

The guidelines for

Creating and narrating the slow adventure product

June 2018

Centre for Recreation and Tourism Research

West Highland College UHI

HOW TO CREATE AND NARRATE

THE SLOW ADVENTURE

TOURISM PRODUCT





“Inspiring connections with the outdoors...”

Creating memories through meaningful experiences as you invest time in a place, in its traditions and community.

Surrendering to the natural forces of the environment as you reflect, reconnect and become closer to nature.

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FOREWORD

The concept of 'slow adventure' was developed in the 'Slow Adventure in Northern Territories' project (SAINT), a trans-national project in Scotland, Ireland, N. Ireland, Iceland, Norway, Sweden and Finland. The project was run by the University of the Highlands and Islands through the Centre for Recreation and Tourism Research in Scotland, and was co-financed by the Northern Periphery and Arctic Programme. Its aim has been to work with SMEs to improve clustering under and marketing of slow adventure to attract new customers and develop new business in peripheral areas.

The purpose of this document is fourfold:

- To enable SMEs interested in slow adventure to understand the values and value of the concept
- To enable and encourage businesses to collaborate with others on the development of new slow adventure tourism products
- To ensure that the experience and outcomes of SAINT endure and have a business value after the project finishes
- To help the Slow Adventure® ethos and movement to develop and grow internationally



WHAT IS SLOW ADVENTURE?

'Slow adventure'¹ is a new tourism concept that serves as an antidote to people's urban lives. The antithesis of high-adrenalin, commercialised adventure sports, slow adventure encourages people to enjoy and experience the outdoors at a slower pace and to engage with remote and wild places. A great deal of attention has been traditionally applied to high-adrenalin adventure sports. The innovation of slow adventure, however, lies in the marketing of other assets – the environment, local food and cultural history for example – to both appeal to a broader consumer base and to capture the zeitgeist evidenced by the proliferation of 'bushcraft/escape' programmes and stories in popular media. Affluent 'baby-boomers' and urban 'millennials' are being targeted as key consumer groups.

Slow adventure represents a responsible travel choice, where core elements are green forms of transport, a desire to learn about other cultures and environments, the interaction with and understanding of local cultural and natural rhythms, and an appreciation of both place and one's place. Slow adventure brings together people who enjoy sharing their sense of place with visitors by sharing traditional skills, local knowledge, storytelling and spending time together in nature.

Slow adventure is a form of tourism which eschews the quick-fix adrenaline-pumping hits of convenient adventure experiences, in favour of slow, immersive journeys; living in and travelling through wild places and natural spaces - experiencing nature in its timeframe, its seasons, weathers and vicissitudes.

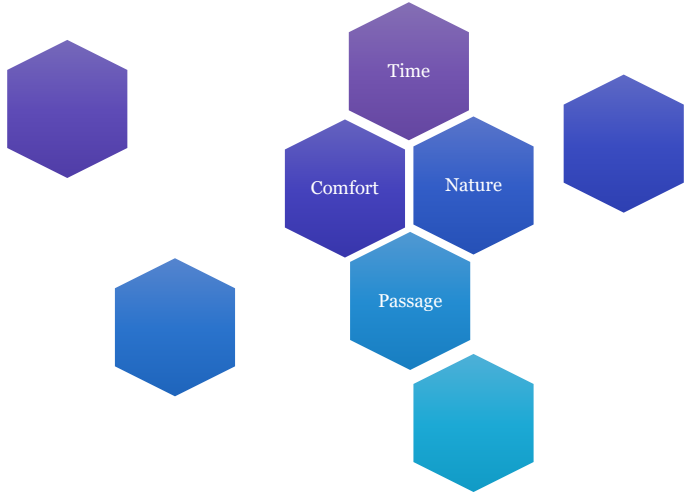
Slow adventure experience typically include:

- Wild food
- Wildlife
- Comfort in the outdoors
- Human- or nature-powered travel
- Enhanced engagement with place

¹ The concept of slow adventure was proposed by Varley and Semple (2015) in their paper "Nordic slow adventure: Explorations in time and nature" published in Scandinavian Journal of Hospitality and Tourism.

PRINCIPLES

Whilst the rationalisation of excitement is no doubt a desirable selling point for the commercial operator, it is not the only source of competitive advantage in the adventure tourism industry. The qualities of 'slow adventure' include all elements of the journey; the joys and hardships of outdoor living, self-propelled travel and associated physical engagement with the natural environment over time. These 'qualities' may be summarised as: time, nature, passage and comfort. They are totally interdependent and deliberately flexible.



Time

Time is inevitably an important experiential component, and the awareness of time passing during outdoor journeys is felt during the 'passage' (see below) of the journey itself, and via natural change such as light and dark, tides and weather. In slow adventure, time does not merely pass, but is felt, in bodily rhythms of tiredness, sleep, wakefulness, and effort. For example, the perception of time via the dropping of the sun is corporeally evident as winds rise, the air becomes cold and shadows lengthen. Moreover, the significance of time is woven into the landscape as history, heritage, tradition, and origin. This experiencing of a transient reality, a travel time or time-out-of-time is infused with the notion of recapturing lost time, of 'making time' and it is precisely this which captures the nuance of slow.

Nature

The effects of nature are acute in slow adventures, due to the extended period of exposure. If we explore these adumbrative spaces we find the slow shivering belays on frozen ice ledges; basking in the sun on rocks worn smooth by glacial erosion; the unfolding of natural expanses and wide skies, feet sinking into peat bogs; cooking in wild mountain corries; encounters with wildlife, struggling with tents in rain and wind; sleeping in and with the wild. It is this direct engagement with natural forces which insists that participants envelop themselves in their environment; surrender to it, even. Further, natural encounters with plants, animals and geological features can provide a story set in time and in a particular environment.

Passage

Similarly, the term 'passage' refers not only to the physical journeying through a physical landscape, (as opposed to the passage over the landscape of the passenger) but is also a journey of change and transformation, which takes time. Passage encompasses the navigation of self through time and space; the crossing of borders and natural obstacles; moving toward horizons and the retrospective gaze to where the traveller has come from. Between the identifiable events or touristic highlights, which the literature focuses upon, the slow adventurer's day unfolds in quiet periods of self-propelled travel, autonomous human powered travel which may lead to boredom, day dreaming and trance-like lapses of self-awareness. This is the journey to / of elsewhere, and the slow adventure tourist carries only the basic material requisites for survival (food, shelter, navigational aids etc.) usually by their own physical effort.

Comfort

'Comfort' equally has a number of meanings in the context of slow adventure. Firstly, there is the process of becoming comfortable with the challenges presented by the journey (sustained effort for example). Indeed, blisters, sores, sunburn, aches and pains would initially be framed as dis-comfort, and at odds with the usual tourist product. Yet the journey becomes inscribed upon the adventurer's body. In addition, comfort may be derived from a re-connection with place, tradition and history (linked to time). The traditional, rural life, imagined as slow, rich and meaningful can become a 'refuge' landscape; a place to escape to.

The market research



Qualitative research, incorporating elements of ethnography, was undertaken by partners in Northern Ireland, Ireland, Finland and Scotland, to interview participants regarding, and observe them on, a range of slow adventure activities, including sea kayaking, canoeing, foraging and wildlife-watching.

The aim of this data gathering exercise was to conduct targeted, applied and relevant research, at the start of the project, to inform and influence the shape of the other work packages. As the overall project aimed to develop greater market reach for SMEs operating in the slow adventure sector, it was important that partners, and the SMEs in their region, are able to develop a better understanding of which consumers to target and how to market to them. This discussion regarding the implications of this research exercise was divided into three parts:

- **An understanding of key consumer trends, within and outside the tourism sector**
- **The elements of slow adventure enthuse consumers and what they seek from such experiences**
- **The markets for these consumers and how to market to them**

New consumer trends

The new wider consumer trends (i.e. those not necessarily related to tourism) are in urban environments; in the UK, London in particular is the melting pot for new ideas, trends and 'tribes'. Looking more widely at new and emerging consumer or 'lifestyle' trends, it is apparent that many of these recent, new or emergent urban ideologies will have implications for slow adventure. Recent 'movements' or innovations have included the following:

- 'Hipster' culture - The subculture has been described as a trans-Atlantic melting pot of styles and tastes, and broadly associated with indie and alternative music, progressive political views, organic and artisanal foods, and alternative lifestyles. In the UK at least they are associated with middle-class millennials who live in gentrifying urban areas. While the stereotypical image of beards, plaids, tattoos may be rather derided by others in the mainstream, there has been a recognition that as they generally pursue greener and more ethical lifestyles - commuting by (fixed-wheel) bike, caring about the provenance of their food and buying second-hand clothes for example – and are often highly skilled members of the workforce in economic powerhouses such as London, maybe 'if more of us lived like them, the world would be greener, more left-wing and less preoccupied by greed' (*Guardian*, 08.03.15).
- 'Pop-up' restaurants – temporary restaurants that 'pop up' from nowhere, often at an unusual venue, or perhaps in a private house, and which tend to make extensive use of social media for 'advertising'
- Upcyclers – people who take something old, or which someone has thrown away, and repair it or modify it for another use.
- Freeganists – those who take food that others have thrown away. It is a combination of the word 'free' and 'vegan' as they only collect non-meat products – generally vegetables that shops are throwing away because they are the wrong shape, or do not look good
- Retro movements in music, arts and crafts – for example the increasing popularity of LPs and the recycling, and rehashing, of the 'keep calm and carry on' wartime slogan
- Food trends – such as an increase in the popularity of 'real ale' in the UK for example, or the increasing importance of provenance and food 'grown here not flown here'
- A prevailing trend in Iceland is sharing and informal networking creating disposable income for people, using either their fixed assets or time. What is being shared are homes, food, ideas and transport equipment and this is creating an ethos of a kind of 'back to our roots'

Who are the key target consumers for slow adventure?

While it naturally creates generalisations, as well as trying to predict future behaviours, needs and motivations, it was considered that slow adventure customers are likely to share many or all of the following traits, reflective of current consumer trends:

- Being open-minded and well-educated.
- Having above-average income, and wanting 'quality and value', not cheap.
- Decisions increasingly likely to be made by females.
- A need for elements of privacy: as an antidote to sharing actions and photos through smartphones.
- ... but with a desire to acquire and, crucially, share social capital.
- Aspiring nomads who seek greater elements of simplicity in increasingly complicated lives.
- A willingness to pursue more ethical travel that directly supports local businesses.
- Travelling with 'empathy' – with respect, responsibility, compassion and understanding for others.
- A desire to 'get lost' and find themselves.
- A move towards a collaborative ethic: more about 'access' than 'ownership'.
- Yearning for a sense of mastery – learning to be competent outdoorsfolk

Although there are obvious difficulties associated with generalising across seven different partner countries, we identified two key customer typologies:

Millennials

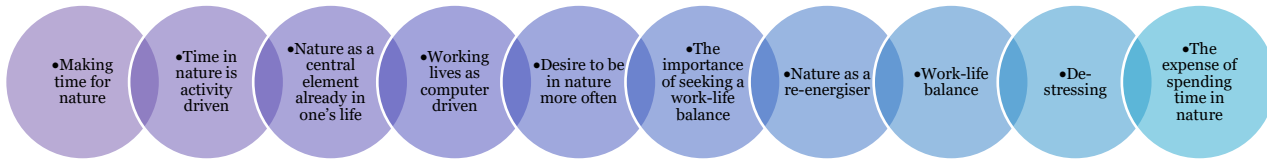
First, there are 'millennials': tech-savvy bloggers, who are willing, addicted even, to sharing personal information, photos and feelings. Plugged into technology since they were very young children, they are the epitome of the modern consumer, with a whole range of goods and services that are specifically packaged to attract them. The packaging of slow adventures is a great example.

They are perhaps epitomised by the hipster sub-culture – in the UK at least. Associated with affluent, middle-class millennials who live in gentrifying urban areas they are characterised by more progressive political views, a desire for all things organic and artisanal and perceived alternative lifestyles.

Baby-boomers

Second, there are 'baby boomers': older, affluent consumers with a passion for trying something new and with more time to indulge in slower experiences. But they are also demanding consumers and often switched on: 64% of internet users aged 50-64 in the US are on Facebook (Pew Research Centre, 2015).

What do they seek from the experience?



Silence please – quiet, space and time

- A feeling of escapism is a highly important motive for the slow adventurer and when it is achieved in nature, it prompts a strong sense of de-stressing in the individual. A passing motor boat would be an annoying noise in a quiet natural setting.
- The slow adventurer believes in the importance of making time to spend in nature and this time is most often activity driven. Nature is already a significant element in the slow adventurer's life and in many cases, is in contrast to the tasks of their working lives. The opportunity to spend even further time in nature is desirable. Seeking a work – life balance is important and nature is viewed as a re-energiser.
- Linked to this, slow adventure opens up opportunities for 'switching off the clock'. Mid-way through the crossing on a sea kayaking trip a whale broke the surface some distance in front of the group. It brought them into a new way of being here – they were now operating on 'whale time': the group was now guided by the whale.

Communitas and belonging

- Self-time in nature and shared time with friends in nature are important motives. Slow adventurers enjoy being out in nature's elements, and enjoy the associated exercise and fitness demands. A sense of connectedness and heritage is important, particularly in terms of place.
- The slow adventurer has regular experiences of nature's power and beauty. They have a willingness to share such experiences with others, and these help strengthen bonds.
- A sense of fun and freedom in the outdoors is important.
- Positive emotions such as joy, peacefulness and thankfulness are expressed in terms of the natural beauty of the landscape, and these emotions are intensified when experienced through adventure and activities in the outdoors. Mental and bodily strength are important components for the slow adventurer and pain in the form of exhaustion or cold for example, may also be experienced at times.

Uncertainty and quality assurance

- Slow adventure clients, and consumer trends in general, point to a desire for bespoke experiences which can change according to opportunity and situation
- Particular concerns for the slow adventurer include weather conditions, escape routes, lack of experience and in a more reflective way, self- exposure.

Getting involved – living and learning the wilderness dream

- They are internally motivated and open to experiences that are unique, educational and nature focused.
- Activity in the outdoors is driven by the slow adventurer's love of nature and their willingness to learn new skills and knowledge.
- The slow adventurer finds wonder in the vastness of nature, one's proximity to nature and the folklore that enriches the natural environment. They talk about little details in nature, and enjoy eating or trying foraged or wild food.

Sharing the magic of wild places

- Importantly, slow adventurer target groups are very likely to urge others such as family and friends to give it a go. Grasping a challenge or just escaping into the beauty of the landscape is actively encouraged.
- This is further supported by the enthusiastic embrace of social media platforms. This, if supported by entrepreneurs, is credible, free and effective marketing.

Reaching and inspiring the consumer

Building a digital transnational campaign

This digital marketing campaign was a platform which brought together slow adventure products transnationally and was an opportunity to represent the variety of tourism products equally. The aim of the campaign was to raise awareness of Slow Adventure as a concept and slow adventure products in Norway, Finland, Sweden, Iceland, Ireland Northern Ireland and Scotland which have been developed as a result of the SAINT Project.

In doing so, it introduced the consumer to an alternative dimension of 'adventure', which suggested that wild and nature rich landscapes can be experienced at a slower pace through softer, more immersive experiences, instead of associating adventure with high adrenalin and fast-paced activities.

The social media platforms such as Facebook, Twitter, Instagram, Pinterest and Flickr have been used to reach and inspire the consumer by creating, curating and promoting various slow adventure content (i.e. photos, descriptions, emotions, videos, podcasts etc.) and sharing globally through social media and other relevant digital marketing tools.

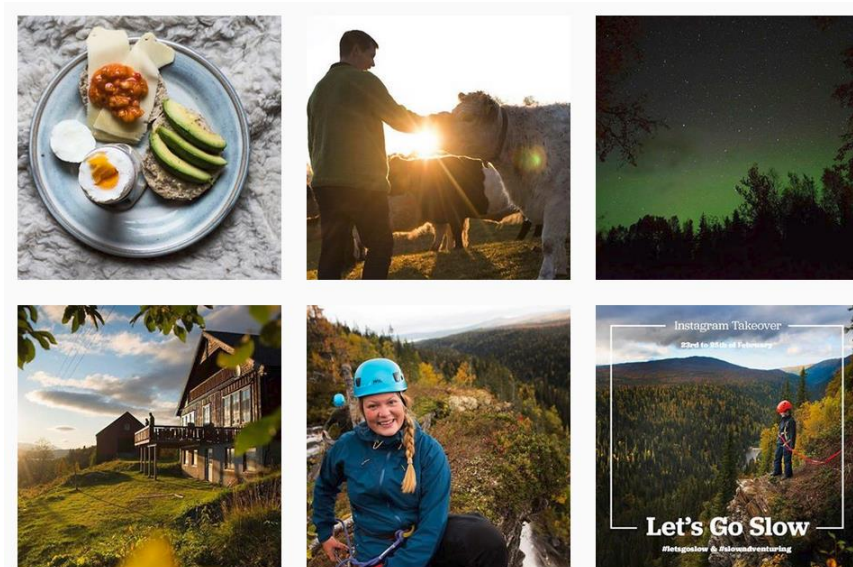
The campaign website (or landing pages for each country) has been used as a place to link posts on social media and to divert enquiries to Slow Adventure SMEs.

	https://www.facebook.com/slowadventuring
	https://www.instagram.com/slow_adventuring
	https://www.pinterest.com/slowadventuring
	https://twitter.com/slowadventuring
	https://www.flickr.com/photos/155207224@N04



Most posts have been supported mainly by the hashtag #slowadventuring to catalogue content related to the SAINT project and Slow Adventure in a business context.

Furthermore, contributions of [Let's Go Slow](#) bloggers have been invaluable in creating and distributing content. They set off to visit each partner region, experience slow adventures developed through the SAINT project, create content (which visually unifies each region) and share on the Let's Go Slow blog site and on the Slow Adventuring pages. Additionally, Instagram takeover was scheduled over weekends in order to feature one region at a time.



Each region has now developed its own regional campaign page to promote their slow adventures and the transnational landing page (www.slowadventure.org) links to each regional landing page via a map. All content using #slowadventuring is streamed onto the landing page and is a strong visual representation of the transnational cluster. As discussions around the future of Slow Adventure as a movement continue, it is envisaged that www.slowadventure.org will become the main website for Slow Adventure®.



SLOW ADVENTURE

| SCOTLAND

IRELAND

NORTHERN IRELAND

ICELAND

FINLAND

SWEDEN

NORWAY



Inspiring connections in the outdoors

Explore a world of slow adventure. Pick a country to visit!



slow adventure®



CLUSTERING AND COLLABORATION

The principal objective of the SAINT project was to make SMEs more aware of how to capitalise on business opportunities in guided slow adventure experiences through extending marketing reach, in terms of:

- Making SMEs more aware of new, lucrative markets to which to promote slow adventure activities
- Increasing SME awareness of how to effectively target these markets, through the use of new, technology-oriented marketing models and clustering approaches, both local/regional and trans-national
- Developing SMEs' awareness of how to develop engaging, insightful and meaningful consumer experiences in a slow adventure context

Tourism clusters can be defined as spatially concentrated groups of service providers and supporting institutions (e.g., public agencies, DMOs, NGOs, and local communities) focused on the delivery of tourism products (i.e., experiences). Micro-clustering may be the most relevant approach for service providers (e.g., SMEs) targeted in the SAINT project. Micro-clusters tend to be associated with constellations of complementary firms that collectively deliver specialized regional products (i.e., the single experience that tourists seek). Micro-clustering can be especially beneficial for small communities in remote or peripheral areas.

As clusters of businesses working together SMEs are able to:

- Create new products which will enable them to attract new and increased numbers of consumers
- Improve their marketing reach, to new consumer groups and more distant markets
- Create joint marketing momentum for the slow adventure 'brand' that would be much more difficult to achieve individually
- Attract new consumers to the region, with associated spin-off or multiplier effects
- Develop a pool of knowledge, drawing upon each other's experiences and expertise, and enable an element of 'mentoring' of the new businesses involved

Economic and societal benefits

The Slow Adventure initiative has positive economic and societal impacts for the tourism industry of the partner countries. The change brought about by the initiative is embodied in the:

- Increase in the number of businesses in the region collaborating on tourism development
- Increase in the number of higher-spending tourists to the region
- Increase in shoulder-season activity and help to obviate this structural weakness of the sector
- Increase in employment, particularly of young people, attracted to the lifestyle opportunities, and helping to combat rural depopulation
- Increase in tourism marketing activity and exposure for the region
- Creation of jobs for a young workforce who identify their lifestyle as an adventure and help combat youth out-migration

- Showcasing of the value of clustering and collaboration both within the tourism industry, and through cross-cutting with other sectors, such as creative industries and food and drink.
- Help to develop the slow adventure 'movement', akin to the Slow Food movement: started in Scotland but adopted and cross-marketed internationally for trans-national economic and societal benefits

“The project team have helped us to gain insight into current market trends and a new potential customer base. Through slow adventure we have been able to reach a new range of customers – those looking for immersive experiences in the wild, rather than those just looking to learn particular skills on a bushcraft course.”

- Alison Durbin, Wildwood Bushcraft



“Collaboration with other local partners opens up a range of business opportunities to us that we otherwise just wouldn’t have. This area has such great potential for tourism, and this slow adventure cluster can help us all capitalise.”

- Jane Stuart-Smith, Whitehouse Restaurant

Case studies

Each partner area developed a case study to test how its specific region might advance and/or implement Slow Adventure as a business development opportunity. These case studies were based on tourism clustering and marketing concepts, and focused on the three cluster models that were specifically identified in the SAINT project application. These three cluster models are:

- *Holistic clusters* that are comprised of operators, transport and accommodation providers. This type of cluster is known as a vertical value chain and includes, for example, providers involved in the delivery of packaged tourism products at a specific destination (e.g., transportation, accommodation, activities and attractions, tour guides etc.).
- *Community clusters* that emphasize the involvement and role of public agencies, DMOs, local residents etc.
- *SMEs clustered by 'target market'* that represent a constellation of co-located service providers identified by the needs of specific tourist segments, which are actively collaborating with the purpose of facilitating the tourist experience (e.g., slow adventure).

The following sections present the survey findings along with the outputs and results from each case study. These are presented on a country-by-country basis in alphabetical order (Finland, Iceland, Ireland, Northern Ireland, Norway, Scotland, and Sweden).

The case of Finland

The primary goal of the SAINT-Finland case study was to have local SMEs working together in planning, costing, marketing and selling slow adventure packages. In this case study, the SAINT-Finland team prepared slow adventure packages for the summer season under three different themes. The SAINT-Finland team also tested three different ways to develop full-service products. Finally, the SAINT-Finland team sought to compare what development model worked the best and what did not.

This case study also focused on connecting the customer more closely to the product development process. The SAINT-Finland team made use of the slow adventure guidelines in product development to understand how these guidelines and the slow adventure philosophy were incorporated into the packages and tour itineraries.

The three slow adventure service concepts that were developed are:

1. Regional cycling tours
2. Land of national parks tour
3. Natural wellbeing tours

Through these clustering and marketing activities, the SAINT-Finland team coordinated the development of three slow adventure packages around the “Slow Down in the Land of National Parks” concept.

Biking from National Park to National Park

This package involves the four national parks that comprise the “Land of National Parks” promotional effort: Oulanka, Riisitunturi, Syöte and Hossa.

All in all over 400 km of countryside and wilderness roads, where you occasionally meet a car or 2 outside the main roads. Instead you have a possibility to see hundreds of reindeer and dozens of lakes. Here at the vicinity of the Arctic Circle cycling is a bit different: there are no cafes, bars and restaurants en route every 15 minutes. Just vast nature: forests, lakes and swamps in between 4 beautiful national parks where this itinerary takes you – and silence and purest air to breath in the world. When cycling from accommodation to accommodation, make sure you have snacks and a picnic lunch with you and enough water and other drinks! This tour can be upgraded with luggage transfers. All accommodation must be booked in advance.



For more information visit: www.basecampoulanka.fi

Nature Photography in the Land of National Parks

The four national parks situated around the Kuusamo airport are all different from a photographer's perspective. This package includes information about the best places, times, and locations for nature photography.



For more information visit: <https://julkaisut.metsa.fi/assets/pdf/lp/Esitteet/land-of-nps-by-photos.pdf>

Nature Wellbeing in the Land of National Parks

This package focuses on the Finnish sauna and folk healing tradition along with the healing power of nature. Meeting your yoga guide on the parking lot of Riisitunturi National Park. Guided hike in Riisitunturi. The trail to the peak goes through an old forest which has a lot of stories and history. The park has some of the finest sloping bogs anywhere in Europe. On the you get to know the nature, plants and animals of Riisitunturi and have a few moments for Forest Yoga as well. At the peak the silent view continues for as long as you can see and there we just sit still, do a short breathing exercise and enjoy that peaceful place. Then we continue to the fireplace. With good luck the Siberian Jays may come and greet us when we enjoy nettle pancakes by the campfire.




For more information visit: <http://www.munpolku.fi> and <https://www.rukasafaris.fi/en/saunas/121-sauna-yoga-%C2%AE-find-yourself-in-silence>

The case of Iceland

The case study in Iceland involved creating a “sub-cluster“ within the Vatnajökull Region (VR), bringing together adventure tour SMEs and local food providers and caterers. Some individual companies provided both essential elements for slow adventure, i.e. non-motorised immersive activities in nature and local/slow food, and also accommodation. Other companies provided only one of these elements – these would then have to team with other companies to provide the full slow adventure experience.

A preliminary list of core candidates for the Icelandic case study included 11 companies. Along with the region’s SMEs, other key actors include the manager of the Vatnajökull Region, the tourism officer of Hornafjörður municipality, the manager and specialists of Vatnajökull National Park and the staff of East Skaftafell County Upper Secondary School.

The main goal of this case study was to establish a slow adventure sub-cluster within the Vatnajökull Region, whose members worked together in marketing themselves and the area as a prime environment for this type of tourism activity. The second goal of the project was to increase the SMEs knowledge and use of social media, mobile technologies and visual methods of marketing purposes. The third goal of the project was to encourage – and influence – the development of the area as a whole as a first-choice environment for a wide range of outdoor activities, in particular walking, hiking and mountaineering. Some steps in this direction had already been taken with the recent development of two new hiking paths (each around 10-15 km in length) near the margin of Vatnajökull glacier. These paths are part of a larger project to develop a hiking trail (called “Jöklaleiðin“ – the Glacier Trail) – following the margin of the glacier from one end of the area to another, a total distance of about 150 km.

Glacier Walk on Vatnajökull	
Glacier Adventure	
<p>Glacier Walk is a unique way to enjoy pure Icelandic nature. The tour starts from GA headquarters at Hali í Suðursveit where we drive to an outlet glacier close by. The drive takes you to the hidden path to Þröng, where you drive on an off road in unspoiled Icelandic nature. The tour takes approximately 3,5 – 4 hours, and on the glacier 1 – 1,5 hours. In the trip we want our guest to feel safe, enjoy themselves, feel interested and in the same time educational. The nature we see in the trip is a big part of it and we want to introduce it in a professional manner and respect the nature. Safety is always first. The starting and endpoint of the trip is from Hali Suðursveit, where our meeting point is located at a museum called Þorbergssetur where you can find local food grown on the farm Hali, both lamb and the artic trout.</p>	
	
<p>For more information visit: http://glacieradventure.is/tour/vatnajokull-glacier-walk/</p>	

The case of Ireland

The slow adventure concept is a perfect fit for County Leitrim, which is the SAINT- Ireland project area. Leitrim is a sparsely populated county with unspoiled landscapes and lower numbers of tourists compared to other parts of Ireland. This 'sparseness' can be a real strength in the context of slow adventure. By establishing the concept of slow adventure in this area, we intend to identify new markets for future growth within the tourism sector.

Our vision is to see this concept grow and become internationally recognisable, and we would like to see if the concept opens opportunities for our SMEs to promote their slow adventure offers in international markets.

The SAINT-Ireland team also conducted marketing activities in order to support the development of their slow adventure cluster. These marketing activities included the following:

- The SAINT-Ireland team engaged a social media company to pilot test the market with our slow adventure packages.
- Development of a slow adventure marketing brochure in which packages were priced. The brochure's content and artwork were designed in digital format.
- The SAINT-Ireland team developed a series of digital films that featured the summer season. The films highlighted slow adventure experiences with each of the 11 SMEs in the region. These videos were also edited into nine, shorter "cluster" films and one overall slow adventure video for the SAINT-Ireland region.
- The SAINT-Ireland team we hosted the "Let's Go Slow" bloggers. These bloggers to help promote the SAINT-Ireland slow adventure experience.

From the activities described above, clusters were identified and developed into nine new slow adventure experiences and products.

Back in Time Slow Adventure

The Old Rectory, Way to Go, Edergole Kitchen, Leitrim Design House, Leitrim Surf, Leitrim Cycles

Enjoy 2 nights' accommodation at The Old Rectory B&B or self catering with a Continental Breakfast of locally produced food from your welcome basket.

Day 1: Arrive at The Old Rectory B&B. Our guide will take you on a guided historical walking tour of Fenagh's Neolithic Monuments, Monastic site and local landmarks associated with Celtic Heritage. Vegetarian dinner provided on 1 night provided by Edergole Kitchen using locally sourced ingredients in the comfort of your accommodation.

Day 2: Breakfast will be self prepared from your welcome basket. Way to Go Adventures will take you by water through the area where he will incorporate stories of local history, heritage and nature. You will also get to see the area on land through a guided cycle ending at the Fenagh Heritage Centre. Experience a 'meet the maker' session where you will practice some local craft. There will be opportunities to take a memento away.

Day 3: Take it easy on the water with a guided stand up paddle tour on trails around Leitrim Village and Drumshanbo. Following this you will learn more about river life – its environment and ecological relevance from local ecologist Eileen Gibbons. Finish off the day with a lunch and a cycle along the Acres Lake Blueway.



For more information call 0719620170 or email info@enjoyleitrim.com

Forage the Northern Glens of Leitrim

Leitrim Landscape Walks, Organic Centre

Start the day with a walk and forage with Leitrim Landscapes Guided Walk trails around Fowleys Falls. Enjoy a coffee and a mid-morning snack en route, provided by the award winning Organic Centre in Rossinver. You will end your walking adventure at the Organic Centre where you will be treated to a lunch or an outdoor picnic with some delicious delights supplied by chef Gaby. In the afternoon you will take part in an activity in the gardens of The Organic Centre with vegetable tasting tour and cookery demonstration.



For more information call 0719620170 or email info@enjoyleitrim.com

The case of Northern Ireland

The SAINT-Northern Ireland team proposed an original concept that focused on clustering around on a multi-use trail (or “Blue Way”). The Blue Way was intended to incorporate SMEs that offer slow adventure experiences alongside the existing canoe trail located in the region. The case study also encouraged SMEs to diversify by offering additional slow adventure experiences as well as encourage new business start-ups in the sector.

At the time of this writing, at least 12 collaborative, slow adventure packages have been created. These packages and itineraries are now being actively promoted and sold as part of the SAINT project’s pilot testing actions. These slow adventure packages and itineraries have all been copy written as part of the project’s pilot testing actions, and customers can book these packages and itineraries directly on the web (<http://www.slowadventureni.com/>).

In terms of marketing, this cluster hired a professional photographer to develop an image bank of each package to help sell these new slow adventure products. These images have been used throughout the marketing campaign in adverts, promotion material including print, media, press, advertising campaigns, and digital media as well as presentations.

Along with the image bank, this cluster retained a company to deliver ten promotional videos to promote the region’s slow adventure experiences and related offers.

This cluster also developed a video bank, which can be used as a marketing tool at support promotional campaigns. Through use of a professional videographer, this video library highlights the region’s various slow adventure products and packages, which includes all of the 15 SMEs involved in the slow adventure cluster. These videos range from paddle boarding, outdoor cooking, foraging, equestrian treks, and food production tours.

Great Foyle Wild Camping, Canoe and Slow Food Experience

Inish Adventures, Walled City Brewer

Allow the tidal River Foyle to take you on a spectacular two-day journey and spend your evening wild camping, cooking and enjoying some locally sourced Slow Food and brewed beer by the fire.

This trip will take you along the great River Foyle Canoe Trail with your local expert guide from Inish Adventures. Paddle from the ‘Port of the Three Enemies’ (Port Na Tri Namad) where the three rivers meet (the Finn, the Mourne and Foyle River). Learn about the local area through our river guides who will recount stories and teach you about the local heritage and wildlife.

Disembark at the historic Gribben Quay for a pop up wild food experience with local chef Darren Smith where you will learn how to prepare and cook with locally sourced ingredients. You will feast on locally sourced Foyle fish and shellfish, vegetables sourced from the Merville Community Garden and homemade breads. Gribben Quay was a fishing station in years gone by. The old ice house and stone quay still stand, testimony to the commercial salmon fishery that the Foyle sustained for centuries. Here you will set up camp and your guide will deliver a camp craft session including fire, shelter and wild cooking skills using the principles of Leave No Trace.

Take time to relax around the fire together, reconnect with nature and enjoy some well-deserved local beer and slow food snacks from the Walled City Brewery. You will sleep under the stars and the next morning you will enjoy a simple campfire breakfast before continuing your journey through the City of Derry beneath the three bridges, stopping at Clipper Quay for a hot drink before continuing through the historic dockland to where the river meets the sea lough at Culmore Point. This part of the journey is steeped in history. Along the way our guides will point out landmarks including the Old Foyle Valley Railway, the spires of the city Cathedrals, Boom Hall, the Guildhall, the old wharf at Lisahally, amongst others.



For more information email info@inishadventures.com or info@walledcitybrewery.com

Bag a 'MacNab' Challenge

Finn Valley Cottages, River Mourne Guides

This is the ultimate experience in shooting, fishing & hunting! The aim of this 3 night experience is to harvest a stag, shot a brace of birds & catch a salmon or pike on the fly and is derived from the famous novel, John MacNab, by John Buchan. These three species are extremely hard to find close to each other making this unique experience an extremely rare opportunity to participate in these 3 disciplines within a 20-mile radius.

One of your days will be spent fishing, either fly fishing or salmon fishing on one of the Foyle rivers. You will have the luxury of an experienced guide who will also be able to tell you stories of the river along the way. By the end of the day the aim is to have caught a salmon or pike (depending on the season).

From the river to the forest, you will spend one of the other day's bird shooting. This will take place in either Tyrone or Donegal (depending on estate access) where you will have the services of a dog handler and retrieving dog throughout. The type of bird you can expect to shoot is either duck, snipe or woodcock. After having shot your bird you can take it back to your accommodation where you will have the opportunity to pluck and gut it if desired, assistance with this can be given if needed.

The third day will begin very early in the morning where you will spend the morning and evening stalking a stag under guidance throughout. Again this will take place in either Tyrone or Donegal (depending on estate access). To be able to shoot a stag you will need to demonstrate competency in the absence of a deer stalking qualification. During the middle of the day, when you are not out stalking deer, it can either be spent at your leisure or you can use this time for additional fishing, however this will be not under any guidance.

By taking part in this package you can expect to learn the basic principles of stalking a deer with the extra security of always being under strict guidance. You will be shown the best fly depending on the location and conditions as well as being shown how to set up the rod and casting if it is required.




For more information email finnvalleycottages@gmail.com or info@rivermourneguides.com

The case of Norway

The Norway-SAINT team undertook the following activities in order to support their case study:

- Engagement and recruitment of SMEs through an initial workshop in Lierne. A total of 28 participants attended the workshop. This workshop served to initiate the Lierne cluster and allowed the SAINT-Norway team to introduce slow adventure as a potential pathway for new income generation. The workshop focused on understanding how wildlife and forest managers think, while exploring the possibilities for networking and collaborating around new product development associated with the slow adventure concept.
- Cluster development on the coastal route. The SAINT-Norway team engaged a private company to work with municipalities and 180 businesses (mostly accommodation, restaurants and activity providers) along Route 17 (the coastal route) from Steinkjer to Bodø, Mid Norway (a total distance of 650 km).
- Promoted slow adventure through Wild Norway's on-going SME partner network, including their position in the Trondelag Tourism Marketing Advisory Board (the region of central Norway) as well as at other high visibility events such as the World Nomads Travel Insurance Company campaign and the Duke of Edinburgh Award charity event.
- The SAINT-Norway team produced a digital story for a slow adventure biking concept, which was a new product for the coastal route cluster.

Through the activities described above, the slow adventure concept was used to add value and help promote the tourism offers in the three components included in the case study.

Three-day Husky Tour	
Norway Husky Adventure	
Enjoy the challenge of mushing a team of huskies through the majestic mountains of mid-Norway. On this short-break you'll rapidly gain confidence as you discover the thrill of the connection between you and your team of huskies. As your bond with the dogs builds the huskies respond and you'll soon begin to feel at one with the stunning winter landscape.	
	
For more information visit https://www.wild-norway.com/adventure/3-days-husky-tour/	

Hotel Spruce

Wild Norway

High in the mountains of mid-Norway there's pop-up hotel that is so secret and exclusive that its location shifts with the seasons. Our impact on the pristine environment is minimal, and we prefer to travel light trekking and paddling in using human power. Welcome to Hotel Spruce – our 5 (thousand) stars hotel!



For more information visit <https://www.wild-norway.com/adventure/hotel-spruce-5-thousand-stars-hotel/>

Summer Photo Adventure in Flatanger

Norway Nature

Our boat-based access allows us to reach many fantastic locations that can give a magical background light and steep, dark cliffs. The stunning archipelago with its many islands and rugged coastline provides fantastic natural environment for both birds and humans. On these tours there are always sea gulls following our boat with “Charlie”, a charismatic Herring gull becoming a close friend of Ole Martin. Join for an exciting and delightful summer experience of spectacular Sea eagle photography, good company and stunning scenery.



For more information visit <https://www.wild-norway.com/adventure/summer-photo-adventure-in-flatanger/>

The case of Scotland

The SAINT-Scotland team also conducted a wide range of marketing activities in order to support the development of their slow adventure cluster while advancing the slow adventure business concept within the context of the project. These marketing activities included:

- Development of the slow adventure logo, which was trademarked in the UK. The logo is now widely used by all project partners. Development of the logo is a key outcome of the project and part of the long-term legacy of the SAINT effort.
- Collaboration with SMEs to develop the regional slow adventure social media campaign.
- Participation in the annual VisitScotland EXPO (2017), which served as a catalyst for the developing slow adventure packages as well as creation of a high quality promotional brochure. The brochure was displayed at VisitScotland Expo (in Glasgow), which details the seven products developed by a cluster of 37 businesses. It is important to note that the SAINT-Scotland team won two awards at the EXPO: (i) 'Best New Exhibitor' and (ii) 'Most Effective Personnel'.
- Participation in the EXPO also led to the establishment of a Slow Adventure Cooperative, which is a not-for-profit spin-off social enterprise that will market slow adventure experiences. Along with the logo, the Slow Adventure Cooperative is a key outcome of SAINT and part of the project's long-term legacy.
- Collaboration with the DMO OCUK on the production of two viral videos of slow adventure experiences.
- Development of the www.slowadventure.scot website, which promotes slow adventure and a range of slow adventure packages.
- Collaboration with Let's Go Slow bloggers and the initiation of two pilot blog trips, one on Eigg and the other on Canna. These initial blog trips led to similar efforts in the other partner countries with the Let's Go Slow bloggers, and the blogging activity became an important part of promoting slow adventure.
- Collaboration with RTTI and ATA to put slow adventure pages on their websites.

Through these clustering and marketing activities, the SAINT-Scotland helped to facilitate a growing number of slow adventure packages that are currently on the market. At the time of this writing, there are 11 different types of packages, each of which require an effective slow adventure cluster to deliver the product.

Foodie Pedal and Paddle
The Whitehouse Restaurant, Ardtornish Estate, Otter Adventures, Sunart Cycles, Sunart Camping, Kilcamb Lodge, Ariundle Centre, Ardshealach Lodge
On this luxury three-day foodie pedal and paddle you will taste your way across the remote and undiscovered Morvern peninsula and into Sunart, home to the longest sea loch on the West Coast of Scotland. You will discover the best of these distinctive parts of Ardnamurchan during your luxurious journey by bike and canoe sampling some of the finest local cuisine and staying in a diversity of accommodation. A truly immersive experience for any food connoisseur and outdoor adventurer!



For more information visit www.otter-adventures.co.uk

Isle of Eigg Be Independent

Sweeney's Bothy, The Glebe Barn, Lageorna, Island Camping Pods, Eigg Organics Yurt, Eigg Explorers, Laig Bay Brewery, Selkie, Eigg Adventures, All about Willow, Eigg Organics, Earth Connections

Explore the hidden gems of Eigg, talk to locals and slow down to the pace of island living. There are plenty of interesting accommodation to suit all budgets and group sizes – Sweeney's Bothy; The Glebe Barn; Lageorna; Island Camping Pods; Eigg Organics Yurt. Dine at the 4* Lageorna restaurant which is committed to using local produce wherever possible, including vegetables, fruit, game, lamb and fish from neighbouring islands. Buy organic veg and eggs from Eigg Organics and stock up on local produce at the Isle of Eigg shop. Head along to Galmisdale Bay Café and Restaurant at the pier with its varied lunch and dinner menu of local ingredients. Pop in to the Rest and Be Thankful in Cleedale, serving coffee and cakes to those who need a wee rest after exploring the nearby beaches.

Eigg Explorers offers guided walks around the island, sharing some of the lesser known places and the fascinating stories about them. Jump aboard Selkie for a day's sailing, wild yoga and wellbeing around the island and beyond. Hire a bike or kayak from Eigg Adventures to journey around the island, both on land and sea. Try your hand at making a basket at All About Willow's weaving workshops or simply visit the gallery and shop. Head along to Eigg Organics to attend a gardening course with an experienced horticulturalist. Book onto a residential environmental or yoga course at Earth Connections to learn more about green living. Stop off at Laig Bay Brewery's micro-brewery shed to see where the amber magic is made, then head along to the shop or café to taste a bottle or two...




For more information visit <http://www.isleofeigg.org/visit>

The case of Sweden

The SAINT-Sweden case study focused on the clustering and marketing processes of one SME – and its existing network of partners and business collaborators – in the project area. This approach allowed the SAINT-Sweden case study to better understand the viability of introducing the slow adventure concept to the region, while observing the process unfold through the experience of a single SME and its network as it enters the slow adventure market space.

The SME at the center the SAINT-Sweden case study is a typical micro-sized, nature-based tourism activity provider in the region of Jämtland, Sweden. The business combines hunting and outdoor activities with the themes of health and wellbeing by organizing unique hunting experiences that combine health and wellbeing with the excitement of the hunt. It should also be noted that the business is owned and operated by a woman, and targets women as its primary clientele.

Grouse hunting in private land	
Joy Event	
<p>This is nature powered journey with great inspiring and connection with nature. Our guides will give you the story of the place and the history of the village and about the people who used to live in this land as hunter and farmers. We will hunt and eat local, wild and slow food. The grounds (520-1000 hectares) that we hunt on are private and located next to Lake Öjön, 3 km from the nearest road. The terrain is pleasant and easy to move through.</p> <p>Boats are available as we can also hunt on islands. Stay at the heart of the hunting grounds in our cosy 6-bed cabin or in our wood-heated Tentipi. It is possible to hunt using your own dog, as well as to buy a hunting package with full or half board. We walk a lot so you need to wear comfortable shoes that are water resist.</p> <p>Includes: Two days of hunting with bird dogs, hunting guide, full board, three nights in a cosy cabin in a multi-bed room, sauna, “mountain spa” and local hunting license.</p>	
	
For more information visit https://joyevent.se/grouse-hunting-over-pointing-dogs/	

BECOME A SLOW ADVENTURE BUSINESS

The development of slow adventure product is a great new vehicle for attracting affluent consumer groups to experience the region's assets: its landscapes, food, heritage and people. Slow adventure inherently 'fits' the slower pace of the rural areas and serves as a great marketing hook to attract those whose idea of adventure extends beyond thrill and adrenalin.

Benefits for businesses

The benefits for businesses of being affiliated to the slow adventure movement include:

- Promotion through national web site
- Trans-national marketing through www.slowadventure.org
- Consumer confidence in your product
- Consumer's association of your business with slow adventure ethics of care and responsibility
- Use of the eye-catching and value-laden logo and brand
- Collaboration with other slow adventure businesses
- Helping to advance the slow adventure movement
- Joining a community of slow adventure ambassadors who share similar values

Benefits for consumers

- Slow adventure is all about creating a lasting impression and sense of purpose for the consumer. These products are highly suited to tourism development in un-spoilt rural and peripheral areas.
- Slow adventure activities are less seasonally-dependent, creating potential for year-round employment and income without overloading the natural or cultural assets that the visitor has come to see.
- These innovative experiences can be readily marketed to the ever-increasing numbers of more ethically-minded consumers who wish to ensure that their holiday creates positive benefits, both for the environment and the local communities visited.

Is my slow adventure product eligible?

There are a number of core criteria for SMEs seeking to offer a slow adventure experience. A slow adventure MUST incorporate:

- Human- or nature-powered journeys (excluding transfers)
- An inspiring connection with the outdoors
- Environmental and cultural interpretation
- Local, wild or slow food
- Elements of storytelling, to convey the importance of the above elements

In addition, it is desirable that a slow adventure incorporates some or all of the following elements:

- Outdoor engagement: Practical outdoor skills e.g. bushcraft, fishing, making camp, foraging
- Greater cultural interpretation - local/indigenous traditions, heritage, stories, music, crafts
- Natural wellness: Physical or Emotional e.g. mindfulness
- Herbal medicine
- Wildlife tracking/watching opportunities
- Outdoor living

A slow adventure should be a minimum of one-day in duration, but ideally a multi-day experience.

- For a one-day experience it should consist of the following:
- Activity/activities
- Locally produced food and drink
- Guided when possible
- Rural location
- Connection with culture, heritage and community
- Transition from one element to the next is seamless

For a multi-day experience it should consist of the following:

- Accommodation which has an affinity with the surrounding nature
- Locally-produced food and drink
- Guided when possible
- Rural location
- Connection with culture, heritage and community

In both cases, the experience should be the result of a collaboration between local SMEs, and the physical and emotional connections between the different elements should be communicated to the consumer. In exceptional circumstances, individual SMEs which offer a range of clustered experiences (incorporating an activity, plus accommodation and food for example), or which offer a single experience which 'ticks the slow adventures boxes', may be permitted to use the logo and brand; this will be at the discretion of the local slow adventure representative. SMEs wanting to offer slow adventure tourism products need to review their product portfolio making sure that the core criteria do not clash with other products offered by the enterprise.

Please note: motorised vehicles are only accepted as part of transfers between the various elements and should not be the main activity.

The above guidelines and parameters are designed to provide a structured approach for the creation of new experiences, so providers can be confident that they are addressing the principals of slow adventure and ensuring the delivery of a quality product.

The label

The label was developed as part of a Northern Periphery and Arctic programme project, aimed at improving and extending the marketing of slow adventure businesses. The Slow Adventure® name and associated logo have been trademarked for use in the EU, as well as in Iceland and Norway. It is becoming an increasingly recognised label internationally for businesses, customers and tour operators. It has been designed to guide the travel choices of visitors who seek to exercise their responsibility through high quality guided slow adventure experiences.

The label includes the logos below. A white version is also available and may be used on a photo or darker background.



How to use the label

The slow adventure tourism label can be applied to travel and tourism products that fit the criteria and are part of a cluster which forms experiences for the visitor. For example, an experience combining overnight accommodation camping, guided canoe trip, outdoor dining would be eligible as a slow adventure and the logo could be used to promote this. It is recommended that a cluster incorporates a minimum of three products that fit the slow adventure criteria. However, if an SME provides multiple activities, some of which do not meet the slow adventure criteria, the logo cannot be used freely to promote all of these products. The logo should only be used next to the qualifying slow adventure experience.

Revision and Renewal of Criteria

Slow adventure tourism is committed to a policy of continuous improvement. To enable this process, it is therefore essential that all criteria are in continuous development. We will continue to work to improve all aspect of the criteria and will consult providers who have been awarded the label.

How do I apply?

Businesses wishing to apply to use the slow adventure brand and logo must contact the national representative in the first instance:

Scotland: Sara Mair Bellshaw sara.bellshaw.whc@uhi.ac.uk

In order to use the brand and logo in their promotional material:

- Applicants must deliver a product or service within the criteria outlined earlier
- The product must be part of a package developed by a cluster of local businesses and promoted as such.
- The product or service must be a guided, or organized self-guided, experience.

The national representative will need to assess the suitability of your slow adventure itinerary against the criteria. This may include a site visit, as appropriate.

It is the intention to facilitate the process leading to certification of slow adventure in as fair and transparent manner as possible.

Communicating slow adventure on your website / social media

You may wish to use the following text next to your slow adventure experience on your website to help explain what slow adventure is. Feel free to add how you connect with the main features on slow adventure also – time, nature, comfort and passage.

“Slow adventure - inspiring connections with the outdoors. A chance to explore and engage with wild, open and natural places. To journey through breath-taking landscapes at a slower, immersive pace. Creating memories through meaningful experiences as you invest time in a place, in its traditions and community. Surrendering to the natural forces of the environment as you reflect, reconnect and become closer to nature.

Below are a few easy steps to follow in order to incorporate your slow adventure product:

Website

- Create space on your website for slow adventure product
- Add the short description on SA and its elements (nature, comfort, time and passage)
- Add images that are featured in the brochure (and others which complement)
- Use SA logo (make it clickable and leading to SA website)
- Provide a description of a product and equally present your partner(s) you are delivering the product with
- Provide a description of the product and all crucial info (group size, duration, dates, price, etc)
- Provide booking options - enquiries and bookings for the time being should be through the main cluster contact - in future this may be directed to the SA website

Social media

- Create and promote content: products, images, relevant material
- Ensure that there is a call-to-action in each post i.e. a link back to your own website for more info
- Link up with other SMEs in order to create community that shares the same ideas/philosophy about slow adventure
- Engage consumers to provide feedback
- Share consumers' posts if your SA product/company has been mentioned
- Use the following hashtags #slowadventuring #slowadventure or mention the campaign @slowadventuring. We also advise adding your own company, destination and 'interest' hashtags also.