developed European countries is estimated to be between Brazil and Peru and it is an important adventure travel destination. Source: UNWTO

- **Growth of adventure trips.** In 2011 Mintel estimated there were 96 million international adventure travellers globally, of which volcano tourist are a sub-sector. In 2013 the ATTA Adventure Tourism Study reported a 65% yearly growth rate in adventure tourism since 2009. The growth is attributed to a growth in the global tourism industry but also to a significant increase in the percentage of adventure travellers.

- **Germany, France and the UK are the three larger markets to Latin America, with Netherlands generating few visits.**

- **Latin America appeals to adventure tourists.** As adventure tourism becomes an increasingly popular, destinations offering good adventure tourism infrastructure, such as Latin America, can be expected to grow and European airlines, such as KLM, are improving access by expanding their flights to Latin America.

- **Germany is the largest outbound travel market in the EU** with a total of more than 85.7 million trips in 2012. Industry experts also consider it to be the largest outbound adventure tourism market in the EU, although exact figures are not available.

- **Latin American Destinations: Brazil, Argentina, Peru, Chile and Costa Rica** are the top five most popular destinations in Latin America for visitors from France,

- France, Germany, the Netherlands and the UK are all strong potential markets to target, if you have the resources. If you have limited budget focus on the market where you have good connections or speak the language.

- Promote volcano and active tourism to the German adventure market, the largest in the EU.

- Research competitor markets to see what they are offering and how they are positioning themselves on quality and price. Consider how which market
Germany and the UK. In addition, Suriname is the top destination for Netherlands due to the historic ties between the two countries.

- **Columbia and Guatemala** are the next two most popular destinations with Columbia being most popular in France, Germany and Netherlands and Guatemala being most popular with the British.

- **The popularity ranking of Latin American destinations is similar in all four of these European markets** (with the exception of Suriname for the Dutch market) with Nicaragua being the 13th most popular destination (except in the Netherlands where it is 12th).

- **Over 65’s are a growing market for long outbound trips.** Although the average age of an adventure traveller is 36 years, the older age group is increasing looking for new experiences in long haul destinations. Carefully organised, soft adventure activities can appeal to the over 65’s who’s healthy is still good and who have more time and disposable income than younger holidaymakers. Due to ageing populations in France, Germany, Netherlands and the UK, the number of over 65 year old’s is increasing. However the economic situation and particularly the squeeze on pensions, may mean that in future years the disposable income of this age group is reduced.

**Tourism expenditure**

- **Expenditure in the global outbound adventure travel sector is increasing.** In 2012 it was valued at €194 billion, excluding airfares, up from €66 billion in 2010 (ATTA 2013 Adventure Travel Market Study) with an additional €60 billion spent on related gear and accessories. The average spend by adventure travellers globally has increased by around 60% in the last four years from €436 in 2009 to €697 in 2012.

- **The over-65s spend more.** Over the past 5 years the age group of European consumers whose tourism expenditure has increased the most (32%) is the over 65 year olds. Other age groups who have increased expenditure, by only 2%, are the 15-24s and 45-64s whereas expenditure by the 25-44 year olds has decreased by 20%

- **Higher expenditure by German adventure holidaymakers.** Expenditure for active and adventure tourism is estimated to be slightly higher than for mainstream holidays, especially in the case of hard adventure. This is because German adventure travellers are willing to spend more money to ensure increased quality and safety. German adventure travellers prefer segments you plan to target and how you can differentiate your offer from those in competitor countries. Highlight these differences in your promotional materials.

**Considerations for action**

- Develop products to suit the needs of the growing activity and adventure market.

- The backpackers, young professionals and baby boomers have all shown some growth in tourism expenditure, but to capture the biggest spending market, the 65 and overs it would be important to offer soft adventure and a focus on health and safety.

- To attract high-spending German and other EU travellers who are specifically interested in climbing volcanoes, ensure the quality of your volcano tour is high and that your health and safety measures are clearly available on your website. However note that German travellers are still price conscious and will expect good value.

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to spend more on activities and less on accommodation.

For more information on tourism trade statistics and macro-economic indicators in the EU+EFTA market, refer to CBI’s ‘Tradewatch’ for tourism.

**Market Trends**

**Social market drivers**

- **New experiences, authenticity, activities and value for money** are the priorities for the French, German, Dutch and British holidaymakers. The 'experience' is taking over from the destination and European holidaymakers want to return home with a 'story to tell', they desire a unique experience.

- **The French are looking for ‘themed holidays’** and tend to mix for example, one week of 'Active holiday' with one week of 'Beach holiday'.

- **The Dutch and Germans are active holidaymakers** and enjoy hiking, cycling and other soft adventure activities all of which can be combined with volcano tours. The Germans also like active holidays and are most likely to take hard adventure holidays.

- **The British** are increasingly looking for value for money due to the recession.

**Considerations for action**

- Focus on developing and selling the volcano and active experience together with comfortable but local accommodation.

- Decide which element of the active/adventure market you are best suited to offer – walkers, trekking, cycling and which demographic group you can provide for – eg, sociable, relaxed backpackers or older wealthier soft adventurers with high expectations of comfort and safety.

- Differentiate your business from your neighbours. People make the difference. Tell your story and that of your community, and lifestyle, how have they been affected by the volcano, when did it last erupt, how did that impact on the people who live nearby.

- Network and recommend other local businesses, it will keep your visitors in the area for longer and they may do the same for you.

**Technology market drivers**

- **All demographic groups will research elements of their trip on the Internet**.

- **Younger volcano and active travellers** – particularly backpackers, young professionals and young families are most likely to use social media.

- **Social media networks** such as Facebook, Instagram, Pinterest and Twitters and consumer review sites, primarily TripAdvisor are overtaking word-of-mouth recommendations.

**Considerations for action**

- Ensure your website is well optimised in order to be picked up in Google searches. This has become increasingly technical, and Google change their search engine optimisation (SEO) criteria regularly. Unless you are very knowledgeable it is best to use a SEO specialist as this is likely to be your most important form of marketing.

- Identify and contact niche tour operators in France, Germany, Netherlands and UK that offer the types of holidays you can supply.

- Engage visitors with social media, encourage/ incentivise reviews and feedback. This is likely to be especially valuable amongst younger age groups eg, backpackers who are high users of technology.

For more information on market trends on the EU + EFTA tourism market in general, refer to the CBI’s 'Trend Mapping' for Tourism.
**Market Channels and Segments**

The French, German, Dutch and British source markets are highly competitive. Direct sales with local suppliers are increasing via the Internet, however the traditional distribution channels via tour operators and intermediary companies still hold a strong position for volume sales. For further information and an illustration of the range of distribution channels in these markets visit the CBI Tourism Channels and Segments website page.

- **Niche tour operators need reliable local partners.** These four European markets all have niche tour operators that specialise in active tours and offer volcano tours to Latin America. These niche operators mostly offer tailor-made tours to their clients and need reliable inbound tour operators, or Destination Management Companies (DMCs) to deliver tours for them that are different from those offered by their competitors.

- **Backpackers and young professionals** are most likely to book directly with local providers for accommodation and local tours.

- **Family groups and older visitors** prefer security of a tour operator but also want individual experiences so tailor made tours are popular.

- **Single travellers** who do not want to travel alone chose small group adventure tours.

**Considerations for action**

- Tour operators and DMCs should contact specialist tour operators in the target market.
- Identify and contact the niche tour operators in your target markets that offer volcano and active tours to Central and Latin America. If possible visit them personally, it is important to understand their clients and how you can deliver what they require.
- Join relevant trade associations such as the Adventure Travel Trade Association.
- Attend trade fairs that match your product, or combine your marketing activities with other local businesses to share costs and jointly promote all there is to do in your area.
- Ensure your website features your key activities and stories about who you are and why you are different from other volcano and active tour operators or accommodation. It will need to be well optimised, display excellent photos, visitor reviews and if you offer volcano tours or other activities, include your safety policies.
- Read the travel press and consumer travel supplements in your target market (mostly available online) to find out the types of stories they run.
- Participate in social media conversations to find out what volcano and active travellers are interested in.

Trade associations, trade fairs and databases can be good sources for finding specialised nature and eco-tourism tour operators. Examples of such sources are:

**Trade Associations**

- Adventure Travel Trade Association (ATTA) [www.adventuretravel.biz](http://www.adventuretravel.biz) global trade organisation for adventure travel industry. Search Membership for French, German, Dutch and British adventure tourism tour operators.
- Adventure Tourism Development Index (ATDI) [www.adventureindex.travel](http://www.adventureindex.travel) has details of the Index is created and full data on competing destinations.
- Dutch Association of Travel Agents and Tour Operators (ANVR) [www.anvr.nl](http://www.anvr.nl)
- British Travel Association (ABTA) [http://abta.com/go-travel/before-you-travel/find-a-member](http://abta.com/go-travel/before-you-travel/find-a-member)
- The British Association of Independent Tour Operators (AIITO) [www.aiito.com](http://www.aiito.com) has a search facility to find specialist tour operators.
- German Travel Association (DRV) [www.deutschertourismusverband.de/themen/touristische-studien](http://www.deutschertourismusverband.de/themen/touristische-studien) has reports on the German travel and tourism market including adventure travel

**Trade and Consumer Shows**

- Adventure Travel World Summit: [www.adventuretravel.biz/connect/summit](http://www.adventuretravel.biz/connect/summit)
- Fiets en Wadelbeurs [www.fietsenwandelbeurs.nl](http://www.fietsenwandelbeurs.nl) cycling and walking trade fair, held annually in February in Amsterdam

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ITB Berlin - [www.itb-berlin.de](http://www.itb-berlin.de) largest tourism trade fair in the EU market held annually in March.
Tour Nature [www.tournatur.com](http://www.tournatur.com) walking and trekking trade fair held annually in September in Dusseldorf.
Vakantiebeurs [www.vakantiebeurs.nl](http://www.vakantiebeurs.nl) the main Dutch consumer tourism trade fair held annually in January in Utrecht.
World Travel Market (WTM) [www.wtmLondon.com](http://www.wtmLondon.com) the world’s largest travel market, held annually in November in London.

### Internet Research
- You can also look for specialised tour operators by using search engines such as Google. To narrow your search use the domain for each country.
- **Search domains and examples of keywords:**
  - **France:** [www.google.fr](http://www.google.fr) Keywords: Vacances volcan (volcano holidays) Vacance d’aventure (adventure holiday) Voyagiste d’aventure (adventure tour operator) Nicaragua vacances d’aventure (Nicaragua adventure holiday) Amerique Centrale vacances d’aventure (Central America adventure holiday)
  - **Germany:** [www.google.de](http://www.google.de) Keywords: Zentralamerika Abenteuerurlaub (Central America adventure holiday) Vulkan Abenteuerurlaub (volcano adventure holiday)
  - **Netherlands:** [www.google.nl](http://www.google.nl) Keywords: Vulkaan vakantie (volcano holiday) Avontuurlijke vakantie (adventure holidays)
  - **UK:** [www.google.uk](http://www.google.uk) Keywords: volcano tours, adventure holidays, active holidays in Latin America, adventure holidays in Nicaragua.

### Publications - Magazines:
- Adventure Travel Magazine [www.adventuretravelmagazine.co.uk](http://www.adventuretravelmagazine.co.uk)
- Conde Nast Traveller [www.cntraveller.com](http://www.cntraveller.com)
- Geo [www.geo.fr](http://www.geo.fr)
- inTravel Magazine [http://intravelmag.com](http://intravelmag.com)
- Lonely Planet Magazine [www.lonelyplanet.com/magazine](http://www.lonelyplanet.com/magazine)
- Sidetracked Adventure Travel Magazine [www.sidetracked.co.uk](http://www.sidetracked.co.uk)
- Travel + Leisure [www.travelandleisure.com](http://www.travelandleisure.com)
- Wanderlust [www.wanderlust.co.uk](http://www.wanderlust.co.uk)

### Publications - Newspaper Travel Supplements:
- Frankfurter Allgemeine Zeitung (FAZ) (Germany) [www.faz.net](http://www.faz.net)
- Telegraph Travel Section (UK) [www.telegraph.co.uk/travel/](http://www.telegraph.co.uk/travel/)
- Sunday Times travel [http://www.thesundaytimes.co.uk/sto/travel/](http://www.thesundaytimes.co.uk/sto/travel/)

### Guides

### Social Networks
As a group, adventure travellers are keen to share experiences. Facebook, MySpace and Twitter are the social networking sites most used by adventure tourist, however, other social networks include:
- Adventure Exchange [www.adventureexchange.com](http://www.adventureexchange.com)
- Trektraka [www.trektraka.com](http://www.trektraka.com)

For more information on market channels and segments on the EU+EFTA tourism market in general, refer to CBI’s ‘Market channels and segments’ for tourism.
Market Competitiveness

Figure 5: Adventure Tourism Destinations Rankings in Latin America

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<td>106</td>
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<td></td>
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<td>17 Guyana</td>
<td>114</td>
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<td></td>
<td></td>
<td>18 Honduras</td>
<td>117</td>
</tr>
</tbody>
</table>

Source: Adventure Tourism Development Index, 2011

- **Understanding competing volcano destinations enables better market positioning of your product.** Eg, in the America's two destinations that could be considered as competing destinations are: - *Hawaii* is home to Kilauea, the world’s most active volcano, which has been erupting constantly since 1983. Trips view the lava flows at the coast and offer hiking along the east rift zone of the source of the lava, the Pu’u O’o crater. - *Montserrat*, where Soufriere Hills volcano erupted in 1997 and close by the island of Guadeloupe is home to sister volcano La Soufriere. Trips to the area often combine the two destinations.

- **Chile has by far the largest number of volcanoes** of any Latin American country, with 108 volcanoes in total; Argentina follows with 39.

- **Costa Rica is a popular volcano destination** for tour operators from France, Germany, Netherland and the UK.

- **Ecuador** is also very popular from the Netherlands and UK, with many Dutch tours also going to Guatemala and Chile.

- **International benchmarking is provided by The Adventure Tourism Development Index (ATDI)** which ranks countries based on 10 Pillars of Adventure Tourism

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Figure 6: Number of Volcanoes in Latin America, by country

Source: www.volcanodiscovery.com

Considerations for action

- Research other volcano destinations that have a similar offer to your own. Find out what they offer, their pricing, how they are presented on their own website and on European tour operator websites and brochures.

- In particular study tours to Chile, Argentinian, Costa Rica, Ecuador and Guatemala: for example how accessible are the tours (eg day trips, long trekking holidays), the types of accommodation offered, the market segments they are targeting, pricing.

- The ATDI is a useful guide to the elements that are important for an adventure tourism destination. Use it to see where you are strongest and where
Competitiveness:
- Sustainable development policy
- Safety and security
- Healthcare
- Natural resources
- Cultural resources
- Adventure activity resources
- Entrepreneurship
- Humanitarian
- Tourism infrastructure
- Image

- Switzerland is ranked as the top destination in developed countries and Chile, followed by Costa Rica rank highest in Latin America, with Nicaragua ranked 12th.

For more information on market competitiveness on the EU+EFTA tourism market in general, refer to CBI’s ‘Market competitiveness’ for tourism.

Useful sources
- Volcano Tourism [www.volcano-tourism.net](http://www.volcano-tourism.net) has information on volcano tourism destinations and safety guidelines for destinations
- Astronomy and Natural Phenomenon Tourism, Mintel - TTA No. 20, International, November 2012
- To understand the expectations of the family market in the UK see [www.approvedfamilyfriendly.com](http://www.approvedfamilyfriendly.com)
- VisitBritain [www.visitbritain.org/insightsandstatistics/markets/](http://www.visitbritain.org/insightsandstatistics/markets/) has market reports that provide insights into holidaymakers from key outbound markets.