



RESEARCH AND STUDY OF MARKET DEMAND, SUPPLY AND COMPETITIVENESS





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The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

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1. INTRODUCTION & METHODOLOGY

The methodology used was based upon the various actions designed by the MEDUSA project and it is structured in 5 blocks/actions as follows.

Action 1. Conceptualisation, identification of the characteristics and trends of adventure travel

In this phase, the main task was to gather reliable and valid information about the importance of adventure tourism in outbound markets, how the adventure demand is evolving, how the stakeholders are adapting to attract the demand and provide an analysis of the current trends taking into account the product conceptualisation, the adaptation of the destinations to the trends, the role of new technologies and sales platforms, among other aspects.

The information gathered has been included in section 2 and 3 of the general index.

Action 2. Technical factsheet with generic information on 5 relevant countries/markets

This action has been divided in two tasks. The first one consisted in proposing 8 relevant outbound countries/markets and describe them, including features permitting Medusa partners to choose the main 5 markets to be developed. The generic factsheet of those 8 countries included:

- General information about the country
- Main characteristics of the outbound market
- Tourism volume of outbound market to Medusa countries
- Brief summary about adventure tourism in the outbound market
- Example of three tour operators
- Why to choose the outbound market as a main market for MEDUSA

This information allowed to evaluate the current importance and the potential of outbound markets. Then, the partners voted which markets considered of most interest and finally, it was decided that the five priority markets to be targeted were:

- France
- Germany
- Norway
- United Kingdom
- Unites States of America

For the selected markets, generic factsheets have been described with the following information for each market:

1. General information
2. Travel trade of the market
3. Flight connections with MEDUSA countries
4. Bank Holidays
5. Market Volume
6. General Traveller profile
7. Adventure Tourism in the market
8. Characteristics of Adventure traveller in the market
9. Related Institutions
10. Adventure Media
11. Adventure events and exhibitions
12. Highlights of the market

The information gathered for each country can be different in terms of the available sources and, as it can be seen from the section Bibliography, the information has been gathered from a wide range of sources. It has been included in section 4 of the general index.

Action 3. Identification and analysis of tour operators of each country

Identification and analysis of the most important tour operators in each country specializing in adventure tourism.

The following sources were used to identify and select these tour operators:

- Members of each country's independent tour operators associations and/or with sustainable criteria.
- Data base from tourism promotion agencies belonging to the Catalan Tourist Board.
- Previous knowledge and data base of tour operators by the consultancy Inytur.

Tour operators have been selected based on the following items:

- Importance of outbound markets
- Tour operators specialized in different types of activity
- Large tour operators and smaller ones
- Importance of the tour operator within the market itself
- Possibility of cross-selling (for example, UK sells to all English-speaking countries)

The initial prevision was to consider 50 tour operators, but the characteristics of the project and the fact that the partners have different activities to promote and market, led to increase the number of tour operators to be able to analyse very specific and segmented products.

	France	Germany	Norway	UK	US	TOTAL
Initial prevision	15	15	5	15	10	50
Identified tour operators	49	34	29	71	53	236
Total reviewed	15	15	5	19	10	64

The information gathered was included in section 5 of the general index.

Action 4. Analysis of products sold by tour operators

This action was incorporated into the project because an analysis of real cases of how tourist professionals in these countries design products will be particularly useful for the companies and in MEDUSA countries and the territory companies, on the design products starting.

The initial prevision was to analyse 15 products, but following the parallel study that is being carried out within the

MEDUSA countries, in which the adventure activities have been identified, each of the countries was asked to inform about the 5 top activities for its territory. Once this information was collected, it was clear that the number of products analysed needed to be increased, as countries had different priorities. Thus, finally 31 products have been analysed according to the activity typologies selected by partners, which has enabled that a minimum of 2 products have been analysed for those activities that many of the partners had in their top 5.

The number of analysed products is 31 from 28 tour operators, divided as follows:

Tour operators from	France	Germany	Norway	UK	US	TOTAL
Total reviewed	7	6	4	10	4	31

The information gathered is included in section 5 of the general index.

Action 5. Technical factsheet with key information and recommendations to design adventure

The systematic gathering of data for both markets and operators, as well as the structure of the products, has enabled us to reach a series of conclusions that will help to design appropriate adventure products. For this reason, this is the recommendation about the main products analysed and the markets and the targets.

This section contains:

- Features of adventure tourism packages
- How to introduce the destination
- How to design the products for each audience
- Characteristics of the main tourist products/packages according to the type of activity



2. CONCEPTUALISATION OF ADVENTURE TOURISM

Adventure tourism is closely related to nature-based tourism, ecotourism and sustainable tourism. Active tourism European nature and eco travellers are generally highly active outdoor people.

Nature-based tourism has as main motivation the carrying out of recreational activities and leisure, interpretation and / or knowledge of nature, in various degrees, and the practice of sport activities of different physical intensity and risk which use natural resources specifically, without degrading them or wear them out. (El turismo de naturaleza en España y su plan de impulso. 2004)

According to the Rainforest Alliance, nature-based tourism accounts for about 20% of international travel. It focuses on:

- natural landscapes
- flora and fauna
- lifestyles of people living in natural environments.

It includes a wide range of 'soft' activities, for example:

- camping
- staying in a rainforest lodge,
- a boat trip,
- walking,
- hiking,
- visiting a national park or wildlife observation.

Depending on the intensity and interest of the activity, nature tourism can be classified into:

- Leisure outdoors: Nature is the setting for the activity
- Active/adventure tourism: Nature is the place where the activity takes place
- Ecotourism: Nature is the reason to practise the activity

LEISURE OUTDOORS	ACTIVE/ADVENTURE TOURISM	ECOTOURISM
Picnic, road panoramic trips, going for a walk, theme parks, etc.	Walking, cycling, MTB, horse-riding, climbing, canoeing, diving, rafting, sailing, etc.	Observation and interpretation of the environment, birdwatching, flora, nature photography, environmental education, etc.

The Guide for Policy Makers, edited by UNEP and UNWTO (2005) defines Sustainable tourism as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”.

In this case, adventure tourists are fully committed to the goals of sustainable development, as they are aware that without good environmental policies, an economic return to the host society and social exchange, adventure tourism would not be possible.



Source: www.unwto.org

2.1 Definition of Adventure Tourism

Adventure tourism is making important contributions among the locals and has positive influence towards the global tourism industry¹. The term adventure is difficult to describe, as each person feels the “adventure” in different way. The Adventure Travel Association defines Adventure tourism as: “any tourist activity including two of the following three components: physical activity, cultural exchange or interaction and engagement with nature”. The definition of adventure tourism only includes two of the three components, but a product/package containing the three of them will offer a fullest and more complete experience to the client.



Adventure travel can be domestic or international, but it must take an individual outside of his or her regular environment for more than 24 hours and for no longer than one consecutive year. Clearly, Adventure tourism is not Mass Tourism. According ATTA report 2014, it is resilient and attract high value customers. Besides, adventure tourism shares characteristics with other types of tourism, which add value.

1. UNWTO, 2014

- Sustainability: consider the three pillars of sustainable development, that is to say, economic, social and environmental impacts
- Creativity: interaction between tourists and residents through a creative activity. Traveller is not an observer, but an actor.
- Natural areas protection and conservation: engage travellers, communities and other stakeholders to protect natural areas.
- Responsibility: take in account the travellers (welcoming, implying and giving satisfaction), the companies (giving profitability), communities (report benefits to host communities) and the environment (protecting and giving value).
- Slow lifestyle: an opportunity to explore and interact with natural, open and wild places. Traveling through stunning landscapes at a slower and more immersive pace. Creating memories through enriching experiences by investing enough time in the place, its traditions and its locals.

2.2 Types of Adventure tourism

First, we have to take into consideration that there are two type of adventure travel tourist:

- The “package” adventure tourists: who use commercial adventure tourism organisations
- The “independent” adventure tourists: who independently organise and manage their own holidays

In this study, we are going to focalise in the first ones, as they are the most interesting for MEDUSA project and they are the ones we have information from the markets. According the definition of “travel”, we are not going to study the one-day activities that take place in one place and usually, are only a complement of another type of holidays.

Adventure tourism is often divided into hard adventures and soft adventures.

HARD ADVENTURE	SOFT ADVENTURE
<p>ANYTHING ROPED Caving, climbing</p> <p>HIGHLY TECHNICAL Heli-skiing, kite surfing, paragliding</p> <p>LONG-DISTANCE trekking, backpacking</p>	<p>MINIMAL TRAINING Hiking, horseback riding</p> <p>CULTURAL Archaeological expeditions</p> <p>ENVIRONMENTAL Birdwatching, safaris, research expeditions</p>

Hard adventures: activities which has a higher risk, a higher complexity or higher exposure to nature or wilderness

Soft adventures: activities can be easily learned and performed and attract a wide audience

There are some activities, like MTB, that could be hard or soft depending on where, when and how they are carried out.

Few years ago, “hard” adventure were the type of travel that had the most impact,

but a study by ATTA in 2017 revealed that this has changed and that there was an increasing on the adventure travellers looking for “soft” adventure travels, where the most important things are aspects like being in a natural environment, learning, meaningful experiences and being in a new culture; instead of thrilling and risk.

The table below indicates activities and their adventure classification according to the ATTA².

SOFT ADVENTURE	HARD ADVENTURE	SPECIALIZED
<ul style="list-style-type: none"> • Camping • Canoeing • Cycling • Culinary experiences • Hiking • Horseback riding • Kayaking • Participating in cultural events • Safari • Sailing • Scuba diving • Trekking • Wildlife Watching • Others 	<ul style="list-style-type: none"> • Caving • Hand gliding • Heli-skiing • Kite surfing • Mountain climbing • Mountain biking • Paragliding • Rappelling/abseiling • Rock climbing • Sand Boarding • Skiing • Skydiving • Snowboarding • Surfing • Others 	<ul style="list-style-type: none"> • Birdwatching • Cultural immersion trips • Educational trips • Exploratory expeditions • Mindfulness programs • Reflection retreats • Research expeditions • Voluntourism • Yoga retreats

At this point, it is interesting to introduce the term microadventure. Alastair Humphreys³ defined as:

“an adventure that is short, simple, local, cheap – yet still fun, exciting, challenging, refreshing and rewarding. As the world’s population becomes increasingly urbanised, busy, and stuck in front of a screen, microadventures offer a realistic escape to wilderness, simplicity and the great outdoors, without the need to ski to the South Pole or go live in a cabin in Patagonia. The appeal of microadventures is that they make adventure accessible to people who may have very little outdoor experience.”

2. ATTA International Best Practice

3. www.alastairhumphreys.com

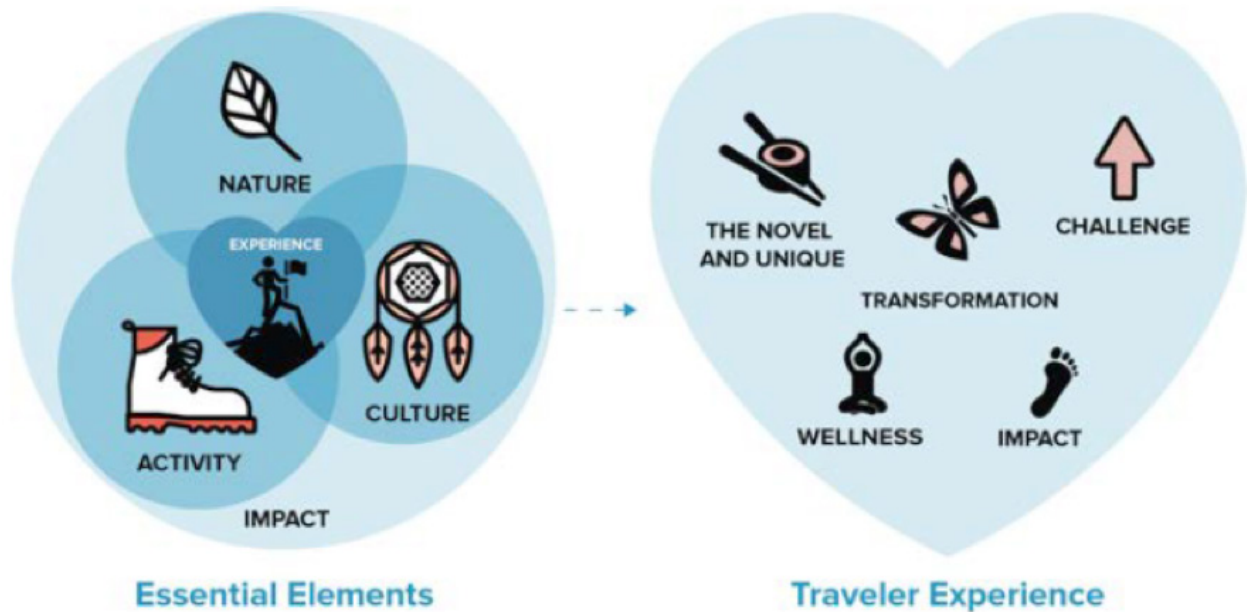
Microadventures⁴ are small adventures that can be done any day of the week: they are simple, fast, cheap and feasible for anyone. Therefore, they are not planned events, there are no right or wrong proposals. The challenge is to discover the unknown among what is known. Micro-adventures are generally local and require no special equipment or intensive preparation. Spontaneity is the key, fun is the goal, interaction is the route to follow and the condition is reconciliation with daily life. In fact, microadventures take place near the places where people live and it is intended as a short break or just a break. The idea is commonly accepted among young people and has spread over social media. This kind of products can be an opportunity for local operators to package microadventures in the same country.

2.3 Traveller profile in Adventure Tourism

The definition of adventure tourism given in section 2.1. is done from the provider's point of view. If we also consider the client's point of view, we must add other important aspects to the packages and trips to make them interesting⁵.

4. Tourism research on adventure tourism 2019

5. Adventure Tourism Development Index 2018



Source: North America Adventure Travellers

In the left-hand figure, we can see the three key elements of adventure tourism that converge with the “Experience” in the center. According to the ATTA report⁶ suppliers need to consider how the three pieces are assembled taking into account the activity type, the duration of the activities, the challenge, in order to make the adventure trip a fulfilling experience for the customer

From the customer’s perspective (right-hand figure), ATTA states that “adventure travel is motivated by a variety of longings and desires that influence how travelers consume and emotionally

process the trip. Travelers are seeking mental and physical wellness, novel and unique experiences, challenge –whether physical or cultural– and often, ultimately, transformation. “Adventure clients are not happy visiting and practising activities only, but rather looking for a global experience, also considering the impact they are leaving on the environment and the societies they visit”.

The types of customers are divided by age and their passion for activities, as we can see in the chart below⁷.

6. North American Adventure Travelers 2017

7. The European market potential for adventure tourism 2020



Adventure enthusiast, such as cyclists or bird watchers, are passionate about one sport or activity and they are going to repeat a travel in which they can practise it, seeking new destinations. Besides, this kind of adventure travellers become more skilled at the specific activity or sport they practise. At this range, we can find trips that the only activity is cycling, walking, kayaking, as an example. In the case of leisure adventures, we can find packages combining different activities in one week, for example, one day kayaking and the other day walking to see a wildlife animal.

The adventure traveller has many different characteristics, depending on who they travel with, the risk of the activity they want to practise, their personal motivation or cultural learning or the exchange and the interaction with nature they are looking for. Adventure tourists may also have relatively distinct educational backgrounds and economic status. According to the ATTA⁸, there are some general characteristics:

- Well educated, with 37% having a degree, they are more likely to have managerial or professional careers
- Higher levels of disposable income.
- Ages of 51-70 and the average age of the adventure traveler is 49 years old
- Despite the search for risk, do not want uncontrolled situations or spaces that could injure them, but they are looking for lively and safety activities.
- Top adventure activities are hiking, cycling, safaris, culinary activities and wellness-focused activities

We can divide the adventure travellers in four big categories, depending on their needs, requirements and characteristics⁹.

8. Adventure Tourism Market Study 2013 & 20 Adventure travel trends 2019

9. Profiling the segments of visitors in adventure tourism 2019 & The European market potential for adventure tourism 2020

a) Older Adults Travellers

Looking at the 2010 chart, the “mature leisure adventure travellers” is one of the targets who had a great growing. It corresponds to older adults who are healthier and more adventurous than previous generations and have time to travel and money to spend. According to the CBI¹⁰, most Europeans over 55 years old have as a main motivation for travel to “enjoy the nature”, and one of their main activities is hiking.

b) Family Adventure travellers¹¹

There is strong and continued growth in the demand for family adventure holidays. It should be taken into account the different types of families that exist for the adventure travel: parents with young children, parents with teenagers and multigenerational families that are increasing every year. The adventure travel characteristics will be different depending on the type of family we will be focused on, but in all of them, there are some characteristics that are important:

- Families enjoy packaged as well as independently organised adventure holidays.
- Participate in different soft and hard activities adventure, but above all the highest rank is in the “soft” activities.

- Different motivations between parents, children and grandparents, therefore the needs and skills of all family members must be taken into account.

- Holidays should combine activity experiences with relaxation time to ensure that all family members are happy.

- Holidays should facilitate opportunities for family togetherness, bonding, communication, relationship-building, consolidation of family values and traditions.

c) Women Travellers¹²

The women target is growing in the last years. They are not all “single” women but women who want to share their experience with like-minded female companions and do not share the same interests with couples, family or friends. They are a group who like travel but do not feel comfortable in a “mixed group” as, many times, they are travelling alone. In the market, we can find operators specialised only in women travels, but others that offer a big range of products including adventure travels only for women. We have considered that, in some cases, this target of client wants female guides or look for female-owned suppliers. According ATTA 2018 “itineraries tend to cater to the women’s interest of collecting cultural capital on their trips by including community-based tourism experiences, connections with local female artisans and so on”.

10. CBI – Centre for the Promotion of Imports from developing countries. part of the Netherlands Enterprise Agency and are funded by the Netherlands Ministry of Foreign Affairs

11. Conceptualising family adventure tourist motives, experiences and benefits 2019

12. Women Travelers, ATTA 2018

d) Y and Z generation

On the other hand, the Y generation (born between 1980 and 1995) and Z generation (born between 1996 and 2010) are the most active during their holidays and test new experiences according to 2019 Europ Assistance Ipsos Survey. 59% of European millennials had at least one kind of adventure experience in their life. This target of travellers prefers "hard" experiences.



3. THE TOURISM MARKET TRENDS



Tourism is one of the largest European and worldwide industries, serving millions of international tourists yearly. Tourists travel around the world to see natural wonders, cities, historic landmarks, and entertainment venues. But the lifestyle is changing and the future travellers are more experienced and more aware about their carbon footprint in the world, use

new technologies and seek experiences which will help them to grow.

LOHAS (Lifestyles of Health and Sustainability)¹³ describes a type of consumer that actively seeks out healthier and more sustainable lifestyles, products and service options, as well as the market for the products and services they buy.



$V + W = L'$ adapted from a presentation prepared by Paul H. Rav

Source: Lifestyle of Health and Sustainability (LOHAS)

In many recent studies and research, it is clear that the trend in tourism is more and more towards sustainability. Travellers prefer companies with a green or eco-friendly management and more than half of them are willing to pay more for companies with social and environmental labels or hallmarks.

So, it is necessary to have a look at the important trends and upcoming strategies in the travel and tourism industry. Early 2010 reports¹⁴ of the European Commission showed that the tourism trends in the future would focus on:

- Demand of singular and healthy experiences in sustainable environments.
- Design of products addressed to target groups, more segmented.
- Tourism model and mobility in alignment with the fight against climate change.
- Close relationship between physical activity, health and well-being, which favour adventure tourism.
- Significant opportunities to communicate and market on a large scale thanks to information and communication technologies.

13. Source: Lifestyle of Health and Sustainability (LOHAS)

14. OECD Tourism Trends and Policies 2010

1. Sustainability¹⁵

Clearly, there is a change in the values of our society towards calm, silence, time, environment, health and sustainability. And this change in values is crucial for tourism. According to the report Attitudes of European Citizens towards the Environment, 94% of Europeans think that protecting the environment¹⁶ is important to them, personally. Four out of five Europeans consider that environmental problems have an impact on their daily lives and health. The main problems are climate change, air pollution, waste and water pollution (rivers, lakes, groundwater, sea, ...), pesticide use and biodiversity loss.

Various studies¹⁷ in 2017 found that 1 of every 10 Europeans book "sustainable" travels. The profile shows travellers with a high level of education and a high economic situation, of all ages and experienced travellers. They come mainly from the most developed countries in Northern and Western Europe.

The sustainable travellers can be divided into two groups, according to the CBI factsheet¹⁸:

- **Dedicated sustainable travellers**

This is a small segment but with a lot of interest, with very high expectations of how destinations and companies apply "sustainability" and they are very cautious

of green washing practices, that is to say "promoting a tourism product/service as more environmental friendly than it is".

- **"Soft" sustainable travellers**

This is the largest group, with an important growth potential. They don't have a deep knowledge about sustainable tourism, but they prefer it as they associate it with doing "the right thing". They rely on tour operators that offer this type of holidays. In fact, 66% of Europeans believe that the responsibility for sustainable holidays lies with travel agencies.

2. Ecomobility

Traffic and transport infrastructure greatly influence the environment, health, social equality and economic development. At the same time, new mobility solutions represent the vanguard of technological and social innovation. According to the report "Transport-related CO2 emissions of the Tourism Sector" by UNWTO, in 2016 CO2 emissions generated by tourism activity was 1.597 million tonnes, which is about 22% of total transport emissions worldwide and 5% of the overall man-made emissions. And of this, international air transport from the most developed countries has a significant weight. 31% of arrivals (domestic and international) were done by air and they produced 50% of transport-related emissions from tourism. In fact, it is 10% less than 2005, because of the improvements made in airplane fuel efficiency.

15. Analyser les mégatendances pour mieux façonner l'avenir du tourisme 2018

16. Attitudes of European citizens towards the environment 2017

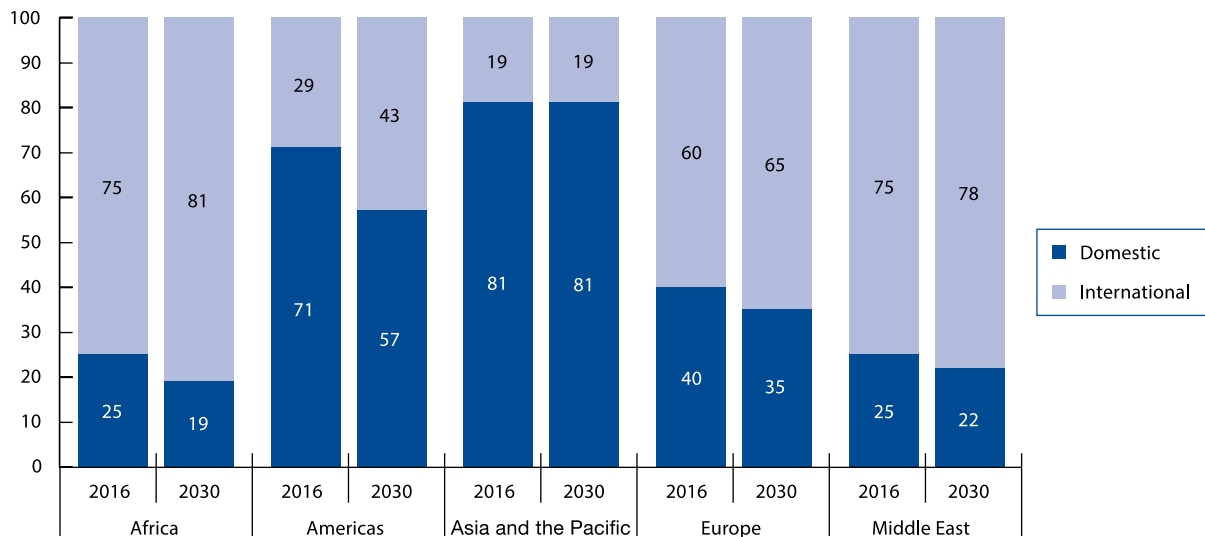
17. El ecoturismo saca músculo en España 2017 & Tourisme durable en la Méditerranée 2017 & ATTA captures adventure trends 2017

18. EU touroperators and sustainable suppliers

In 2016, 41% of international tourist arrivals were terrestrial (31% cars, 7% buses and 3% train) and produced 50% of total CO2 emissions. Private car was the main transport because of its flexibility and the lack of well-connected railway facilities

between countries. During the upcoming decade, terrestrial transport is expected to reduce their CO2 emissions as a result from the increased electrification and hybridization of their engines.

Domestic and international transport-related emissions from tourism, 2016 and 2030



Source: Transport-related CO2 emissions of the Tourism Sector

Reducing CO2 emissions caused by tourism is one of the five priority areas agreed by the World Tourism Organization to achieve the Sustainable Development Goals approved by the UN in the framework of 2030 agenda. Greenhouse effect gases are related to, at least, three of these objectives: 7, 11 and 13 and the commitment adopted is to reduce by, at least, 5% the emissions generated by tourism worldwide.

According to ADEME¹⁹ (Agence de la transition écologique) sustainable mobility refers to the mobility which is done with human or animal traction and ecomobility does not only integrate sustainable

mobility, but also motorized means of transport that seek to be environmentally friendly or alternatives to the use of the individual vehicle: public transport, also the systems of shared transport or bicycle. The concept of “flight shame” (introduced by the teenager environmental activist Greta Thunberg) aims to make travellers think more carefully about how often and where they fly²⁰.

19. www.ademe.fr

20. La mobilité touristique 2017

3. Singularity

The 2019 report from European Parliament²¹ about recent developments and future challenges for European tourism indicates that today's travellers are increasingly seeking products and experiences that connect with their values and are consistent with their own lifestyles. They seek for unique and local experiences with sociocultural authenticity, unique cultural identity and

therapies not available at their place of origin. So, visitor participation in creating value and meaning is essential today to truly connect with travellers.

For example, in the region of Somme (France) guides introduce themselves while presenting the territory, the experiences and the products.

The screenshot shows the homepage of the 'somme' tourism website. The header features the 'somme' logo, navigation links (JE M'INSPIRE, JE DÉCOUVRE, JE CHOISIS, JE RÉSERVE), a search bar, and a shopping cart icon with '0.00'. A 'MON ESPACE' button is in the top right. Below the header, a breadcrumb trail reads 'Accueil > Je choisis > Rencontres dans la Somme'. The main heading is 'Rencontres dans la Somme'. A paragraph of text describes the website's mission: 'On vous met l'eau à la bouche avec notre slogan plein de promesses "Espace naturel de rencontres" mais qu'en est-il vraiment me direz-vous ? Qui peut-on rencontrer dans la Somme ? Pas de fausse promesse, on vous présente un échantillon de nos acteurs du tourisme, des vrais gens qu'on rencontre sur le terrain, au détour d'un chemin, en testant une activité, en réservant une visite guidée. Ils sont tous bien sûr amoureux du coin et partagent leur passion avec beaucoup de générosité. Allez, venez vite dans la Somme, venez les rencontrer !'. Below this are three featured stories, each with a photo, a 'En savoir plus' button, and a title: 1. 'The Best séjour en Baie de Somme pour les Best Jobers !' by Maxim Coquard, featuring a couple. 2. 'Les aventures de Chilowé dans la Somme !' by Sophie Gateau, featuring two cyclists. 3. 'La Somme en s'amusant avec Little Gypsy' by Little Gypsy, featuring a woman in a red beanie. Each story has a short introductory paragraph below the title.

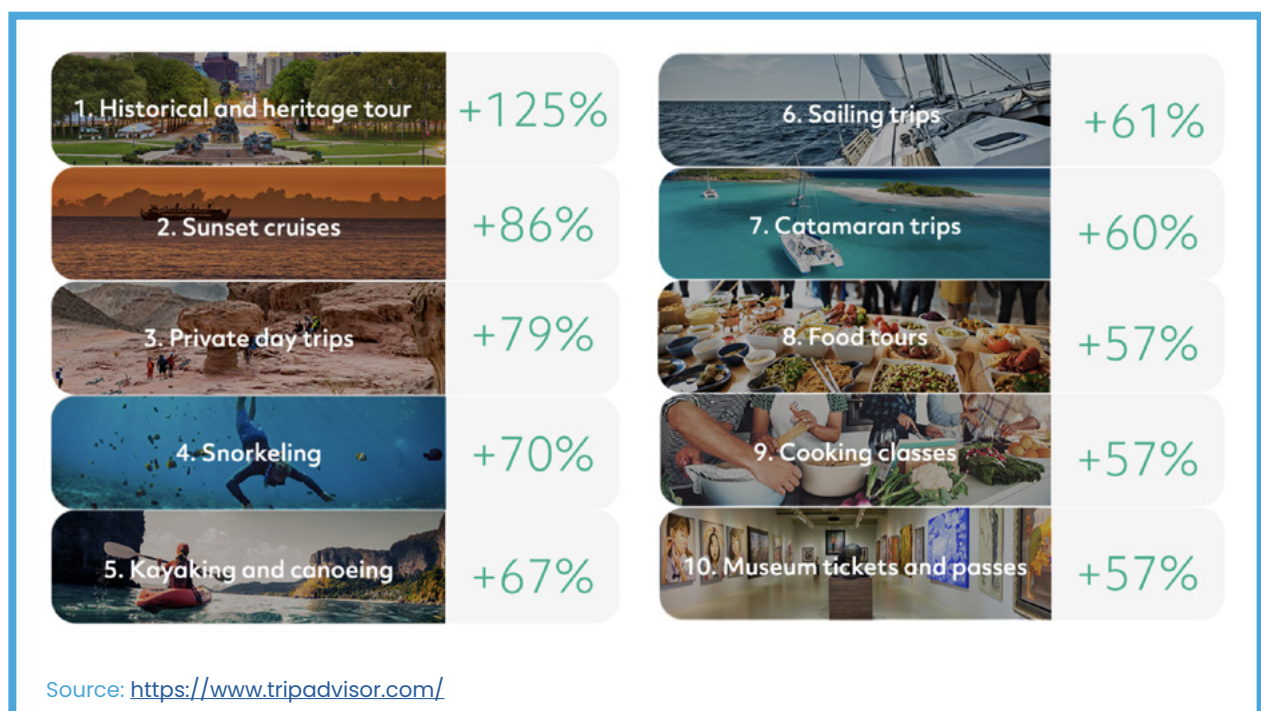
Source: www.somme-tourisme.com

21. 2019 European Tourism recent developments and future challenges

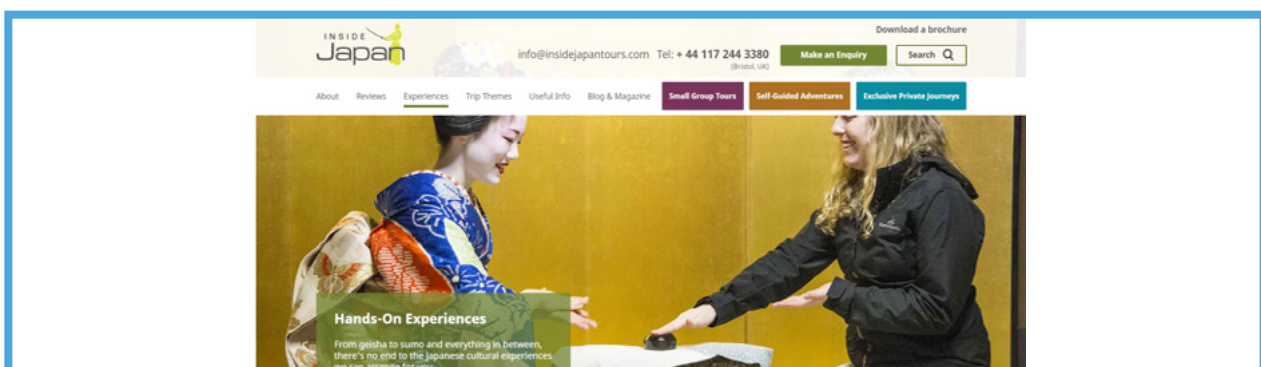
4. Segmentation

Travellers are becoming more and more experimental, ready to try new products, gastronomy and activities and will not chose destinations where products or services have little interest. New market niches are emerging that include active and nature tourism. Within this sector, luxury and pleasure travel, the search for unique experiences, and the demand for authenticity are the most popular trends.

Tripadvisor²² showcases that “iconic sites remain wildly popular, while travellers are expanding their horizons and bringing growth to new, non-traditional and experiential categories.” Fastest-growing experience categories 2017, global travellers ranked by year-on-year growth in total bookings are:



For example, Inside Japan is a travel agency specialised exclusively in Japan that offers different and unique experiences:

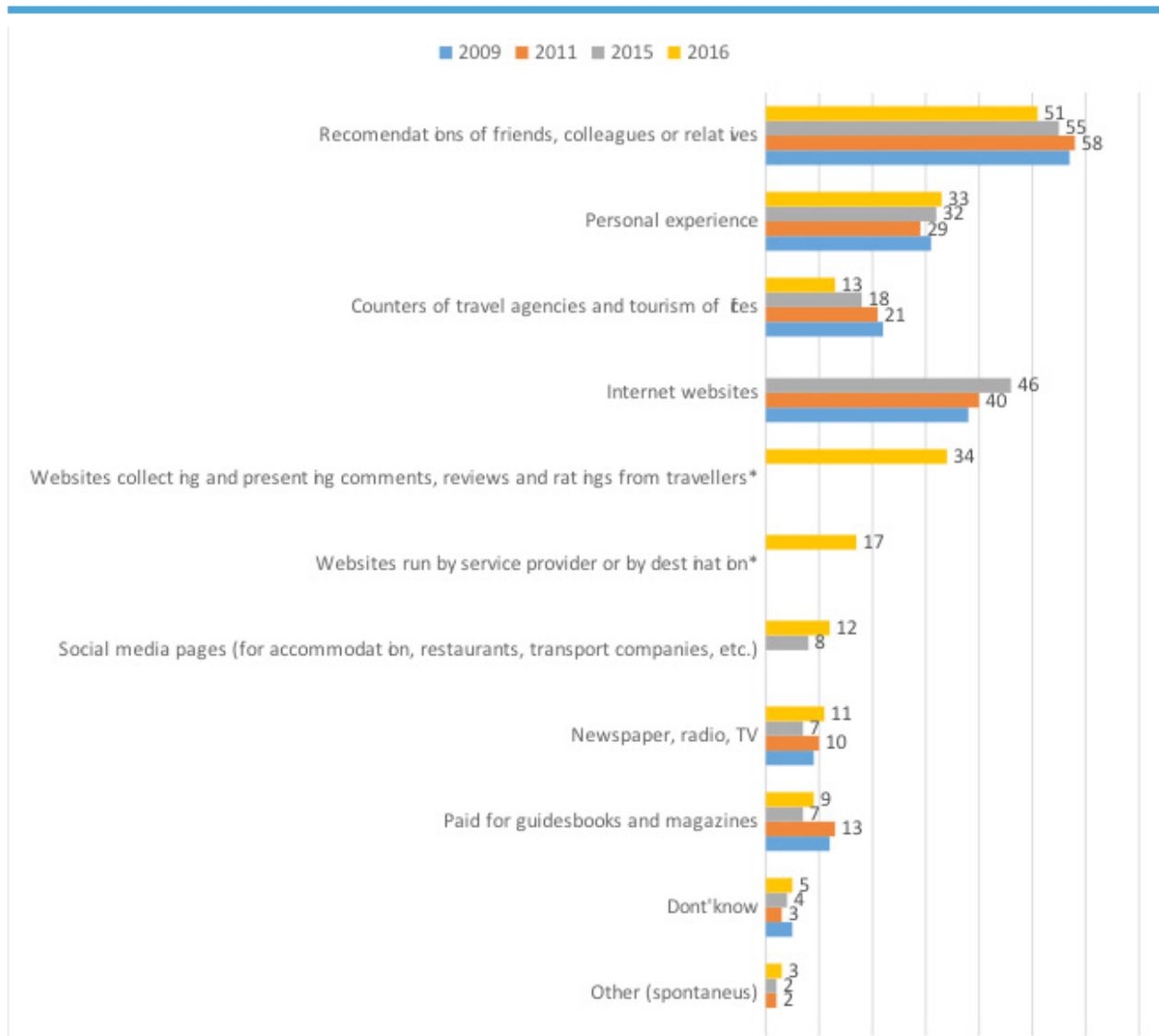


22. www.tripadvisor.com/blog/travel-industry-tourism-trends

5. Best value for money

It is difficult to determine the value for money but technology helps in this regard, as it allows visitors who have visited a

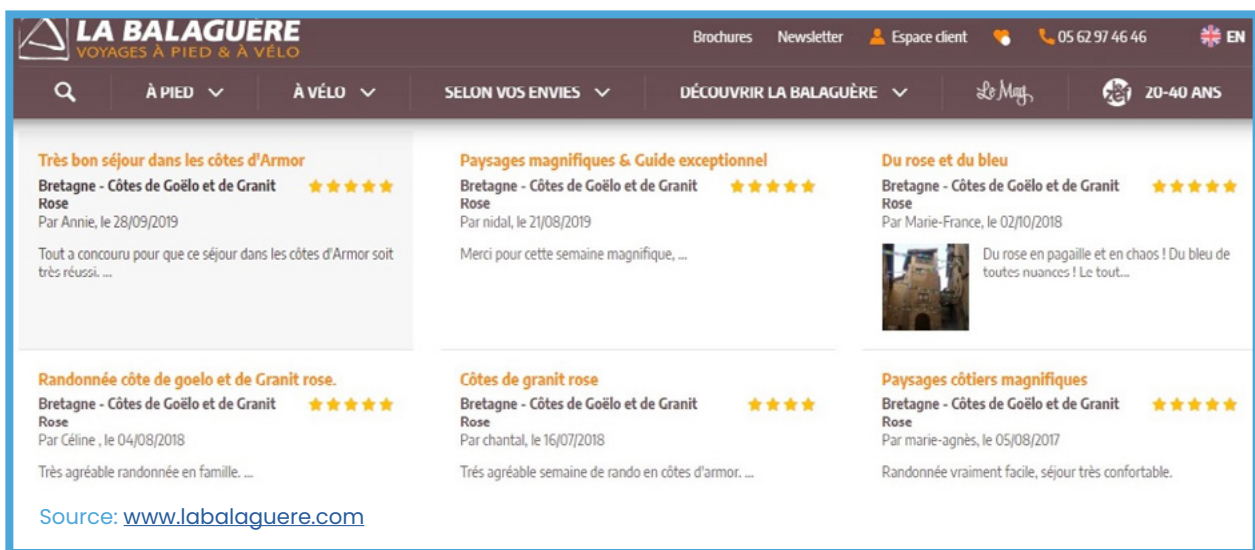
particular territory or have done a specific activity, share their perception of whether it is, really, “best value of money or not”.



Source: Preferences of Europeans towards tourism 2016

In this sense, it is interesting to remark that in the chart above, the second source of information was already the “web sites collecting and presenting comments, reviews and ratings from travellers”, behind the “direct recommendation (family or friends)” and ahead of even “personal experience”. The web pages of the destinations themselves or the companies were far behind.

Not only social networks or specialized websites allow the clients to share their comments, but the companies and operators themselves incorporate in their websites a section of “REVIEWS” which, in some cases, such as La Balaguère agency, but also many others, adds a significant number of opinions, or even puts interested clients in contact with people who have already made the trip.

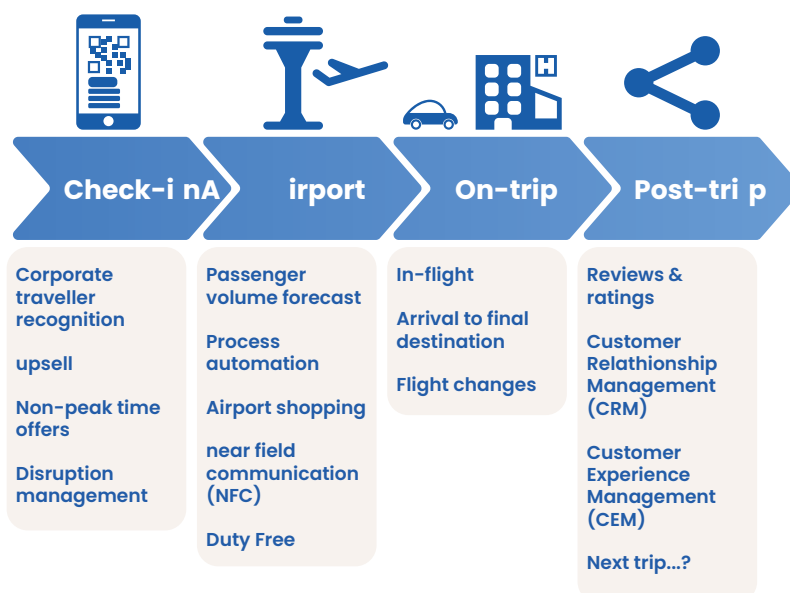
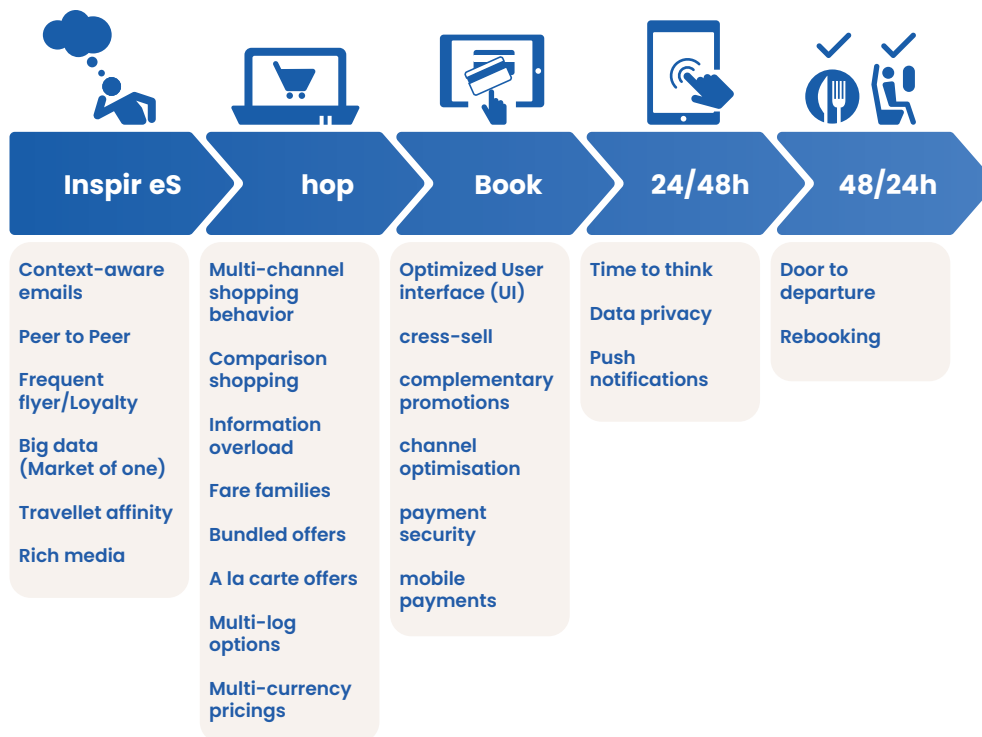


6. Technology

The 2019 report of European Parliament about the recent developments and future challenges for European tourism indicates that information and communication technologies (ICTs) are the key to develop a smarter and more competitive European tourism industry and destinations. A new range of emerging technology and innovation, such as artificial intelligence, blockchain technology, big data analytics, robotics and the Internet of Things, open many opportunities for people around the world.

Amadeus²³ (one of the most important IT providers for the global travel and tourism industry), in one of their studies, says that “implementing appropriate solutions and services at each stage of the traveller journey will be crucial to success. The following chart provides examples and potential benefits of various strategies to shape the future traveller journey”. Before travelling, the client needs to receive a lot of information to decide the destination and to buy it easily, but even during and after the trip technology results as important as in the first part.

23. www.amadeus.com/en/insights/research-report

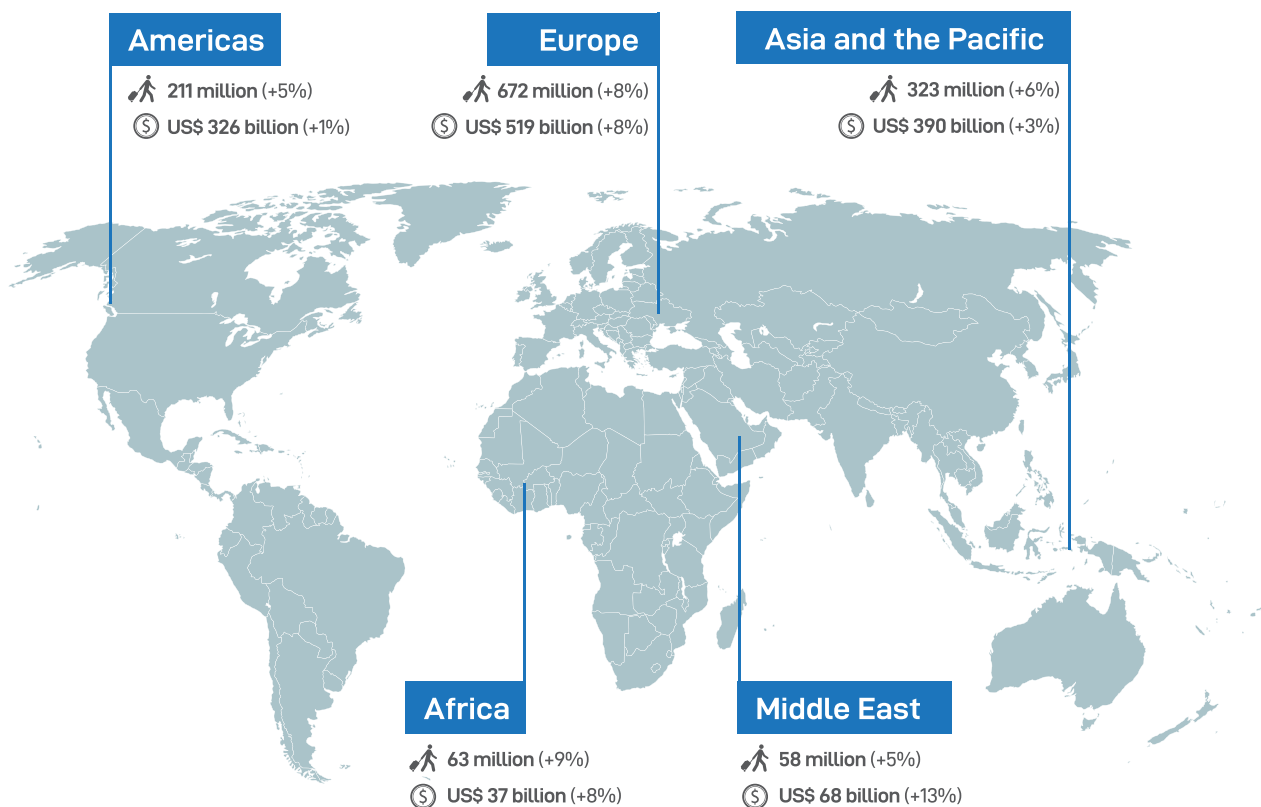


3.1 Tourism Market development in the Mediterranean Basin

Since 2010, the tourism arrivals in the world have increased, due to different factors. First, there is a recovery of destinations severely affected by terrorism attacks and political instability. In addition, in recent years, the number of visitors from emerging countries, such as Russia

and Brazil, has grown. And finally, the traditionally outbound countries have had an economic boom the last years, which has increased tourist arrivals.

As can be seen in graph referred to 2017²⁴, Europe is one of the continents that receives the most inbound tourism with 51% of the share. Germany, United Kingdom, France and Italy led the outbound tourism, generating a 35% of the world's international tourism expenditure



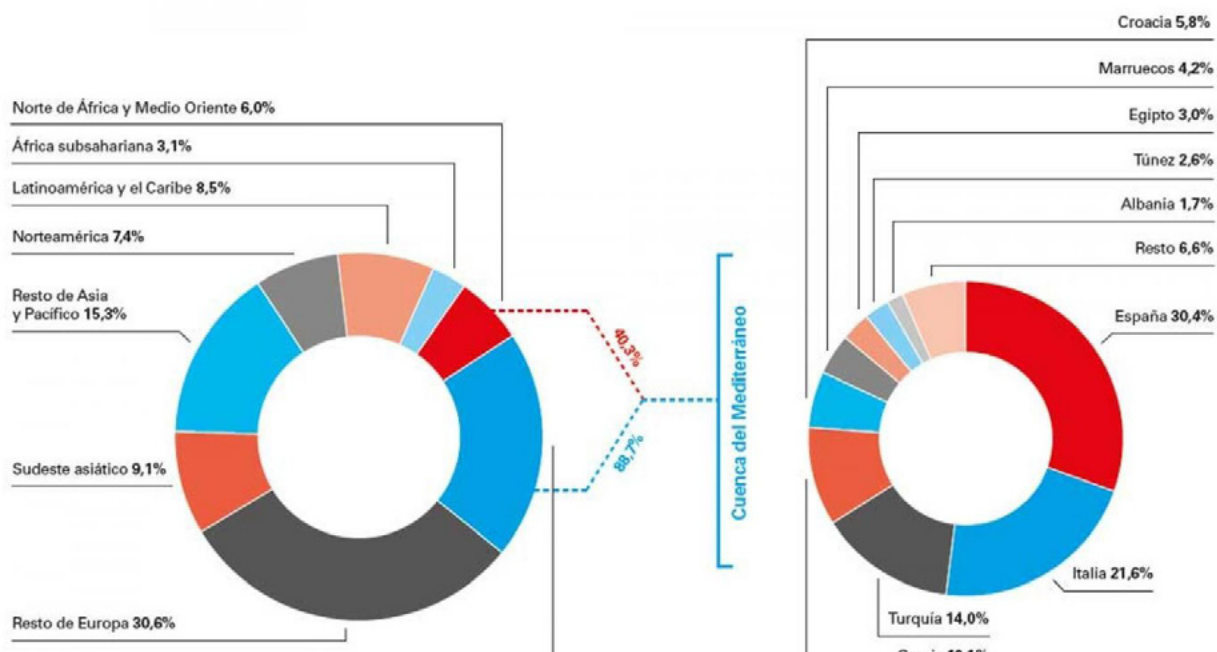
Source: UNWTO International Tourism Trends 2018

24. UNWTO International Tourism Trends 2017

Besides, Germany, United Kingdom and the Netherlands are the top three intra-EU markets, which are the source of Mediterranean destinations such as Malta, Spain, Portugal or Croatia, and Western European destinations as Belgium, Austria, Luxemburg or the Netherlands, contributing more than 80% of international nights in all these destinations. The Mediterranean region

has grown almost uninterruptedly since 1995 at an average rate of 4.9% per year. The only exceptions were in 2009, due to global financial crisis, and in 2016, with the sharp rise in internal instability in Turkey and in Egypt²⁵.

3.1.1 Destination of international tourists in the world and in the Mediterranean

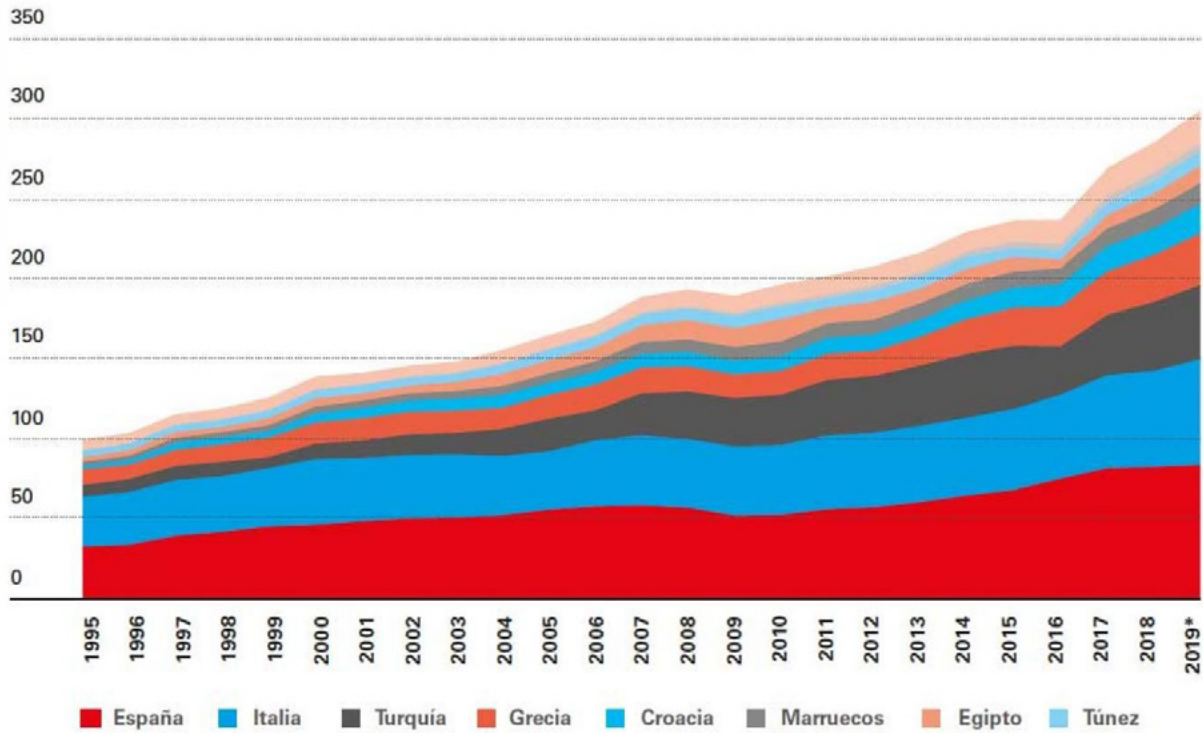


Source: Informe Sectorial Caixabank, 1r semester 2020

From a local perspective, the Mediterranean region is largely made up of well-established markets, such as Spain (30.4% of the total), Italy (21.6%) or Greece (10.1%). On the other hand, the presence of emerging tourist destinations

such as Turkey (14.0%), Croatia (5.8%) or Albania (1.7%) is also significant. Tunisia has a 2.6% of market share, while Jordan or Lebanon have less than 1%.

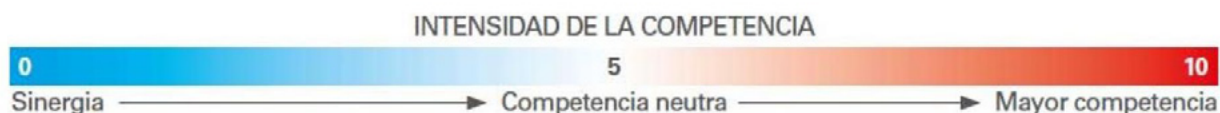
3.1.2 Flows of international tourists to the Mediterranean basin by host country 2019



Source : Tourism Sector Report 1st Semester 2020

Egypt, Tunisia and Turkey entered again in the tourism market in 2018, where they had a record number of tourists and a growth of 15.6% (altogether). Thus, these three countries are important competitors of all the of southern European countries, especially in established destinations such as Spain and Italy. But really, the competition between the countries of the Mediterranean basin is small as they act as a tourist hub. That is to say that the market trend is to increase or decrease jointly.

	España	Italia	Grecia	Croacia	Chipre	Albania	Malta	Turquia	Egipto	Túnez	Marruecos	Israel
España		4,3	2,1	3,9	2,0	4,9	3,0	8,8	8,4	6,1	6,0	6,2
Italia	4,3		4,3	3,4	4,0	4,1	5,1	7,3	7,3	6,6	4,9	5,8
Grecia	2,1	4,3		5,2	3,4	5,4	3,5	7,2	8,1	7,0	6,3	6,4
Croacia	3,9	3,4	5,2		3,8	5,8	5,1	6,1	7,0	5,9	6,3	7,1
Chipre	2,0	4,0	3,4	3,8		3,8	1,8	8,0	7,5	5,6	6,0	4,2
Albania	4,9	4,1	5,4	5,8	3,8		4,2	6,3	4,4	4,9	5,1	4,4
Malta	3,0	5,1	3,5	5,1	1,8	4,2		6,9	6,8	5,5	5,4	3,3
Turquia	8,8	7,3	7,2	6,1	8,0	6,3	6,9		2,9	5,2	5,3	4,6
Egipto	8,4	7,3	8,1	7,0	7,5	4,4	6,8	2,9		2,7	4,0	3,4
Túnez	6,1	6,6	7,0	5,9	5,6	4,9	5,5	5,2	2,7		3,2	4,4
Marruecos	6,0	4,9	6,3	6,3	6,0	5,1	5,4	5,3	4,0	3,2		3,6
Israel	6,1	5,8	6,4	7,1	4,2	4,4	3,3	4,6	3,4	4,4	3,6	



Source : Tourism Sector Report 1st Semester 2020

If we take a closer look at the MEDUSA countries, we will see which are their main inbound tourism markets and the position of the five studied markets (France, Germany, United Kingdom, United States of America and Norway).

ITALY – International Tourism Arrivals

Italy has, in their top five, four of the outbound countries for MEDUSA project. Norway is the only country that is not in the top five.

		2014	2015	2016	2017	2018	Market share 2018
Rank	TOTAL	48.575.423	50.731.769	52.372.320	58.253.028	61.567.154	100,00
1	Germany	9.451.363	10.016.011	11.160.739	12.450.676	13.518.339	21,96
2	France	5.358.176	6.483.089	6.394.403	7.201.639	7.640.667	12,41
3	United Kingdom	3.767.868	4.153.132	4.355.870	4.931.968	5.658.509	9,19
4	Austria	3.244.034	3.416.980	3.512.870	3.689.608	4.019.846	6,53
5	United States of America	2.960.747	3.159.385	2.927.564	3.361.169	3.693.998	6,00
Under top 5							
27	Norway	271.657	288.648	207.889	272.072	334.559	0,54

Source: prepared by authors based on data from UNWTO 2019

JORDAN – International Tourism Arrivals

		2014	2015	2016	2017	2018	Market share 2018
Rank	TOTAL	3.989.912	3.761.069	3.567.196	3.843.535	4.150.171	100,00
1	Nationals Residing Abroad	1.202.822	1.275.857	1.355.234	1.438.532	1.421.663	34,26
2	Saudi Arabia	545.12	470.602	614.18	671.197	739.563	17,82
3	State of Palestine	435.107	475.122	360.395	417.117	444.091	10,70
4	Iraq	221.496	156.153	140.913	141.874	171.044	4,12
5	United States of America	142.71	144.467	96.16	102.191	120.384	2,90
Under top 5							
12	Germany	46.905	40	30.741	33.86	44.521	1,07
15	France	39.271	30.742	23.048	27.831	40.001	0,96
16	United Kingdom	64.412	52.767	30.56	30.547	37.378	0,90
61	Norway	7.039	4.941	2.9	3.146	3.495	0,08

Source: prepared by authors based on data from UNWTO 2019

The main markets for Jordan are the neighbours' countries and the nationals residing abroad, but concerning the MEDUSA project, Jordan has the United States in the top five inbound tourism and three of the studied countries in the top 20 (Germany, France and United Kingdom).

LEBANON – International Tourism Arrivals

Lebanon has 3 of the studied countries in the top 5 (US, France and Germany) and United Kingdom in the top 10. Norway has the 42nd position, far behind.

		2014	2015	2016	2017	2018	Market share 2018
Rank	TOTAL	1.354.647	1.517.927	1.688.357	1.856.795	1.963.917	100,00
1	Iraq	189.156	191.578	236.013	226.93	211.589	10,77
2	United States of America	114.015	135.606	154.095	171.11	190.464	9,70
3	France	120.71	134.181	145.656	164.924	181.321	9,23
4	Canada	78.419	91.324	100.076	107.713	114.137	5,81
5	Germany	67.988	74.823	87.567	96.711	104.167	5,30
Under top 5							
10	United Kingdom	49.179	56.608	61.994	68.36	75.309	3,83
42	Norway	3.838	4.355	5.114	5.584	6.616	0,34

Source: prepared by authors based on data from UNWTO 2019

SPAIN – International Tourism Arrivals

Spain has in their top five, three of the outbound countries for MEDUSA project, and US as the 7th market. Norway is in the 13th position.

		2014	2015	2016	2017	2018	Market share 2018
Rank	TOTAL	64.938.945	68.174.650	75.315.008	81.868.522	82.773.156	100,00
1	United Kingdom	15.000.668	15.764.034	17.675.367	18.806.776	18.502.722	22,35
2	Germany	10.420.411	10.260.300	11.208.656	11.897.376	11.414.481	13,79
3	France	10.598.974	11.503.609	11.258.540	11.267.269	11.343.649	13,70
4	Other countries of Europe	2.311.167	3.199.274	3.698.489	4.159.520	4.737.191	5,72
5	Italy	3.680.944	3.907.288	3.969.322	4.222.865	4.382.503	5,29
Under top 5							
7	United States of America	1.216.922	1.501.936	2.001.813	2.637.484	2.949.710	3,56
13	Norway	1.532.907	1.427.585	1.280.017	1.527.462	1.511.130	1,83

Source: prepared by authors based on data from UNWTO 2019

TUNISIA – International Tourism Arrivals

Only France is in the top 5 of the inbound countries. Two of the countries (Germany and UK) are in the top 10 and United States is in the 18th position.

		2014	2015	2016	2017	2018	Market share 2018
Rank	TOTAL	7.163.437	5.359.309	5.724.021	7.051.813	8.299.040	100,00
1	Algeria	1.284.278	1.481.312	1.808.315	2.497.788	2.728.011	32,87
2	Libya	1.758.799	1.215.832	1.117.007	1.318.956	1.504.018	18,12
3	Nationals Residing Abroad	1.094.844	1.157.342	1.198.259	1.309.174	1.377.797	16,60
4	France	720.175	464.665	390.684	570.518	781.709	9,42
5	Russian Federation	262.764	52.122	623.397	515.804	599.032	7,22
Under top 5							
6	Germany	425.648	218.403	129.085	181.377	275.296	3,32
7	United Kingdom	424.707	207.936	23.428	27.956	123.585	1,49
18	United States of America	15.557	14.698	15.286	18.659	23.165	0,28
47	Norway	5.419	1.901	1.464	1.822	2.124	0,03

Source: prepared by authors based on data from UNWTO 2019

3.2 Market trends in Adventure Tourism

The nature and adventure activities will be an opportunity for the sector, after the Covid-19 crisis, as they are practised outdoors and away from crowded places. Tourism has already demonstrated its resilience in different crisis, like terrorist attacks, natural disasters or political upheavals. Successful adventure tourism

development depends on a coordinated effort between industry, government, local communities, and project supporters. These actors will need to take a development approach uniquely tailored to the local political, economic, social, and environmental landscape.

By according to ATTA's survey of 2017²⁶, more than 70% of responding tour operators say they are growing and more than 40% of those indicate that the reason for growth is new travellers. The projection in 2018 and 2019²⁷ was to continue this growth, especially in the global, soft adventure market. In the past surveys, respondents mentioned "risk," "hardcore,"

"extreme," "danger," and "power" among the elements playing an important role in adventure, but in the latest research (2017) they found that "being in a natural environment," "learning," "meaningful experiences," and "being in a new culture" all supersede risk as an element of adventure. Main motivations for adventure travellers are:



Source: North American Adventure Travelers

26. North American Adventure Travelers 2017

27. ATTA Snapshot April 2019

In the last report of 2019²⁹, ATTA summarizes the key trends in tourism adventure:

- Top adventure activities are hiking, cycling, safaris, culinary activities, and wellness-focused activities.
- Custom itineraries remain in high consumer demand.
- Outbound adventure tour operators report the following regions experienced significantly increased client interest in the past year: Scandinavia, South America, Northern and Southern Africa, and the Middle East.
- 83% of adventure tour companies state that their 2018 gross revenues surpassed their 2017 gross revenues.
- 43% of adventure travel tour operator clients are between the ages of 51–70.
- The average age of the adventure traveller is 49 years old.
- The average cost per day of a trip in North America in 2018 was 439 US dollars.

If we compare these results with the ones in 2018 and 2017, the top activities remain the same, except for the growth of

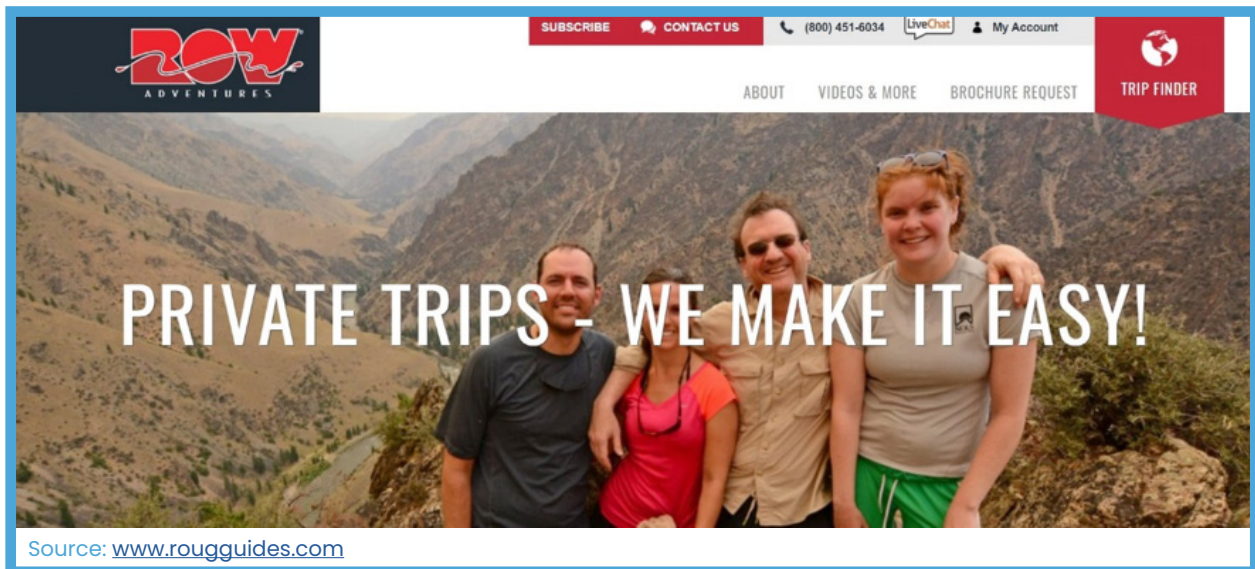
wellness activities, which is a clear trend in the adventure tourism. It's important to remark that "custom itineraries" continues having a high demand, but the other trip types receiving interest from clients are "long haul/overseas" trips, "family/multi-generational" and "Solo Traveller Trip", according to 2017 and 2018 reports.

As far as destinations are concerned, we see that Scandinavia, South America and South Africa appear in the three reports. In 2017, we can find the Mediterranean as a region which increases clients, but in 2018, the Mediterranean disappears to give way to Eastern Europe. Nevertheless, in 2019, Europe does not appear as the most demanded destinations. Concerning the gross revenues, in the three reports it is clear that adventure tourism is a business on the rise. And for the age of adventure travellers, the higher % remains the same, between 51–70.

According to the document of "20 Adventure Travel Trends", there are important trends to consider for the future adventure travellers. The 10 most important ones, for MEDUSA project, could be the following.

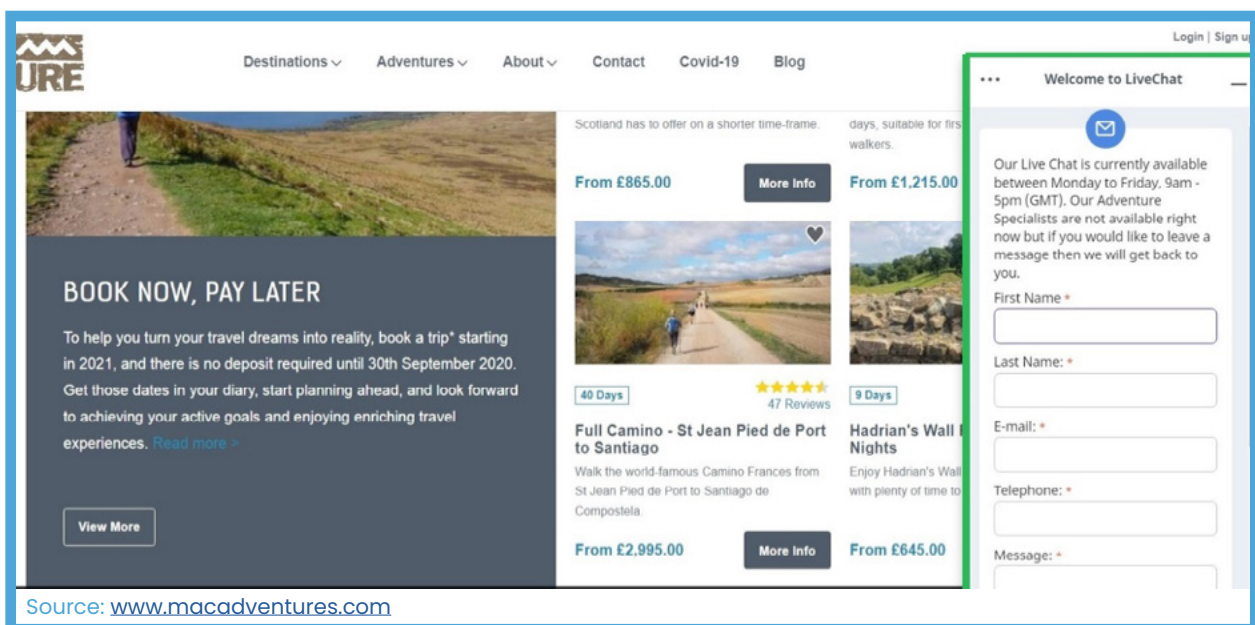
Trend 1. Customized travel itineraries

Increasingly, customized trips are becoming more important when planning a trip, especially when it is for a group of friends or families. Agencies have become travel consultants, with great knowledge of the product and the territory so that they can bring added value to the trip, aiming to offer the customer a more personalized experience.



Trend 2. Bots Will Rule Customer Service

Data and artificial intelligence are two aspects that will be important for both marketing and personalized advertising and customer service. For customer services, bot programs can be very useful to help in answering any kind of question with access 24 hour all year round, in an accurate, effective and almost personalized way.



Trend 3. Adventure travel related with technology

Virtual reality becomes an on-demand marketing tool because it allows to show the cultural, natural or adventure aspects that are not easy to explain through more conventional advertising methods, such as storytelling or others. It is about showing the client a touch of what their trip will be.



Trend 4. Solo Travel on the Rise

"Solo Travelers" trips are becoming more and more important. It is no longer simply a matter of "singles" trips, but what is sought is to organize groups of people who travel alone for different reasons, but whose main goal is not to "find a partner", but to travel in company. If you want to attract this type of travellers, you will have to think, for example, about eliminating the single room supplement or lowering the price, organizing groups of interest and above all, adapt advertising to the motivations and characteristics of this group of travellers.

Why travel solo with G Adventures?



Helpful guidance

Each of our trips comes equipped with a Chief Experience Officer (CEO) responsible for enriching your journey, offering local insight, and pursuing great experiences. Don't spare a thought about your safety and security—you are in capable, expert hands.



Don't pay more

We believe that travelling by yourself shouldn't be more expensive. We treat single travellers the same as the rest of the group, which is why we don't charge single supplements. We'll partner you up with a same-sex roommate to ensure you pay the same as everyone else.



Freedom to explore

Your trip is just that – yours. Want to linger at the market or grab a table at that cozy café? Consider it done. We give your trip structure, direction, but also plenty of free time – you get decide what you want to do with it.



Share the experience

Regardless of your age or how much ink you've booked in your passport, you'll be more than welcome if you're rolling solo. In fact, you'll be in good company, with about half your group travelling solo, too. Our trips attract people from all over the world who are looking to get up close and personal with our planet.



Solo travel that is female friendly

Our small group tours are perfect for helping solo female travellers feel safe anywhere in the world we visit. If you have any questions, our CEOs are ready with tips on how to respect cultural traditions or local dress. Use free time to explore your way, or maybe someone from the group (or your same-sex roommate) will want to tag along.



Don't want to share a room? No problem.

Sometimes it's just more convenient and comfortable to have your own room, which is why we offer single travellers a "My Own Room" option—a single room all to yourself at a great G Adventures price.

Source: www.gadventures.com

Trend 5: Being Local as the Ultimate Adventure

When we travel, we increasingly want to feel like a local... go to the same restaurants, live their traditions as themselves, that is, to be part of the culture of the destination that we visit. For example, there are platforms like "Couchsurfing" where locals and visitors can share experiences: "Couchsurfing isn't just for finding places to stay. It is also a great resource for finding locals to hang out with. The website arranges meet-ups, group, events, or you can even contact other members directly".

The screenshot shows the Couchsurfing website interface. At the top, there is a search bar with the text "Encuentra anfitriones" and a location filter set to "Istanbul, Turkey". A green checkmark icon with the word "Verificar" is visible in the top right corner. Below the search bar, two user profiles are displayed:

- Sukru**: A profile picture of a man with a beard and sunglasses. Text indicates he "responde en un día", has "3 Recomendaciones", "15 Amigos", and "Habla English". A green checkmark icon with the text "Acepta invitados" is shown below his profile.
- Hasan Uysal**: A profile picture of a man with sunglasses. Text indicates he "tarda más de una semana en responder", has "17 Recomendaciones", and "11 Amigos". A green checkmark icon with the text "Acepta invitados" is shown below his profile.

Below the profiles, there are two sections with text:

- Under Sukru's profile: "Do you really wanna learn something about me? Just ask me"
- Under Hasan Uysal's profile: "Meet new people new friends Instagram hasnuysal Phone 05055320421"

Source: www.couchsurfing.com

Trend 6: “Slow Travel” in Increasingly Adventurous Destinations

The concept of slow travel is to make longer stays in the destination countries to discover them in a leisurely and deeper way. Mead Pearls, a cross-border project to internationally position the Mediterranean as an integral destination of quality and excellence for Slow Tourism, notes that “Slow Tourism is basically enjoying the attraction in a localised context and experience, which requires nothing but to spare a few precious days, and explore and live a true experience in the visited place like a local.”²⁸

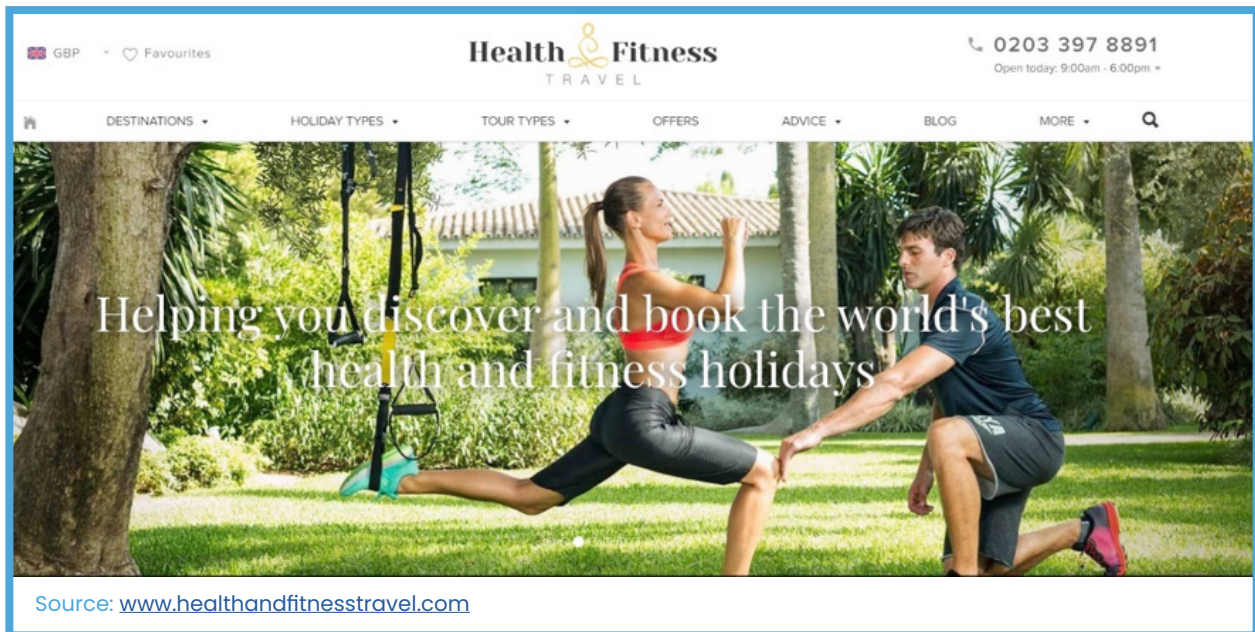
This idea is being adapted to all kinds of products, from stays on the beach to hiking trails. The growth in recent years is great but it is also necessary to adapt the offer to the demand of this type of public. For example, it is essential to have a good internet connection to allow clients to work while they enjoy their holidays.



28. www.enicbcmmed.eu/projects/med-pearls

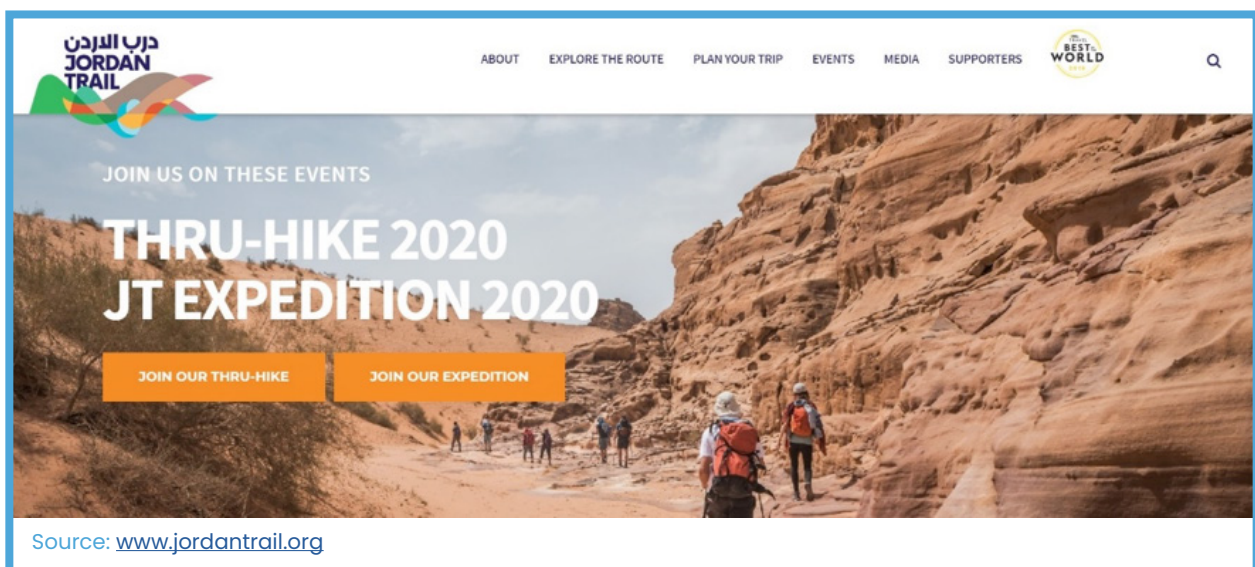
Trend 7. Adventure Travellers Seek Wellness and Mental Health

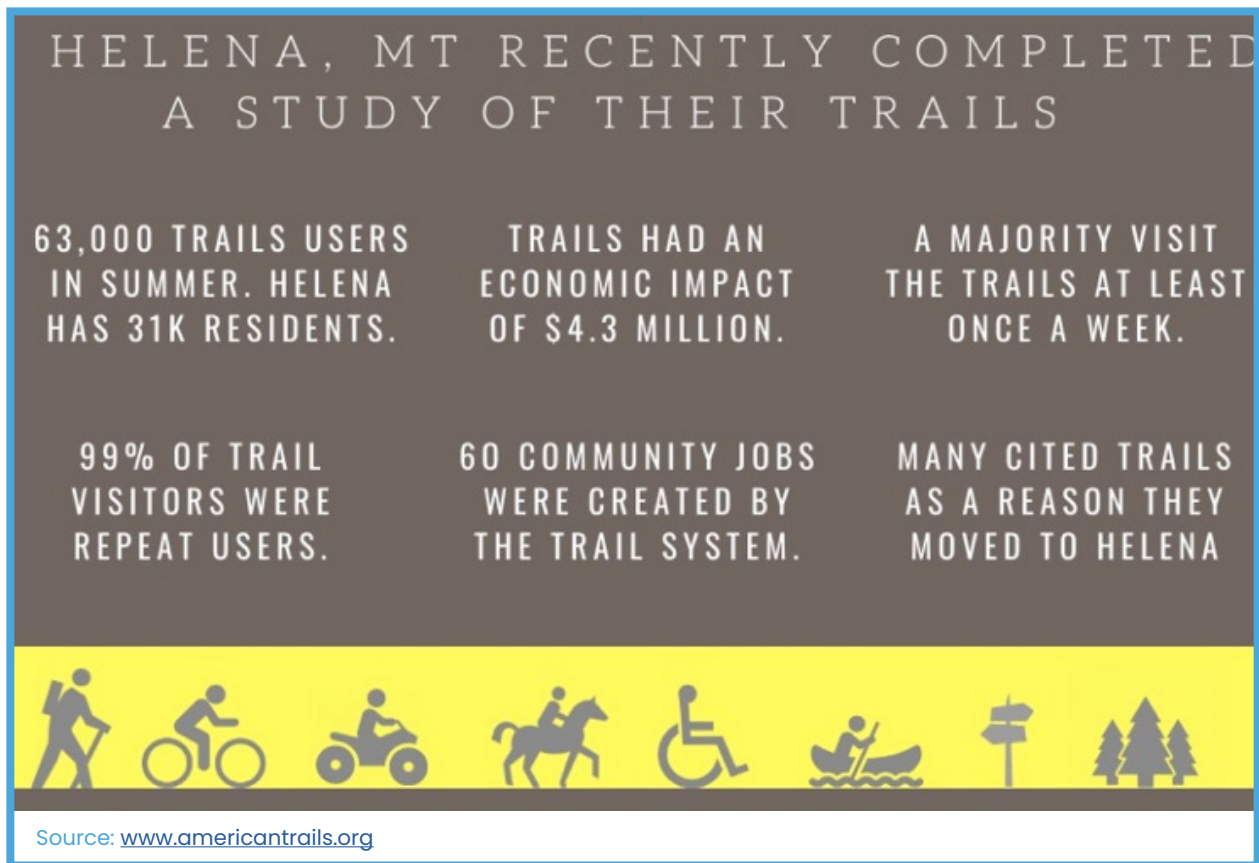
Adventure travellers seek to be able to enjoy, after a day of activity, a space to relax, find themselves and rest, even if it is not the main motivation of the trip. There are also Health and Wellness products that combine these kinds of activities with nature, trekking, kayaking. For these products, the wellness and well-being aspect is as important as the physical activity.



Trend 8: Increase in Trail Tourism

One of the fastest growing types of adventure travel in recent years is Trail Tourism. Trail tourism usually occurs through rural areas and helps to energize them economically, as many of the travellers must spend at least one or two nights in small villages.





Trail Tourism is not just about trekking or walking, but the goal is to follow a “trail” with added value, which can accept different types of tourism (like in the picture above). A Montana study in Helena region from 2018, showed that their South Hills trail system generated 4.3 million dollars in economic impact annually, from 63,000 users. Helena itself has a population of around 32,000 residents, so, half of the trail users are tourists.

Another example of Trail Tourism could be the Italian Via Francigena in the South:



“The Francigena Ways in the South join East and West, Christianity and paganism, the Age of Antiquity to the Middle Ages. A transversal journey, through Roman stone-paved roads and ancient sheep-tracks, pagan temples, impressive cathedrals and Christian sanctuaries, gentle hilly panoramas and tough mountain passes. This space is dedicated to the ancient and modern ways, and you will be able to find in our pages both the history of the ancient pilgrim’s ways and maps and descriptions of the modern itineraries of the Francigena Way or more precisely the Francigena Ways in the South.”³¹

Trend 9: Increase in Products for Female Adventure Travellers

Audience targeting is especially important when we design a product, and for adventure tourism, women are a growing trend. There are tour operators specialised only in women travel. In these cases, trips are designed to make women feel comfortable within the group, looking for other women with the same motivations who can share a trip with, but most important is to share the experience. Like “solo travellers”, they are not just divorced women, but married women, widows or groups of friends. In some cases, the tour operator requests female guides or visits to local producers or artisans, but women are always key.



31. www.viefrancigenedelsud.it

Trend 10: Holistic Approaches to Tourism Development

Adventure tourism must begin to consider not only nature, physical activity or culture, but everything understood as sustainable tourism (environmental, economic and social). Therefore, it will have to integrate many aspects, like the carrying capacity of the destinations, the economic or demographic conditions of a destination or the political management. Adventure tourism should be seen as a “whole”, not just another type of product.





4. OUTBOUND MARKETS FOR ADVENTURE TOURISM

Available information regarding tendencies and holiday markets in the five countries (France, Germany, Norway, United Kingdom, United States of America) that were priority-selected for the analysis of adventure market, is highly diverse in both type and format.

For the selected markets, generic factsheets have been described with the following information for each market:

1. General information
2. Travel trade of the market
3. Flight connections with MEDUSA countries
4. Bank Holidays
5. Market Volume
6. General Traveller profile
7. Adventure Tourism in the market
8. Characteristics of Adventure traveller in the market
9. Related Institutions
10. Adventure Media
11. Adventure events and exhibitions
12. Highlights of the market

4.1 FRANCE

GENERAL INFORMATION

Surface	549.087 km2
Estimated population (2019)	67.012.883
Population density (2019)	232 hab/km2
Currency Unit	Euros
PIB 2019	2.418.997M.€
PIB per capita (2019)	36.06 €



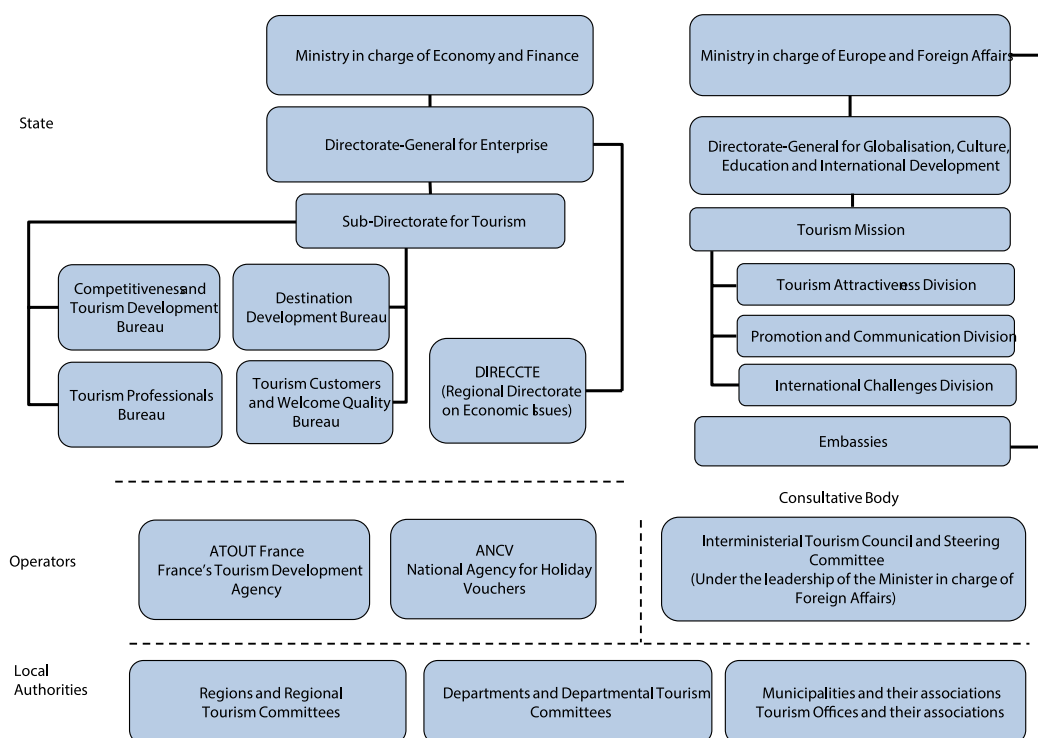
4.1.1 Travel Trade³⁰

Tourism is a key sector of the French economy. Accommodation and hospitality sector accounts for the bulk of the tourism sector and it represents between 2.5% and 3% of GDP, while the additional effects of tourism are also felt in other sectors, such as transport and leisure. Accordingly, the total amount of domestic tourism consumption represents approximately 7.5% of GDP (5% for residents, 2.5% for non-residents).

The Ministry of Europe and Foreign Affairs and the Ministry of Economy and Finance share the responsibility for the government's tourism. The first one is the body in charge of the promotion of France abroad as a tourist destination, and, the second one is the regulatory body.

Besides, there are two agencies under state control working on the tourism. Atout France, which is an Economic Interest Group as it allows more flexibility to its missions and fundraising, is responsible of developing the tourism sector and promoting France abroad. It has a budget with more than 70 million euros. The National Vacation Voucher Agency (ANVC) is responsible for expanding access to vacations.

Each region prepares a regional scheme for the development of leisure and tourism (Schéma Régional de Développement du Tourisme et des Loisirs) that establishes medium-term objectives for regional tourism development and determines the terms and conditions that govern the implementation of policies.



Source: OECD (2018), "France", in OECD Tourism Trends and Policies 2018, OECD Publishing, Paris.

30. Oecd country profiles – france 2018 & francia. Estructura del sector turistico 2019 & francia. Vision general del pais 2019

The French tourism industry has an important fragmentation in small companies: the structures of between 10 and 249 employees correspond to approximately 50% of the global turnover of the entire sector.

In the tourism sector, the division by types of French agencies is as follows:

- Distribution networks (voluntary groupings of points of sale under the same commercial brand). Depending on the size of the network, this may encompass other networks, which are also important business groups. This is the case of "Selectour", the main distribution network in France, which encompasses 4 large agency networks: Marietton Développement (which, in addition to having 361 points of sale, is also a tour group), Bleu Voyages (30 agencies and 9 MICE platforms), Verdié Voyages (30 agencies) and Voyages Girardot (10

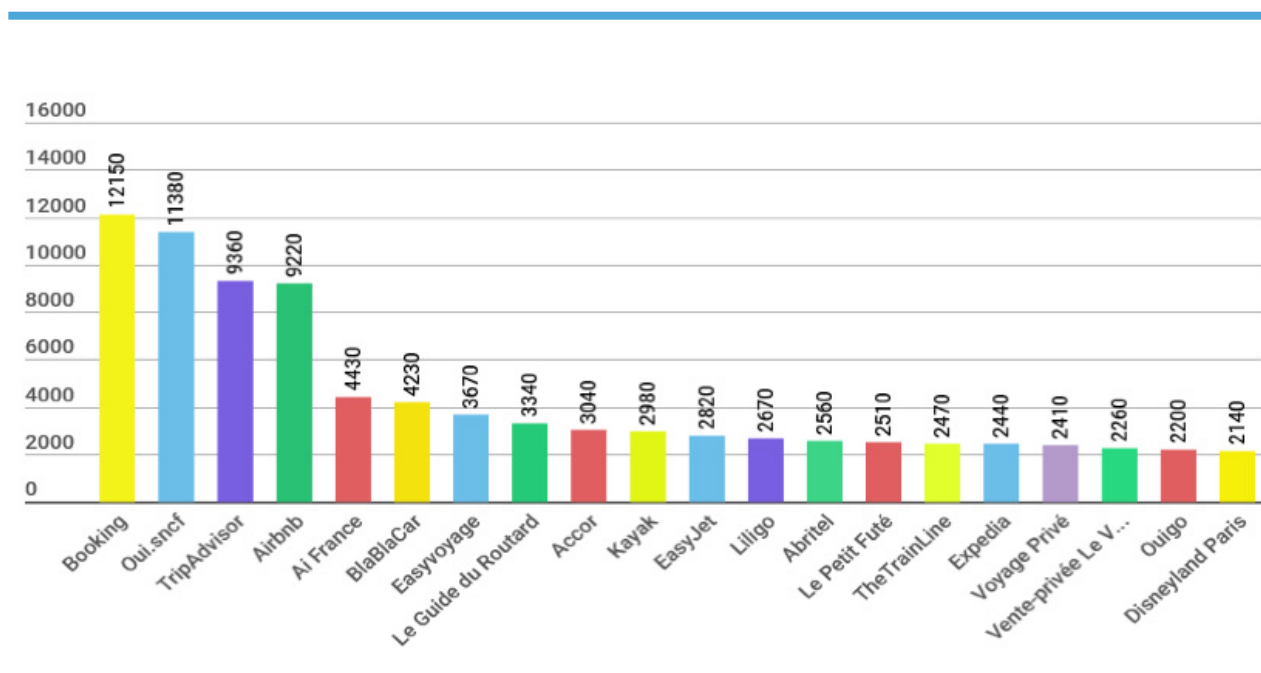
points of sale). Likewise, "Tourcom" also includes 3 other networks: Univairmer (65 agencies), Richou Voyages (27 points of sale) and 1 agency of Frequent Flyer Travel Paris.

- Integrated and franchised agencies of tour operators.

- Large distribution groups: Carrefour and E.Leclerc.

- Independent agencies. In the case of adventure tourism operators, most agencies are small independent agencies. Although there are two associations to consider: Vagabondages and Sentiers Croisés.

The online tourist portals have had significant growth in recent years. The 20 most visited tourist portals in France in January 2019 were the following:



Source: Mediametría/NetRating para la FEVAD – January 2019

To counter the rise of online tourism and maintain their positions in the market, traditional tour operators have launched horizontal and vertical concentration processes in recent years.

The main example of horizontal concentration is the restructuring of TUI France: it bought Transat France and unified its four brands, integrating them into an online portal and a network of travel agencies that exclusively sell their production. With this restructuring, TUI France has become the leading tour operator in the market, even though it does not appear at the top of online sales.

At a vertical level, Karavel/Promovacances, a pure online TO, bought the traditional tour operator FRAM, which has a network of physical travel agencies under its brand. For their part, traditional distribution networks are developing their online sales through their own portals,

favoring the “web to store” trend (online search, on-site purchase). The “web to store” accounts for more than 10% of total sales made by physical travel agencies.

4.1.2 Flight connections and Airports³¹

France has 34 international airports, with the airports in Paris (Orly and Charles de Gaulle) as those with the biggest traffic. Other international airports in France that receive long-haul flights are those in Nice and Lyon, with more than 10 million passengers a year, as well as those in Manchester, Toulouse, Marseille, Bourdeaux and Nantes. Other smaller airports, such as those in Lille, Montpellier, Ajaccio, Strasbourg, Brest or Biarritz, also have daily flights to and from Europe.

The tables below show the direct flights from France to the airports of MEDUSA countries³².

FRANCE	CATALONIA	Companies	Frequency
Nice (NCE)	Barcelona	Easyjet, Vueling	35 per week
Lyon (LYS)	Barcelona	Easyjet, Vueling	23 per week
Bordeaux (BOD)	Barcelona	Easyjet, Vueling	21 per week
Paris (CDG)	Barcelona	Easyjet, Vueling, Air France	148 per week
Lille (LIL)	Barcelona	Vueling	3 per week
Paris (ORY)	Barcelona	Vueling, Transavia France	79 per week
Toulouse (TLS)	Barcelona	Vueling	3 per week
Beauvais (BVA)	Barcelona	Ryanair	18 per week
Marseille (MRS)	Barcelona	Vueling	13 per week
Basel (BSL)	Barcelona	Easyjet, Vueling	26 per week
Nantes (NTE)	Barcelona	Vueling, Volotea	20 per week
Brest (BES)	Barcelona	Vueling	2 per week
Rennes (RNS)	Barcelona	Vueling	6 per week
Bastia (BIA)	Barcelona	Vueling	6 per week
Beauvais (BVA)	Girona	Ryanair	5 per week

31 www.flightconnections.com ; <http://ee.france.fr/>

32 Tables done by the consultants with the website www.direct-flights.com

FRANCE	JORDAN	Companies	Frequency
Lyon (LYS)	Amman	Transavia France	4 per week
Paris (CDG)	Amman	Air France, Royal Jordanian	21 per week

FRANCE	PUGLIA	Companies	Frequency
Bordeaux (BOD)	Bari	Ryanair	5 per week
Marseille (MRS)	Bari	Volotea	3 per week
Beauvais (BVA)	Bari	Ryanair	14 per week
Nantes (NTE)	Bari	Easyjet, Transavia France	5 per week
Paris (CDG)	Bari	Air France	12 per week
Beauvais (BVA)	Brindisi	Ryanair	2 per week
Basel (BSL)	Brindisi	Easyjet	5 per week
Paris (ORY)	Brindisi	Easyjet, Transavia France	4 per week
Marseille (MRS)	Barcelona	Vueling	13 per week
Basel (BSL)	Barcelona	Easyjet, Vueling	26 per week
Nantes (NTE)	Barcelona	Vueling, Volotea	20 per week
Brest (BES)	Barcelona	Vueling	2 per week
Rennes (RNS)	Barcelona	Vueling	6 per week
Bastia (BIA)	Barcelona	Vueling	6 per week
Beauvais (BVA)	Girona	Ryanair	5 per week

FRANCE	LEBANON	Companies	Frequency
Lyon (LYS)	Beirut	Transavia France	1 per week
Paris (ORY)	Beirut	Transavia France	3 per week
Paris (CDG)	Beirut	Air France, Middle East Air.	28 per week
Nice (NCE)	Beirut	Air France, Middle East Air.	7 per week
Marseille (MRS)	Beirut	Air France	4 per week

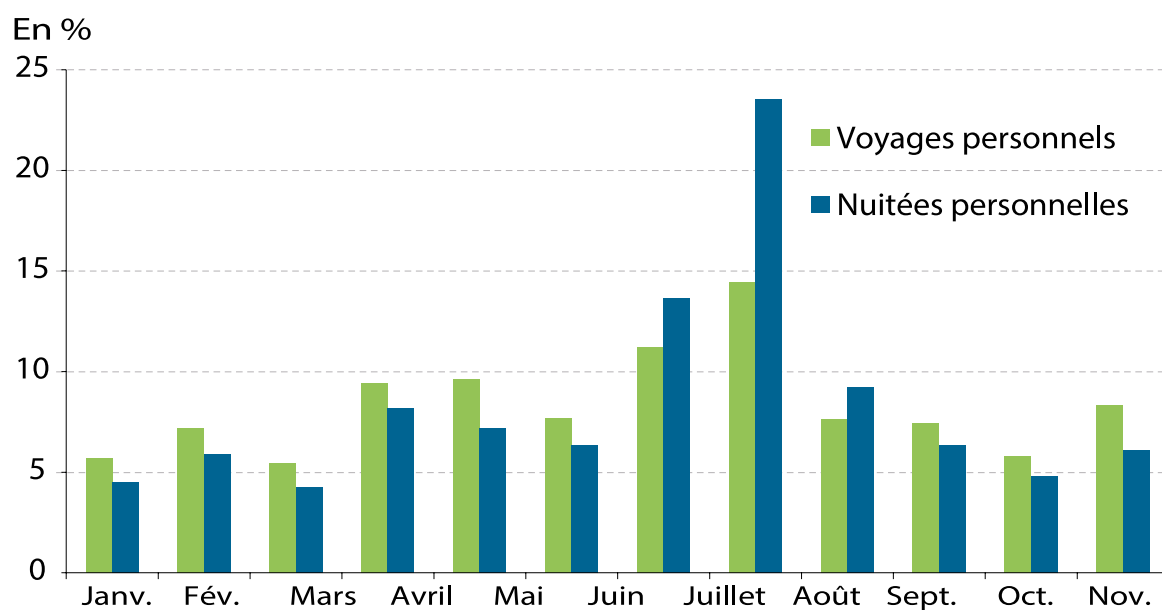
FRANCE	TUNISIA	Companies	Frequency
Paris (CDG)	Tunis - Carthage	ASL, NouvelAir, Air France	86 per week
Lyon (LYS)	Tunis - Carthage	Transavia, NouvelAir, Tunisair	27 per week
Marseille (MRS)	Tunis - Carthage	NouvelAir, Tunisair	32 per week
Nantes (NTE)	Tunis - Carthage	Transavia, NouvelAir, Tunisair	11 per week
Paris (ORY)	Tunis - Carthage	Transavia, Tunisair	67 per week
Strasbourg (SXB)	Tunis - Carthage	NouvelAir, Tunisair	9 per week
Nice (NCE)	Tunis - Carthage	NouvelAir, Tunisair	30 per week
Toulouse (TLS)	Tunis - Carthage	NouvelAir, Tunisair	14 per week
Lille (LIL)	Tunis - Carthage	NouvelAir	3 per week
Bordeaux (BOD)	Tunis - Carthage	Tunisair	5 per week
Paris (ORY)	Djerba	Transavia, Tunisair	48 per week
Nantes (NTE)	Djerba	Transavia, NouvelAir, Tunisair	10 per week
Lyon (LYS)	Djerba	Transavia, NouvelAir, Tunisair	18 per week

FRANCE	TUNISIA	Companies	Frequency
Paris (CDG)	Djerba	ASL, Tunisair, Air France	25 per week
Strasbourg (SXB)	Djerba	NouvelAir, Tunisair	5 per week
Marseille (MRS)	Djerba	NouvelAir, Tunisair	6 per week
Toulouse (TLS)	Djerba	NouvelAir	4 per week
Bordeaux (BOD)	Djerba	NouvelAir	4 per week
Lille (LIL)	Djerba	NouvelAir	6 per week
Basel (BSL)	Djerba	NouvelAir	2 per week
Nice (NCE)	Djerba	Tunisair	4 per week
Marseille (MRS)	Monastir	NouvelAir, Tunisair	8 per week
Lyon (LYS)	Monastir	Transavia, NouvelAir, Tunisair	14 per week
Paris (CDG)	Monastir	NouvelAir	19 per week
Nantes (NTE)	Monastir	Transavia, NouvelAir	6 per week
Paris (ORY)	Monastir	Transavia, Tunisair	28 per week
Nice (NCE)	Monastir	NouvelAir, Tunisair	12 per week
Lille (LIL)	Monastir	NouvelAir	3 per week
Basel (BSL)	Monastir	NouvelAir	1 per week

4.1.3 Bank Holidays and holidays periods³³

Although the general trend in Europe is to distribute the holidays more, the French concentrate them, mostly in the summer months, especially in August.

French trips for personal reasons 2017



Source: Memento du Tourisme 2018

33. www.education.gouv.fr & Memento tourisme 2018

The table below shows the public holidays in France:

Day	Date	Holiday Name	French Name	Type	Comments
Friday	Jan 01	New Year's Day	Jour de l'an	Public Holiday	
Friday	Apr 02	Good Friday	Vendredi saint	Regional Holiday	Alsace and Moselle
Monday	Apr 05	Easter Monday	Lundi de Pâques	Public Holiday	
Saturday	May 01	Labour Day	Fête du Travail	Public Holiday	International Workers' Day
Saturday	May 08	V-E Day	Fête de la Victoire	Public Holiday	
Thursday	May 13	Ascension Day	Jour de l'Ascension	Public Holiday	39 days after Easter Sunday
Monday	May 24	Whit Monday	Lundi de Pentecôte	Public Holiday	7th Monday after Easter
Sunday	May 30	Mother's Day	Fête des Mères	Not A Public Holiday	Last Sunday in May. Not a public holiday
Sunday	Jun 20	Father's Day	Fête des Pères	Not A Public Holiday	3rd Sunday in June. Not a public holiday
Wednesday	Jul 14	Bastille Day	Fête Nationale	Public Holiday	French National Day
Sunday	Aug 15	Assumption Day	Assomption	Public Holiday	
Monday	Nov 01	All Saints' Day	Toussaint	Public Holiday	
Thursday	Nov 11	Armistice Day	Jour d'armistice	Public Holiday	
Saturday	Dec 25	Christmas Day	Noël	Public Holiday	
Sunday	Dec 26	St. Stephen's Day	Deuxième jour de Noël	Regional Holiday	Alsace and Moselle

Source: <https://www.officeholidays.com/>

School vacation dates are set by the Ministry for all schools across the country. The dates are divided into 3 zones: Zone A, Zone B and Zone C, respectively. School vacation dates vary in the 3 regions for winter break and spring break.

Zone A: Besançon, Bordeaux, Clermont-Ferrand, Dijon, Grenoble, Limoges, Lyon, Poitiers

Zone B: Aix-Marseille, Amiens, Caen, Lille, Nancy-Metz, Nantes, Nice, Orléans-Tours, Reims, Rennes, Rouen, Strasbourg

Zone C: Créteil, Montpellier, Paris, Toulouse, Versailles

The calendar of the school holidays is:

- First day of school: 1st September.
- All Saints Holiday: usually from 18th October to 1st November. It changes depending on 1st November.
- Winter Holidays: two weeks, from February to March depending on the zone.
- Spring Holidays: two weeks, from April to May depending on the zone.
- Summer Holidays: starts on the second week of July.

4.1.4 Market Volume³⁴

France remains, after more than 25 years, the first world tourist destination with 89.4 million foreign visitors in 2018, and a growth of 3% over one year. But it occupies only the third place in terms of revenue, with 67 billion dollars (56.2 billion euros) in 2018. In 2019, 69% travelled worldwide and 63% of tourists from France, took their holidays within Europe. The departure rate for short break for leisure holidays stays is 38% in 2017.

Concerning MEDUSA countries, the UNWTO report for outbound tourism of French people, i.e. trips abroad by resident visitors to countries of destination (2019), indicates that Italy and Spain are the main markets for French travellers, but on the other hand, we can see that Tunisia has a high rate of French tourists. Jordan has almost doubled its growth in one year.

5 TOP COUNTRIES	2017	2018	% change
Italy	12.373.863	12.733.221	2,90
Spain	11.267.269	11.343.649	0,68
United Kingdom	3.955.925	3.693.163	-6,64
Thailand	1.835.772	1.870.200	1,88
Germany	1.785.565	1.852.786	3,76
MEDUSA COUNTRIES			
Tunisia	570.518	781.709	37,02
Lebanon	164.924	181.321	9,94
Jordan	33.189	48.399	45,83

Source: prepared by authors based on data from UNWTO 2019

34. Memento tourisme 2018 & Francia Estructura del sector turístico Turespaña 2019

4.1.5 Traveller behaviour³⁵

The general profile of French traveller, their motivations for traveling, and the organization of the trip is detailed below.

Traveller behaviour

- 81% of French people took holidays within their own country and less than 41% went to other EU country.
- The main motivations of the French market are: visit to family and friends (48%), sun and beach (40%), nature (37%) and cultural visits (31%).
- 27% of French people book activities before going on a trip.
- When traveling abroad and outside the metropolitan area, 60% of French people travel by plane, 28% by car and 6% by train.
- The approximate duration of the trip is 6 nights, although for long trips it rises to 10 nights.
- Rural areas are the preferred holiday destination for the French in their own country (34%) followed by city breaks (29%), the coast (23%) and the mountains (11%).
- 50.3% prefer to stay in hotels or similar, and 42% of tourists travel with their couple.
- 87% of French people are Internet users and 50% are active users of social networks. The main social networks are Facebook, Google +, Twitter, Snapchat, Instagram, LinkedIn and Pinterest.

- The main opinion websites are Tripadvisor, Airbnb, Expedia and Zoover.

Trip Organisation

- The main source of information before the destination is chosen, come from friends or family recommendations (57%), websites with comments, opinions and recommendations from other travellers (40%) and personal experience (37%).
- 50% of French people who travelled during 2019, booked their holidays through online services such as tour operators or airlines. 25% through platforms where private homes are available and 19% through a known person.
- 42% give importance to aspects related to sustainability and respect for the environment in the destination or in the accommodation.
- 79% of French have prepared their leisure holidays online.
- 55% of them have made their reservation and payment for all or part of their holiday on the Internet, via desktop or laptop, tablet or smartphone.
- 58% of French have used smartphones or tablets when booking or preparing holidays.

35. Preferences of Europeans Towards Tourism; Discover England Outdoor Activities; Francia Visión General del País Turespaña 2019; Barometre des Vacances Ipsos 2019

4.1.6 Adventure tourism in France³⁶

France is the third largest market in Europe, according to UNWTO. Nature tourism increases every year. In 2019, 23% of tourists went to the mountains for holidays and 24% to the countryside.

- The country has around 180,000 kilometres of signposted trails for hiking, 62,600 signposted kilometres for mountain biking and 80,000 kilometres recognized for equestrian tourism. France, along with Germany, is the leading destination in Europe in terms of receiving bicycle touring trips. The international visitor represents almost 25% of the total.
- The importance of nature tourism in France is reflected by the large number of visits in protected areas.
 - > 11 national parks, eight in mainland France, four of which are in the high mountains, the Cévennes national park located in the middle mountains, the Port-Cros national park and the Calanques semi-terrestrial, semi-marine national park. The parks have around 8,5 million visitors, represent 9,5% of France's territory (60.728 km²), of lowland forests; and three overseas, in Guyana, Reunion and Guadeloupe .
 - > 54 regional natural parks (52 metropolitan and 2 overseas), covering over 7.000.000 hectares. 9 of the 14 French biosphere reserves are located in the Parks.
- Nowadays, the Regional Natural Parks offer 2 million accommodation places.
- "Grand Site de France" is the hallmark granted by the Department of Ecology, Sustainable Development and Energy, aimed to promote nature conservation. 41 natural areas belong to this network (www.grandsitedefrance.com). In 2019, these natural areas had more than 32 million visits.
- In Europe, France, along with Germany, is the primary destination for cycle tourism.
 - > International visitors represent almost 25% of the total.
 - > The cycle holidays made by the French in France represents 8,6M. The net expenditure of the cycle tourist is an average of 68€ per day, much higher than that of the conventional tourist.
 - > Direct revenue generated by cycle tourism mounts to 2,5 billion euros (2.503 M€), with an added value of over 1 billion euros (1.043 M€).
 - > Almost 13.500 jobs are created directly by the cycle tourism economy.
 - > Indirectly, cycle tourism represents 60% of revenue, coming from 2 different sectors: professional associations, federative entities and events (28%), and the production and sales of bicycles and accessories (32%).

36. Preferences of Europeans towards tourism; www.grandsitedefrance.com; www.ffrandonnee.fr; Impact économique et potentiel de développement des usages du vélo en France; France Buzzseekers&Explorers; Barometre-Opodo 2019 (from Tourmag)

- The 5 top cycling destinations sell by touroperators are:
 - Val de Loire
 - La Provence
 - La Bourgogne
 - La Dordogne
 - L'Alsace
- The 7 classic hiking destinations according to the Fédération Française de Randonnée Pédestre are:
 - Saint James' Way
 - GR-20 in Corsica
 - The Alps, Europe's highest mountains and the GR-5
 - The coast of Brittany and Normandy and the GR-34
 - Trekking route in the Pyrenees GR-10
 - The Stevenson trail and the Cevennes GR-70
 - Auvergne's volcanoes GR-30
- 2 out of 3 have participated in a terrestrial sports activity
- The 5 main activities and number of participants are:
 - Hiking: 15 million
 - Cycling (except MTB): 8,7 million
 - MTB: 7,4 million
 - Alpine skiing: 5,4 million
 - Beach sports: 5,3 million
- New forms of adventure tourism are emerging and are catching on:
 - Tree-top circuit: 4,6 million
 - Nordic walking: 2,6 million
 - Outdoor fitness: 1,8 million
 - Paddle surf: 1,1 million
 - Indoor climbing: 1 million
 - Trail running: 1 million

4.1.7 Characteristics of adventure tourism³⁷

- The outdoor activities are the main reason for holidays for 7% of French tourists and for 22% they have a significant influence
- According to a survey conducted to residents between 15 and 70 years:
 - 3 out of 4 French people have practiced sports or a leisure activity in nature in the last 12 months. This represents 34,5 million participants.
- Activities that visitors are interested in trying for the first time during the holiday season:
 - Scubadiving
 - Hiking
 - Tree-top adventure parks
 - Skydiving and paragliding
 - Canoeing, kayaking and rowing sports
 - Canyoning
 - Jetskiing

³⁷ Impact économique et potentiel de développement des usages du vélo en France 2020; Barometres des sports et loisirs en France 2016; Discover outdoors activities 2018

- The main reasons for doing these activities are:
 - > To relax and disconnect
 - > To be in touch with nature and enjoy the landscape
 - > To be healthy
 - > To have fun
 - > To hang out with friends and family
 - > Etc..
- 22 million French men and women cycle during their holidays.
 - > 31% (16,5 M) have been on a cycling holiday in the last two years.
 - > The 16.5 M of French who have been on a cycling tour in 2017-2018, have completed a total of 10 million cycle-related holidays,
 - > It represents 90M overnight stays,
 - > The duration average is 8,9 overnight stays per holiday (compared to the 5,3 average of the total of holidays made by the French public).

4.1.8 Institutions and entities related to adventure and nature

French Hiking Federation

www.ffrandonnee.fr

More than 3400 local associations assembled in 120 regional committees, which translates into 220.000 licenses in France, as well as 8.000 individual licenses. A semi-professional organization that organizes daytrips and holidays and manages an online shop on their website. They carry out the important task of signposting and documenting

(guides) of the trails, with the recently added technology of georeferencing (GIS). Some of the guides that are edited by this organization correspond to other destinations such as Catalonia and the island of La Palma.

French Cycling Federation

www.ffct.org

They have more than 120.000 members. The MTB section consists of more than 1800 associations (representing almost 50% of the federation's activities)

French Equestrian Federation

www.ffe.com

More than 800 affiliated, representing more than 700.000 licenses (2012). They have developed a site dedicated to equestrian tourism on their website. (www.ffe.com/tourisme). According to Kantar TNS of 2017, 30% of French people who are not yet riders want to try to ride. Practitioners occasional or regular enjoy the "nature" aspect of riding and the relationship with the animal, specific for riding horse.

French Federation for Equestrian Holidays and Tourism

www.chevalfrance.org

Related to equestrian tourism, this federation was created in 1992 with the aim to assemble different establishments and prepare them for these kind of tourists.

Fédération Française de Canoë-Kayak

www.ffck.org

It has more than 700 clubs which welcome more than half a million practitioners either for regular practice or for occasional practice and relies on a network of regional and departmental committees, to be closer to the clubs and their territories, in particular state services and local authorities.

Fédération Française de Voile

www.ffvoile.fr

It is the governing body for the sports of sailing in France and it is recognised by the International Sailing Federation. The federation was originally called the Fédération de yachting à voile.

Fédération Française d'études et de Sports Sous-Marins

www.ffessm.fr

French sports federation specialized in recreational and competition underwater sports, like scuba diving and freediving. It is the main diver training organization in France.

Association Française des Véloroutes et Voies Vertes (AF3V)

www.af3v.org

Founded in 1997, it has as main objective to represent and defend the users of cycle routes and greenways and enhance and develop the network. It has 600 members (80% individuals, 20% user associations, federations, local authorities and tourism players).

Federation of regional natural parks

www.parcs-naturels-regionaux.tm.fr

This federation currently consists of 52 regional parks, looks after the conservation of these protected areas and fights to influence the politics of the environmental management in order to preserve and strengthen the protected areas. It also gives a lot of information about the services and activities that can be enjoyed in the regional parks. Tourism, including certified packages and the promotion of local products are an important part of these activities and services.

National Parks in France

www.parcsnationaux.fr

A national park is managed by several entities: the public establishment of the Park, the deliberative bodies and the advisory bodies. Each protected area as a national park corresponds to a public administrative establishment, placed under the supervision of the Ministry of the Environment and Sustainable Development and Energy (MEDDE). As for regional parks, tourism, including certified packages and the promotion of local products are an important part of these activities and services

4.1.9 Adventure Operators

- In France, there is a growing number of tour operators that offer “soft adventure” activities, aimed at a less sporty public (especially cycling holidays), using the “Vies Vertes” or Greenway routes and in combination with other tourist products.
- The Association for responsible tourism – ATR (www.tourisme-responsable.org) is an organization that comprises 22 small and medium sized travel agents that work together to develop responsible tourism. Active members of the ATR association must respect the following commitments:
 1. Involving and respecting local people in development
 2. Minimize the impact of its activities on the environment
 3. Be respectful of its customers
 4. Apply to yourself what is recommended to others
 5. Promote and promote ATR and Responsible Tourism
- In France there are several very well established agencies that are located in the heart of the country, the classic nature destination, and thanks to the formation of professional guides and the evolution in communication of technology, have grown into specialised companies that offer these types of holidays all over the world (both touroperators and incoming travel agencies).
- These small companies have created groups:
 - Vagabondages www.vagabondages.com, for example, who currently house 8 specialised touroperators working together to offer a professional service in accordance with the conservation and preservation criteria of the areas they operate in. The group also operates as a commercialization network for the products that are created by the associated companies.
 - Sentiers Croisés that assembles 8 companies that are working together. (www.randonades.com/sejour-randonnee/reseau-sentiers-croises#page)
- Typically, one agency creates a product in a determined area to then distribute the product between all the associated companies.
- The main professional associations of tour operators and travel agencies are SETO www.seto.to, Syndicat des Entreprises du Tour Operating and SNAV www.snav.org, Syndicat National des Agences de Voyages.
- French based Tour Operators often make cross-selling, so they also sell also to French-speaking countries like Canada, Switzerland or Belgium

Among the main tour operators of active and nature tourism that offer holidays in the MEDUSA area and similar regions, are the following:

TOUR OPERATOR	WEB	PRODUCTS
Aeromarine	www.aeromarine.fr	Diving
Akaoka	www.akaoka.com	Walking
Allibert	www.allibert-trekking.com	Walking, Cycling, Snow
Aquarev	www.aquarev.com	Diving
Arcanson	www.arcanson.com	Walking, Cycling, Snow
Arts et Vie	www.artsetvie.com	Culture & Arts
Arvel Voyages	www.arvel-voyages.com	Culture, walking
Cap Rando/Cap Randonnée	www.cap-rando.com	Horseriding, walking
Caval and Go	www.cavalngo.com	Horseriding
Cavaliers du Monde	www.cavaliers-du-monde.com	Horseriding
Chamina voyages	www.chamina-voyages.com	Aventure
Chemins du Sud	www.cheminsdusud.com	Walking
Cheval D'Aventure	www.cheval-daventure.com	Horseriding
Compagnie des sentiers maritimes	www.sentiersmaritimes.com	Walking
Cyclomundo	www.cyclomundo.com	Cycling
Destination Grimpe	www.destination-grimpe.com	Climbing
Destinations Cheval	www.destinations-cheval.com	Horseriding
DSO	www.dso-sports.com	Walking, cycling
Envol Espace	www.envol-espace.fr	Cultural & General
Escursia	www.escursia.fr	Nature, Birdwatching, Safaris
Esprit D'Aventure	www.esprit-daventure.com	Aventure
Expedes	www.expedes.com	Climbing, snow, trekking, mountaineering
Fun and Fly	www.fun-and-fly.com	Surf
Grand Angle	www.grandangle.fr	Walking, Cycling, Snow
Huwans Aventure	www.huwans-clubaventure.fr	Aventure
Intermèdes	www.intermedes.com	Culture & Arts
La Balaguère	www.labalaguere.com	Walking
La Bicyclette Verte	www.bicyclette-verte.com	Cycling
La Pèlerine	www.lapelerine.com	Walking
Montagnes du Monde	www.montagnesdumonde.fr	Climbing, snow, mountaineering
Natura	www.e-natura.com	Walking, snow
Nature & Terroir	www.nature-terroir.com	Nature, Birdwatching
Nomade	www.nomade-aventure.com	Aventure
Oceanes	www.oceanes.com	Diving
Oxalys Randonnée	www.oxalysrandonnees.com	Walking, snow
Point Voyages	www.point-voyages.com	Aventure
Rando Cheval	www.randocheval.com	Horseriding

TOUR OPERATOR	WEB	PRODUCTS
Rando Oiseaux	www.rando-oiseaux.fr	Birdwatching
Randonades	www.randonades.com	Walking
Sans Frontières	www.sans-frontieres.fr	Cultural & General
Suboceca	www.suboceca.com	Diving
Sur les hauteurs	www.surleshauteurs.com	Aventure
Tamera Voyages d'Aventure	www.tamera.fr	Trekkings +6000m
Terres d'Aventure	www.terdav.com	Aventure
UCPA	www.ucpa.com	Aventure
Velorizons	www.velorizons.com	Cycling
Vertical Voyages	www.vertikal-voyages.fr	Climbing, Kayak, Sky, MTB
Voyages Escalade	www.escalades.fr	Climbing
Voyageurs du Monde	www.voyageursdumonde.fr	Cultural & General

49 agencies identified in France – 15 agencies selected (in bold)

4.1.10 Adventure Specialised Media & Portals

The main tourist guides (on paper and online) are: Routard, Petit Futé, Lonely Planet. The “hors-séries” (special editions of magazines) are also important as they stay around 3–4 years in French households.

TYPE	NAME	WEB	DESCRIPTION
Magazine	Carnets d'Aventures	www.expemag.com	General Magazine about nature and nature travel tourism
Magazine	Outdoor Go	https://www.outdoorgo.com/	General Magazine about nature and nature travel tourism Magazine
On-line Magazine	Outside	https://www.outside.fr/	General Outdoor Magazine
On-line Magazine	Les Others	https://www.lesothers.com/	Outdoor, travel and photography
Magazine	Wider Mag	https://www.widermag.com/	Focused on trails but with information about kayaking, canoening, bike or trekking
Magazine	Escape	www.freepresse.com/portfolio/escape/	Trekking Magazine
Magazine	GEO	www.geo.fr	General and nature travels
Magazine	La Montagne & Alpinisme	www.ffcam.fr	Club Alpin Magazine
Travel guide	Le Petit Fute	www.lepetitfute.com	Editorial with travel guides
Magazine	Passion Rando	www.ffrandonnee.fr	Magazine of Federation Française of walking
Magazine	Pyrénées Magazine	www.pyreneesmagazine.com	Nature and travel Magazine
Magazine	Montagnes Magazine	https://www.montagnes-magazine.com/	Mountain activities, mountaineering and shoesnowing

TYPE	NAME	WEB	DESCRIPTION
Magazine	VTT magazine	https://www.editions-lariviere.fr/vtt-magazine/	Mountain bike
Magazine	Sport Eco	www.sporteco.com	Professional sport Magazine
Magazine	200 Le vélo de route	https://www.200-lemagazine.cc/	Bike travels
Magazine	Canoë-Kayak Magazine	https://www.canoë-kayak-mag.fr/	Sea and river kayaking activities and travels
Magazine	Trek Magazine	www.trekmag.com	Trekking and mountaineering Magazine
Magazine	Cheval Magazine	http://www.chevalmag.com/	Horse and horse riding
On-line Magazine	Chilowé	https://www.chilowe.com/	Microadventures
On-line Magazine	2 jours pour vivre	https://www.2journspourvivre.com/	Microadventures
Magazine	Velo Vert Magazine	www.velovert.com	MTB Magazine
Magazine	Plongez	https://www.plongez.fr/	Diving Magazine
Magazine	Subaqua	http://subaqua.ffessm.fr/	Diving Magazine from the Federation
Magazine	Voiles et Voiliers	https://voilesetvoiliers.ouest-france.fr/editions-numeriques/#/fr/	Sailing Magazine

4.1.11 Main international tourism and adventure events

The table below shows the main important and international fairs France, specialised in adventure and nature tourism.

TYPE	DATES	LOCATION	WEB	DESCRIPTION
Salon Tourisme et Nature Tourissima	January	Lille	www.salons-du-tourisme.com/Lille	General and nature tourism fair. The last edition in 2020 has 18,300 visits, which 401 were professionals, 253 clubs and associations. There were 266 expositors.
Salon du l'ski	January	Chambery	www.grandski.org	Grand Ski is the international meeting for mountain tourism and winter sports. There are around 450 general and specialised tour operators from France and around the world.
Salon de la Plongée	January	Paris	www.salon-de-la-plongee.com	International fair for diving. It is a combination of diving events, but also information for the environmentally management of diving tourism.
Salon Tourisme Mahana	February	Lyon	www.salons-du-tourisme.com/Lyon	General tourism fair but with a great participation of adventure touroperators. The last edition in 2020 received 25.500 visits, from which 678 were professionals, 147 clubs and associations. There were 260 expositors.

TYPE	DATES	LOCATION	WEB	DESCRIPTION
Destinations Nature Paris	March-April	Paris	www.destinations-nature.com	Fair that will start as a hiking fair and that has been expanded to active and sustainable tourism. Representatives of regions, travel agencies, accommodation companies, communication media
Salon du Randonneur Lyon	March-April	Lyon	www.randonnee.org	Exhibitors mainly French but also from other countries. In fact, one of the interests of the fair is to promote the Rhône-Alpes region
Salon Mondial du Tourisme	March	Paris	www.salons-du-tourisme.com/Paris	The biggest International Tourism Fair in France. There is a space for Nature and Mountain. The last edition in 2019 have 101 000 visits, from which 2 868 were professionals, 553 clubs and associations. There were more than 600 journalists and 335 expositors.
Salon de l'Escalade	November	Lyon	www.salon-escalade.com	First edition in 2019. New fair dedicated to climbing. The Climbing Fair is an unmissable event for visitors – whatever their level and their practice, to rub shoulders with manufacturers, professionals and actors of the associative world of climbing.
STIV Colmar	November	Alsace	www.sitvcolmar.com	International general tourism and travel fair, which is held in the Alsace area, bordering Germany, with a section of solidarity tourism and fair trade. A small part of the fair is dedicated to hiking and active tourism
Salon du Cheval	December	Paris	www.salon-cheval.com	International horse fair with part of the fair dedicated to equestrian tourism
Salon Nautique	December	Paris	www.salonnautiqueparis.com	International fair dedicated to passionate of water sports, from sailing to other sports like surfing, kitesurfing, paddling. In 2018 there were 204.000 visitors and 825 expositors

4.1.12 Highlights of France for Adventure Market

France is a source market for MEDUSA project because:

- Market of interest for all partners
- European country with more infrastructure for walk, cycle and equestrian tourism
- Published information available on adventure and nature-based tourism, disseminated by various organizations of the own country and Europeans.
- Existing specialised tour operators in adventure and active tourism. Two of the partners are within the most popular destinations
- French based Tour Operators often have bookings from French-speaking countries like Canada or Switzerland or Belgium.

4.2 GERMANY

GENERAL INFORMATION

Surface	357.580 km2
Estimated population (2019)	83.019.213
Population density (2019)	232 hab/km2
Currency Unit	Euros
PIB 2019	3.435.990M.€
PIB per capita (2019)	41.350€



4.2.1 Travel Trade³⁸

According to the UNWTO (2018), Germany is the third largest outbound market for tourism with \$89 billion spent on foreign trips. Over half (53%) of the German population takes at least one holiday abroad each year.

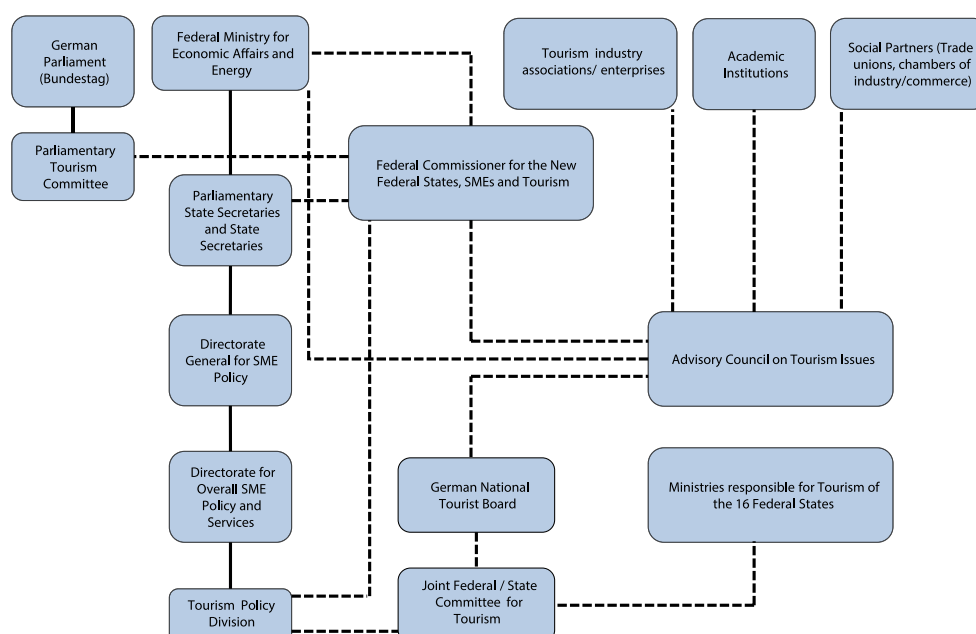
The federal government, through the Federal Ministry of Economic Affairs and Energy (BMWi), is responsible for directing the country's tourism policy, while the 16 Federal States are the ones that develop and promote tourism.

The Federal Ministry of Economic Affairs and Energy has the support of the Advisory Council on Tourism Affairs, which includes part of the government, companies and unions. The National

Tourism Board of Germany (GNTB), which works in coordination with the "Länder" and the Foreign Chambers of Commerce, is responsible for promoting Germany abroad.

For their part, the governments of the "Länder" are responsible for designing and implementing policies to promote tourism. Each Länder has a tourist association where the regions, municipalities and DMCs of the territories are represented. In addition, tourist offices coordinate local businesses and the local tourist offices coordinate the work of small locals

Tourism funding at the municipal, regional and Länder levels comes from a variety of sources: public funds, spa product taxes, or hotel taxes.



Source: OECD (2018), "Germany", in OECD Tourism Trends and Policies 2018, OECD Publishing, Paris.

38. OCDE country profiles Germany 2018; Alemania, Estructura del sector turístico Turespaña 2019; Alemania Mercado Emisor Turespaña 2019

In Germany there are more than 2,500 tour operators, but in general, seven large groups dominate, which in turn have several brands, hotel holdings, receptive agencies and a strong distribution structure with chains of own agencies or franchises. At the head of this group are three main vertically integrated consortia: TUI Deutschland, Thomas Cook and DER, which together account for more than a third of revenue volume (36.1%). These large tour operators sell mainly sun and beach holidays, hotels, services, although in recent years they have also entered the market of activity packages, especially for groups. For example, TUI has expanded its business in routes, activities and experiences in destination after reorganizing last year their incoming brand under the new name of "Destination Experiences".

Along with the large tour operators, the market has a significant number of smaller, specialized and independent tour operators. They are aimed, in general, at a tourist of medium to high purchasing power, offering products – tailor-made or in groups – very differentiated, to respond to the full spectrum of motivations outside the sun and beach, therefore they

are the ones that mostly commercialise adventure tourism products. With their appearance on the market, the boundaries between travel agents and tour operators are blurred, as some of them also sell their products through retail agencies (for example, the tour operator ASI).

4.2.2 Flight connections and airports³⁹

Germany has 31 public airports. The most important one is Frankfurt airport, number four in terms of passenger traffic in the world (69 million passengers a year), with flights to 291 destinations in 94 countries. Munich is the second biggest airport in Germany, with more than 46 million of passengers. The other airports with more than 12 million passengers are Düsseldorf and Berlin Tegel have more than 20 million passengers, Hamburg airport with more than 17 million and Cologne Bonn, Berlin Schönefeld and Stuttgart airports around 12 million.

39. www.flightconnections.com; <https://airmundo.com/>

The table below shows the direct flights from Germany to the airports of Medusa countries⁴²:

GERMANY	CATALONIA	Companies	Frequency
Hamburg (HAM)	Barcelona	Germanwings, Eurowings, TUIfly	46 per week
Cologne-Bonn (CGN)	Barcelona	Germanwings, Eurowings, TUIfly	46 per week
Berlin (SXF)	Barcelona	Ryanair, Easyjet	39 per week
Frankfurt (FRA)	Barcelona	Ryanair, SuneExpress, Lufthansa	110 per week
Berlin (TXL)	Barcelona	Vueling	14 per week
Stuttgart (STR)	Barcelona	Germanwings, Eurowings, Czech Air.	45 per week
Munich (MUC)	Barcelona	Vueling, Lufthansa, Iberia	91 per week
Düsseldorf (DUS)	Barcelona	Eurowings, Vueling	39 per week
Nürnberg (NUE)	Barcelona	Vueling	5 per week
Hannover (HAJ)	Barcelona	Vueling	14 per week
Hahn (HHN)	Girona	Ryanair	4 per week
Memmingen (FMM)	Girona	Ryanair	3 per week
Niederheim (NRN)	Girona	Ryanair	7 per week
Kalsruhe (FKB)	Girona	Ryanair	4 per week
Bremen (BRE)	Girona	Ryanair	4 per week
Frankfurt (FRA)	Girona	Ryanair	2 per week

GERMANY	JORDAN	Companies	Frequency
Memmingen (FMM)	Amman	Ryanair	3 per week
Frankfurt (FRA)	Amman	Lufthansa, Royal Jordanian	21 per week
Munich (MUC)	Amman	Royal Jordanian	3 per week
Berlin (SXF)	Aqaba	Easyjet	1 per week
Cologne-Bonn (CGN)	Aqaba	Ryanair	2 per week

GERMANY	LEBANON	Companies	Frequency
Stuttgart (STR)	Beirut	SuneExpress	2 per week
Düsseldorf (DUS)	Beirut	SuneExpress, Wings of Lebanon	5 per week
Hannover (HAJ)	Beirut	SuneExpress	3 per week
Berlin (SXF)	Beirut	Wings of Lebanon	3 per week
Frankfurt (FRA)	Beirut	Lufthansa, Middle East Air.	24 per week

GERMANY	PUGLIA	Companies	Frequency
Berlin (SXF)	Bari	Ryanair	6 per week
Hahn (HHN)	Bari	Ryanair	3 per week
Kalsruhe (FKB)	Bari	Ryanair	3 per week
Niederheim (NRN)	Bari	Ryanair	2 per week
Nürnberg (NUE)	Bari	Ryanair	3 per week

42. Tables done by the consultats with the website www.direct-flights.com

GERMANY	PUGLIA	Companies	Frequency
Berlin (TXL)	Bari	Easyjet	3 per week
Düsseldorf (DUS)	Bari	Eurowings	6 per week
Cologne-Bonn (CGN)	Bari	Germanwings, Eurowings	4 per week
Munich (MUC)	Bari	Air Dolomiti	29 per week
Stuttgart (STR)	Bari	Germanwings, Eurowings, Czech Air.	13 per week
Hamburg (HAM)	Bari	Germanwings, Eurowings, TUIfly	4 per week
Frankfurt (FRA)	Bari	Lufthansa	10 per week
Berlin (TXL)	Brindisi	Ryanair, Easyjet	6 per week
Frankfurt (FRA)	Brindisi	Ryanair	5 per week
Memmingen (FMM)	Brindisi	Ryanair	4 per week
Cologne-Bonn (CGN)	Brindisi	Germanwings, Eurowings	2 per week
Düsseldorf (DUS)	Brindisi	Eurowings	2 per week
Stuttgart (STR)	Brindisi	Germanwings, Eurowings, Czech Air.	6 per week
Hannover (HAJ)	Brindisi	Germanwings, Eurowings	2 per week
Munich (MUC)	Brindisi	Germanwings, Eurowings, Lufthansa	4 per week

GERMANY	TUNISIA	Companies	Frequency
Cologne-Bonn (CGN)	Tunis - Carthage	Germanwings, Eurowings, TUIfly	5 per week
Munich (MUC)	Tunis - Carthage	Lufthansa, Tunisair	10 per week
Düsseldorf (DUS)	Tunis - Carthage	Tunisair	4 per week
Frankfurt (FRA)	Tunis - Carthage	Lufthansa, Tunisair	22 per week
Berlin (SXF)	Tunis - Carthage	Tunisair	1 per week
Hamburg (HAM)	Djerba	Tunisair, NouvelAir	1 per week
Düsseldorf (DUS)	Djerba	Tunisair, NouvelAir, TUIfly	10 per week
Stuttgart (STR)	Djerba	NouvelAir	2 per week
Leipzig (LEJ)	Djerba	NouvelAir	2 per week
Berlin (SXF)	Djerba	Tunisair	1 per week
Frankfurt (FRA)	Djerba	Tunisair, NouvelAir, TUIfly	6 per week
Hannover (HAJ)	Djerba	Tunisair, TUIfly	2 per week
Munich (MUC)	Djerba	Tunisair, TUIfly	5 per week
Cologne-Bonn (CGN)	Djerba	Tunisair	1 per week
Cologne-Bonn (CGN)	Monastir	Germanwings, Eurowings, TUIfly	4 per week
Leipzig (LEJ)	Monastir	NouvelAir	3 per week
Munich (MUC)	Monastir	Tunisair, NouvelAir	7 per week
Düsseldorf (DUS)	Monastir	Tunisair, NouvelAir	7 per week
Frankfurt (FRA)	Monastir	Tunisair, NouvelAir	4 per week
Berlin (TXL)	Monastir	NouvelAir	5 per week
Hannover (HAJ)	Monastir	NouvelAir	2 per week
Stuttgart (STR)	Monastir	NouvelAir	3 per week
Berlin (SXF)	Monastir	Tunisair	1 per week
Hamburg (HAM)	Monastir	Tunisair	per week

4.2.3 Bank holidays and school holidays⁴¹

Holidays in Germany are basically concentrated in summer months, with good weather. In 2019, 19% of trips were concentrated in spring, 50% in the three summer months, 24% in October and 8% in winter.

According to a report by the European Labour Relations Observatory (EIRO), Germany is the European champion on rest days. Employees in the country enjoy a total of 40 days off per year, considering holidays and festivities.

Day	Date	Holiday Name	German Name	Type	Comments
Friday	Jan 01	New Year's Day	Neujahrstag	Public Holiday	
Wednesday	Jan 06	Three King's Day	Heilige Drei Könige	Regional Holiday	Baden-Württemberg, Bavaria, Saxony-Anhalt
Monday	Feb 15	Fasching	Fastnacht	Not A Public Holiday	Not a Public Holiday
Monday	Mar 08	International Women's Day	Tag der Frau	Regional Holiday	Berlin
Friday	Apr 02	Good Friday	Karfreitag	Public Holiday	
Sunday	Apr 04	Easter Sunday	Ostersonntag	Regional Holiday	Brandenburg
Monday	Apr 05	Easter Monday	Ostermontag	Public Holiday	
Saturday	May 01	Labour Day	Tag der Arbeit	Public Holiday	International Workers' Day
Sunday	May 09	Mother's Day	Muttertag	Not A Public Holiday	2nd Sunday in May. Not a public holiday
Thursday	May 13	Ascension Day	Christi Himmelfahrt	Public Holiday	39 days after Easter Sunday
Thursday	May 13	Father's Day	Vatertag	Not A Public Holiday	Celebrated on Ascension Day
Monday	May 24	Whit Monday	Pfingstmontag	Public Holiday	7th Monday after Easter
Thursday	Jun 03	Corpus Christi	Fronleichnam	Regional Holiday	Several states
Sunday	Aug 15	Assumption Day	Mariä Himmelfahrt	Regional Holiday	Bavaria, Saarland
Saturday	Sep 18	Oktoberfest	Oktoberfest	Not A Public Holiday	Start of Oktoberfest. Not a public holiday.
Monday	Sep 20	World Children's Day	Weltkindertag	Regional Holiday	Not confirmed
Sunday	Oct 03	German Unity Day	Tag der Deutschen Einheit	Public Holiday	National Day
Sunday	Oct 31	Reformation Day	Reformationstag	Regional Holiday	Several states
Monday	Nov 01	All Saints' Day	Allerheiligen	Regional Holiday	Several states
Wednesday	Nov 17	Repentance Day	Buß- und Bettag	Regional Holiday	Saxony
Saturday	Dec 25	Christmas Day	Weihnachtstag	Public Holiday	
Sunday	Dec 26	St. Stephen's Day	Zweiter Weihnachtsfeiertag	Public Holiday	Second day of Christmas

Source: www.officeholidays.com

41. www.officeholidays.com; www.eurofound.europa.eu/es/observatories/eurwork; www.schoolholidayseurope.eu; Alemania Mercado Emisor Turespaña 2019

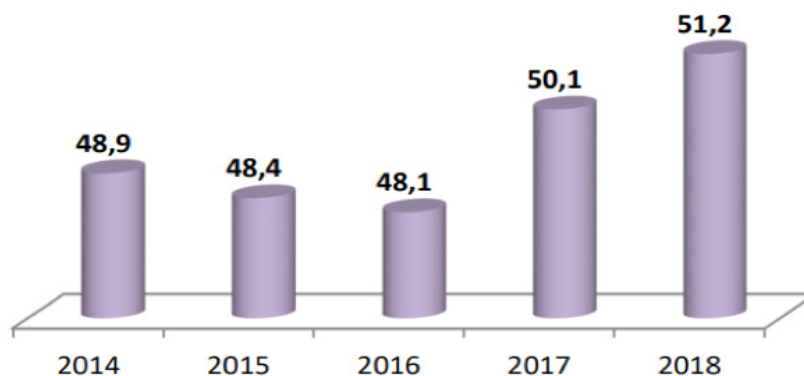
The exact dates of the school holidays in Germany depend on the education governments of each Länder and are scaled so that not all Germans go on holiday at once. Throughout the year the holidays are distributed as follows:

- Summer holidays: six weeks,
- Autumn holidays: two weeks
- Christmas holidays: two weeks
- Winter holidays (February / March): one week
- Easter holidays: one or two weeks

4.2.4 Market Volume⁴²

In 2018, 78% of the German-speaking population in Germany made at least one holiday trip lasting more than 5 days. The number of trips reached 70.1 million, which is equivalent to 55 million travellers. Of the 70.1 million holiday trips of more than 5 days, 55 million correspond to the so-called main annual holidays and the rest are additional trips.

Outbound travels millions (+5 days)

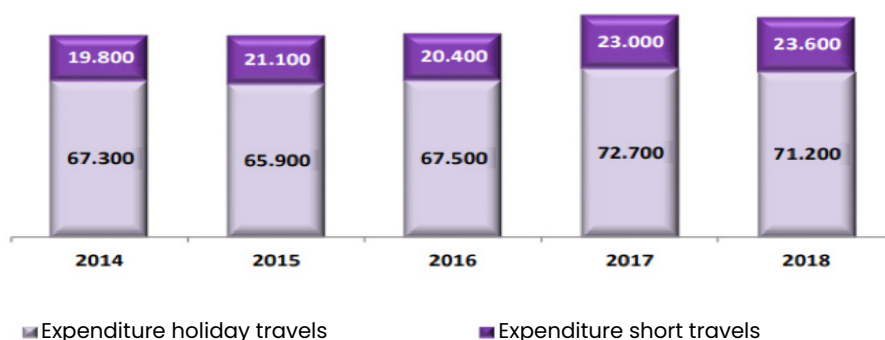


Source: DRV Fakten und Zahlen. 2013-2019

Total spending amounts to 94,800 million euros, according to estimates of the German Association of Tour Operators and Travel Agencies (DRV) based on the data of German Federal Bank, 77% is spent on travels abroad.

⁴² Alemania Estructura del Sector Turístico Turespaña 2019; Alemania Mercado Emisor Turespaña 2019; OECD Tourism Trends and Policies 2018

Total expenditure



Source: ReiseAnalyse 2019 (FUR), mentioned in Turespaña 2019

Regarding the average expenditure per person for trips of more than 5 days (national and international), in 2018 there had been a slight decrease compared to the previous year 1,017 euros (in 2017: 1,145 euros). For trips to the Mediterranean the average cost is 1,098 euros.

Concerning MEDUSA countries, the UNWTO report for outbound tourism of Germany, trips abroad by resident visitors to countries of destination (2019), indicates that Italy and Spain are in the top five outbound countries. Tunisia and Jordan have a good upward trend, while the growth in Lebanon is moderate.

5 TOP COUNTRIES	2017	2018	% change
Austria	13.442.884	14.092.157	4,83
Italy	14.656.576	15.701.598	7,13
France	12.256.164	12.272.217	0,13
Spain	11.897.376	11.414.481	-4,06
Netherlands	5.243.000	5.689.000	8,51
MEDUSA COUNTRIES			
Tunisia	203.877	333.245	63,45
Lebanon	96.711	104.167	7,70
Jordan	49.194	74.174	50,78

Source: prepared by authors based on data from UNWTO 2019

4.2.5 Traveller profile, behaviour and trip organisation⁴³

Below is the general profile of the German traveller, their motivations for traveling, and the organization of the trip.

Traveller profile

- The average age is 48.5 years, with the largest group being between 50–59 years (18.2%).
- 62% live as a couple or are married.
- 12% have a university degree, while more than a third have completed high school or vocational training.
- Almost half (44%) work full-time, 25.2% are retired and 10.6% are still studying or completing their training.
- 38% live in two-person households.
- Children under the age of 17 live in 36.5% of households.
- 19.5% of households have a net monthly income of more than 4,000 euros.
- 84% of Germans use the Internet

Traveller behaviour

- 78% of the population go, at least, on one holiday trip a year
 - 5+ days trips: 71 million
 - Short breaks (2 to 4 days): 88 million
- Germany remains the most important holiday destination
- The Mediterranean destinations were able to grow towards a market share of 38% of all holiday trips.
- 8% of all holiday trips are long distance

trips

- The average stay abroad is 13 days and for long-haul travels 19 days.
- Average expenditure per long trip is 1,017€ (in 2018) and 268€ in short trip (2018)
- 61% of the travellers think that sustainability on holiday is important, but concerning the specifically behaviour, sustainability plays a rather subordinate role
- 36% of German walk or ride during the holidays,
- Sun and Beach is the main motivation (68%). Enjoy the nature (48%), live new experiences (38%), visit other countries (33%), meet local people (28%), be active (28%).

Trip organisation

- For travel abroad 58% travel by plane, 32% by car, 5% by bus and 2% by train
- For trips abroad, 57% stay in hotels, 18% in apartments and 5% in camping
- Package tours continue to dominate (42%) over individual accommodation bookings (35%)
- 44% book holidays on-line, 39% face to face, 15% by phone, 10% via email
- To get inspired and informed, slightly more than 25% look at the destination websites, around 25% look at brochures or catalogues, ask travels agencies or accommodation websites.
- The opinions and recommendations of friends, and family are very important for German travellers.

43. Alemania Mercado Emisor Turespaña 2019; Reiseanalyse 2020; Germany buzzseekers and explorers; Discover Outdoor activities 2017;

- 2.6 million different online and offline sources are used for travel planning
- Germans like to find facts about accommodation, prices, destination while they look for information
- The Germans start thinking about their holidays well in advance. For tour packages, 34.2% booked the package more than 6 months and only 9.3% less than two weeks in advance
- The main booking channel is still through travel agencies (30%)

4.2.6 Adventure tourism in Germany⁴⁴

In Germany, nature conservation and outdoor activities are closely related. There are different types of protected areas, defined in the German Federal Nature Conservation Act (BNatSchG). Most of them are nature conservation areas, national parks, biosphere reserves, landscape protection areas, natural parks and Natura 2000 sites.

In November 2005, EUROPARC Germany launched the 'National Natural Landscapes', with the following aims⁴⁵:

- "Provide a joint marketing and communication vehicle for all German large-scale conservation areas
- Establish a uniform corporate design for all large-scale conservation areas
- Boost awareness and the appreciation of national natural landscapes
- Enhance the national and international

importance of large-scale conservation areas, for example in sustaining biodiversity in Germany

- Attract additional funding for large-scale conservation areas"

Nature conservation areas are established to preserve, develop or restore habitats and their flora and fauna, avoiding any activity that may harm or destroy them. Some of the nature conservation areas in Germany are:

National Parks

Germany currently has 16 national parks covering a total of 1,047,859 ha. National parks cover about 0.6 percent of German territory, excluding marine areas. National Parks are designated by the Länder, in coordination with the Federal Ministry for the Environment, Nature Conservation, Construction and Nuclear Safety and the Federal Ministry for Transport and Digital Infrastructure.

National Nature Monuments

According the Federal Agency for Nature conservation: "Nature monuments are areas that have been designated in a legally binding manner and that for reasons of science, natural history, cultural history or national heritage, and because of their rarity, special characteristics or beauty are of outstanding importance. National nature monuments have to be protected in the same manner as nature conservation areas."

44. www.bfn.de; www.dw.com; www.germany.travel

45. www.nationale-naturlandschaften.de

Biosphere Reserves

In Germany, there are 16 UNESCO Biosphere Reserves. Their main objectives are to preserve, develop or restore landscapes with traditional uses or with a native flora and fauna diversity. They also are a model for developing and testing sustainable operating methods in all sectors of the economy.

Landscape Protection Areas

Landscape Protection Areas aim to maintain, develop or restore the functioning of the ecosystem and its services.

Nature Parks

Nature parks are established with the aim of protecting and conserving landscapes and their natural ecosystems. Germany currently has 104 nature parks, which cover 28.4% of the land area, that it means, a total area of 10.1 million hectares.

Wetlands of International Importance

Germany have 34 areas of wetlands with a total area of 668,228 hectares. These "Wetlands of International Importance" are not part of the federal law on nature conservation.

Germany is one of the largest markets in Europe for bicycle tourism, both domestic and abroad. In 2009, 4.9 million Germans went on a bicycle holiday with at least one night. In total, cycling in Germany generates annual sales of 9.16 trillion euros and generates around 186,000 jobs.

Germany has developed a dense network of bicycle routes with more than 200 long-distance routes and more than 12,000km of high-quality cycle paths. Germany has exceptionally good infrastructures for the practice of cycling, both in terms of signposting and in terms of tourist services. All over the country, there are accommodations designed for cycling tourism, marked with the Bett+Bike logo of the "Allgemeiner Deutscher Fahrradclub" (ADFC)⁴⁶

The most important cycle routes in Germany are:

- **Baltic Sea Cycle Route:** approximately 800 kilometer-long it runs from Flensburg along the Baltic Sea coast to Ahlbeck on the island of Usedom
- **Main Cycle Route:** it leads through almost 600 kilometres, from the River Main source to its estuary.
- **Elbe Cycle Route:** it is about 1,220 kilometres long. In Germany, the route goes along 840 kilometres to Cuxhaven, where the Elbe flows into the North Sea. The cycle routes are mostly asphalted, flat and car-free.
- **Lake Constance Cycle Route:** This route leads along the Alps from the largest lake in Germany, Lake Constance, to the most beautiful mountain lake in the country, the Königssee.

46. <https://www.bettundbike.de/>

The 3rd of July is traditionally the “German Hiking Day”. There are around 200,000 kilometres of hiking trails in Germany, with excellent signposting and with a big range of landscapes (mountains, seas and lakes, forest and cities and villages). The most famous hiking in the country are:

- Painter’s Way
- Wine on the Rhine
- Lüneburg Heath in northern Germany
- Allgäu Alps in southern Germany
- Way of Saint James in Germany “Jakobsweb”
- Goethe’s path
- The Rennsteig
- The Iron Curtain
- The Wadden Sea

4.2.7 Characteristics of adventure tourism⁴⁷

The profile of German adventure travellers is very similar to the nature, cyclist and walkers ones. Their main motivations to make adventure tourism are health, nature, relaxation or the diversity of the landscape. They do not take care about issues like luxury or comfort levels. But there exist some differences if they are “older adventurers” or “young adventurers”.

General characteristics:

- The age of adventure tourists is between 18 and 70 years.
- Travel with couples (32%) or groups of friends (35%).
- They usually go in groups of 5 to 15 people.
- They often go with a guide, especially on routes abroad. They are the market that uses organized stays the most.
- Most (78%) do not have children under the age of 18, 15% have only one child.
- The average corresponds to families with incomes over 1,500 euros (in 2008).
- Educational level, most have secondary (37%) and higher education (26%).
- Between 10% and 15% of hikers practice long routes.
- 79% of outdoor trips take place between May and the end of August.
- The average adventure trip in nearby countries is between 5 and 7 days, while on long distance trips, the stay is more than 10 days.
- Have a wide range of interests including reading, photography, music concerts, winter sports, water sports, yoga, visiting museums, eating out and more
- They like to try local cuisine, purchase locally produced products and experience cultural and meet locals

47. Germany buzzseekers and explorers; The market of hiking in Germany 2014; Research Segmentation Study Germany 2016; Whats so new about hiking?

Older adventurers:

- Aged from 45 to 64 years old
- Well educated and well-travelled
- They prefer to book all in advance, even if sometimes they book additional last-minute activities
- They travel usually with another person
- They prefer “soft” activities

Younger adventurers:

- Aged between 25 and 34 years old
- They travel with another person or small groups (family or friends)
- They prefer hard adventure or riskier routes.
- They prefer authentic experiences and adventures rather than visiting the classic landmarks.
- They look for new experiences and like active holidays with some challenge
- Like to meet local people and discover new cultures

4.2.8 Institutions and entities related to adventure and nature⁴⁸

Forum Anders Reisen

www.forumandersreisen.de

Association of German travel agencies with conscious and responsible tourism commitments. The agencies that are part of it are committed to basing their travels on people and the environment, using local resources responsibly and respecting foreign cultures. Forum Anders Reisen was founded in 1998 and has more than 100 members.

Deutscher ReiseVerband (DRV)

www.driv.de

It is the German Association of tour operators and travel agencies. It represents travel agencies of all sizes and types, tour operators, service providers and foreign tourism organizations. It is important to know that it is the 3rd largest association in the world of this kind behind the American ASTA and the British ABTA.

Allianz Selbständiger Reiseunternehmen-Bundesverband e.V. (ASR) - www.asr-berlin.de

Alliance of independent travel agencies, based in Berlin, which is the professional organization of travel agencies and tour operators in the SME sector; They are considered independent because they do not belong to any business group.

48. www.germany.travel

AER

www.aer.coop.de

Cooperative that joins 1000 independent agencies.

Verband der Unabhängiger Selbständiger Reisebüros e.V. (VUSR) - www.vusr.de Association of independent travel agencies.

Futouris

www.futouris.org

Association of sustainable tourism open to all companies in the tourism sector that promotes projects focused on the sustainability guarantee of tourist destinations and on the research in this field.

Naturfreunde

www.naturfreunde.de

Association for the nature protection applied to tourism, sport and culture. There are federations within Germany, as well as own associations in Austria and Switzerland. Founded in Vienna in 1895, it has more than 350,000 members belong to the international movement NaturFreunde. The umbrella organization NaturFreunde Internationale (NFI) has more than 40 member and partner organizations. In Germany, there are currently more than 67,000 members in 550 local volunteer groups for the sustainable development of society.

German Hiking Association

(Deutscher Wanderverband)

www.wanderverband.de

Organization made up of 58 regional associations (December 2018), with around 600,000 members in more than 3,000 local groups. The organization offers guided routes, preserves hiking trails, publishes articles and news, and publishes hiking maps. In addition, it carries out practical conservation work. They have a youth organization called Deutsche Wanderjugend.

German National Cyclists' Association (ADFC)

www.adfc.de

Non-governmental and non-profit association with more than 190,000 members. The association provides legal coverage for cyclist tourists, promotes the use of bicycles, monitors the tourism industry, collaborates with institutions in favour of mobility on bicycles and collaborates with laws on safety and the environment related to bicycles. .

Bund Deutscher Fahrrader - www.rad-net.de

The BDR or Bund Deutscher Fahrrader issues racing licences, organises training for cyclists, promotes youth cycling, and controls cycle races in Germany. The BDR also protects and advocates for the interests of both sporting and leisure cyclists.

German Ski Association (DSV)

www.deutscherskiverband.de

The association has 20 state associations as members, and three more associations: "friends of skiing (FdS)", "German Shooting Association" and "Snowboard Association Germany (SVD)", with a total of 650,000 skiers. There is a total of 7.39 million active alpine skiers, 2.36 million cross-country skiers and 1.98 million snowboarders in Germany.

Snowboard Germany -

www.snowboardgermany.com

Snowboard Germany is the leading association for snowboarding in Germany. They help talents achieve international success and thus ensure the progress and popularity of the discipline.

The Association of German Sport Divers -

www.vdst.de

It was founded on October 17th, 1954, and covers all aspects of sport diving and enables a nationwide service through their clubs. With the VDST, over 75,000 members are active and organized in 926 clubs and 17 state associations as well as individual members.

The German Canoe Association (DKV)

www.canoeicf.com/federation/deutscher-kanu-verband-e-v

It is the largest canoeing association in the world. It has around 122,015 members who are organized in around 1,300 associations and national associations. The field of work ranges from alpine white-water rafting, contemplative small river hiking and salt water tours to competitive sports. "Trend sports" such as rafting and dragon boat can also be found in the DKV. The DKV sees itself as representing the interests of all canoeists in Germany, it represents not only the canoeists organized in his association, but also the canoeists who practice canoeing in other forms of organization or without organization.

4.2.9 Adventure Operators

Tour operators specialized in adventure tourism, above all, are independent travel agencies that make tailor-made products or propose guided tours. Among the main adventure tourism operators that organize holidays within the areas of the MEDUSA project or areas with similar characteristics, are the following:

TOUR OPERATOR	WEB	PRODUCTS
Abanico Individual Reisen	www.abanico-reisen.de	Walking, cycling, cultural
Abenteuer Wege	www.abenteuerwege.de	Adventure
AmphiTrek	www.amphitrete.de	Walking, cycling, cultural
Asi Reisen	www.asi-reisen.de	Adventure, snow
Avantí	www.avantireisen.de	Adventure, cultural
Berge & Meer	www.berge-meer.de	Adventure
Bike Team RadReisen	www.biketeam-radreisen.de	Cycling
Bike Touring	www.bike-touring.de	Cycling
BUND Naturschutz Service	www.bund-reisen.de	Walking, nature, birdwatching, train
DERTOUR	www.dertour.de	Cycling, hiking, wellness, diving
DIAMIR	www.diamir-reisen.de	Safaris, diving, trekking, culture and nature
Frosch Sportreisen	www.frosch-sportreisen.de	Adventure
Gebeco Länder Erleben	www.gebeco.de	Adventure
Globetrotter Abenteuer	www.globetrotter-abenteuer.de	Walking, cycling, snow
Hauser exkursionen	www.hauser-exkursionen.de	Walking, hiking and adventure
Heideker Reisen	www.heideker.de	Adventure
Lupe Reisen	www.lupereisen.com	Walking
NABU-Reisen - Birdingtours	www.nabu-reisen.de	Birdwatching
NAToURS	www.natours.de	Adventure, snow
Natur und Kultur Wanderstudentreisen	www.natur-und-kultur.de	Hiking and nature
ONE WORLD. Reisen mit Sinnen	www.reisenmitsinnen.de	Walking, cycling, nature, culture
PEDALO Renn_RadReisen	www.pedalo.com	Cycling
Pura Aktiv Reisen	www.pures-reisen.de	Walking, cycling
Radissimo	www.radissimo.de	Cycling
REISE-KARHU	www.reise-karhu.de	Walking, cycling
ReNatour	www.renatour.de	Walking, yoga
Rückenwind Reisen	www.rueckenwind.de	Cycling
Rundreisen	www.rundreisen.de	Adventure
Schulz aktiv reisen	www.schulz-aktiv-reisen.de	Adventure
SKR Reisen	www.skr.de	Walking, cycling, soft adventure

TOUR OPERATOR	WEB	PRODUCTS
UNTERWEGS	www.unterwegs-reisen.de	Adventure
Urlaub und Natur	www.urlaubundnatur.de	Walking, cycling, nature, birdwatching
Vuelta	www.vuelta.de	Cycling
Wikinger Reisen	www.wikinger.de	Walking, cycling

34 specialised agencies 15 agencies selected (in bold)

4.2.10 Adventure specialised Media & Portals

Total media consumption has increased significantly from 2016 data, especially due to a higher amount of time spent on apps or websites on tablets or smartphones and multimedia devices. Despite this development, the highest proportion of media time is still spent watching TV. The leading publications are National Geographic, Conde Nast Traveler, and Outside Magazine.

The specialist journals found in the German market are listed below. It should be noted that associations and federations also publish journals, which are listed in the next chapter on this topic.

TYPE	NAME	WEB	DESCRIPTION
Magazine	Abenteuer Magazine	www.abenteuer-magazine.de	Adventure and Travel magazine
Magazine	Adventure Magazin	www.adventure-magazin.de	Adventure, Travel and outdoor magazine
Magazine	Prime-snowboarding	www.prime-snowboarding.de	Snowboarding magazine
Magazine	Prime.skiing	www.prime-skiing.de	Skiing magazine
Portal	Outdoor Welten	www.outdoorwelten.com	Outdoor activities away from the crowds
Online Magazine	Prime-mountainbiking	www.prime-mountainbiking.de	Online MTB magazine
Magazine	Tauchen.de	www.tauchen.de	Diving magazine
Magazine	Unterwasser	www.unterwasser.de	Diving magazine
Magazine	Unterwasserwelt	www.unterwasserwelt.de	Diving magazine
Magazine	Mountainbike magazin	www.mountainbike-magazin.de	Mountainbike magazine
Magazine	Bike magazin	www.bike-magazin.de	Mountainbike magazine
Magazine	Wandermagazin	www.wandermagazin.de	Walking magazine. Special issue called "ideenlexikon" with the best proposals for hiking and cycling.
Magazine	Trekking Magazin	www.trekkingmagazin.com	Trekking magazine

TYPE	NAME	WEB	DESCRIPTION
Magazine	Outdoor Magazin	www.outdoor-magazin.com	Outdoor Magazine. Monthly hiking and trekking magazine.
Magazine	Wanderlust Magazin	www.wanderlust-magazin.de	Walking magazine
Online Magazine	Bergzeit	www.bergzeit.de/magazin/outdoor-sportarten	Trekking and outdoor online magazine
Online Magazine	Wandertouren magazin	www.wandertouren-magazin.de/home.html	Walking online magazine
Magazine	Radtouren	www.radtouren.de	Cycling magazine
Magazine	Radtouren	www.radtouren-magazin.com	Cycling magazine
Magazine	Alpin	www.alpin.de	Trekking and Mountaineering magazine
Magazine	Natur	www.natur.de	Nature and environmental sustainability magazine
Magazine	Terra	www.tecklenborg-verlag.de	Nature travel around the world
Magazine	Skii magazin	www.skimagazin.de	Skii magazine. The same group has Snow, and Nordic Sports Magazin

4.2.11 Main international tourism and adventure events

Tourism fairs are very numerous in Germany, both aimed at a professional audience, or at specific segments such as caravan lovers. German trade fairs have reflected for years, the importance that consumers in this country place on issues related to nature tourism, the protection of the environment and the quality of the landscapes they visit. Therefore, apart from the most important listed below, there are smaller fairs that are held in different federal states, with representation of nature activities.

TYPE	DATES	LOCATION	WEB	DESCRIPTION
Tourisma and Caravaning	January	Magdeburg	www.expotecgmbh.de	Holiday trends and news from the Caravan industry. In addition to information on holiday and leisure topics, it offers an extensive exhibition program with various slide shows, destination presentations and seniors one day.
CMT – Die Urlaubsmesse	January	Stuttgart	www.messe-stuttgart.de/cmt	Public trade fair for tourism and leisure and camping and caravaning. More than 2,100 exhibitors. cycling, golf, wellness, cruise ships and culture feature on both weekends in their own exhibition areas.

TYPE	DATES	LOCATION	WEB	DESCRIPTION
Fahrrad- & WanderReisen	January	Stuttgart	www.messe-stuttgart.de/fahrrad	Specialised in active holidays and the appropriate accessories. It takes place during one of the CMT weekends.
Inter Dive	January	Frankfurt	www.frankfurt.inter-dive.de	Specialised in diving, with manufacturers, dealers, diving centers and diving ships, resorts, organizers, media and country representatives. More than 10,000 visitors in 2019.
Fahrrad - Reisen - Outdoor	January	Rostock	www.expotecgmbh.de/wDeutsch/messen_inland/fahrrad_reisen_outdoor_fotografie	Outdoor fair focused on biking but with an outdoor and photography area. The exhibitors are on the following categories: bike trade, tour operators & travel agencies, Outdoor (canoeing, paddling, hiking, climbing, clothing), Photography (manufacturer, dealer), associations.
Boot Düsseldorf	January	Düsseldorf	www.boot.com	The world's largest boat and water sports fair. Around 2,000 exhibitors and 250,000 visitors. Nine days focused on boats and yachts, engines and engine technology, equipment and accessories and water sports.
Messe fuer aktive Freizeit	February	Hannover	www.abf-hannover.de	International Holiday & Leisure Trade Fair. Event sections of holidays - Caravaning & Camping - Active & Fit - Bicycle & Outdoor. 800 exhibitors and 92,000 visitors (2019)
Ispo Munich	January-February	Munich	www.ispo.com/munich	Exhibition focused on snow sports, outdoor, health & fitness, urban and team sports. Four days with over 2,800 exhibitors and 80,000 visitors from all over the world.
f.re.e Die Reise- und Freizeitmesse	February	Munich	www.free-muenchen.de	The largest exhibition for recreation & travel in Southern Germany: Travel, Holiday Real Estate, Health & Wellness, Camping & Caravaning, Boats & WaterSports, Outdoor Activities & Sports, Cycling, Horse Riding.
ITB BERLIN	March	Berlin	www.itb.com	One of the biggest travel fairs in the world with more than 11,000 exhibitors from 180 countries and 110,000 trade visitors and 70,000 general visitors (in 2019). It takes an area of 160,000 square meters in 26 halls.
Velo WEEK	June	Berlin, Frankfurt, Hamburg	www.veloberlin.com www.velofrankfurt.com www.velohamburg.com	Bicycle Exhibition and Cycling Travel & Adventure in three different cities. The 2020 edition was done virtually, as the coronavirus.

TYPE	DATES	LOCATION	WEB	DESCRIPTION
Tournatur	September	Düsseldorf	www.tournatur.com	Exhibition specialised in walking, hiking, trekking and cycling. 250 exhibitors from equipment, travel destinations around the world, individual advice and inspiring infotainment. 46,000 visitors (2019)
Inter Dive	October	Friedrichshafen	www.friedrichshafen.inter-dive.de	Diving exhibition with 200 exhibitors from over 30 countries, the popular diving, snorkeling and travel trade fair offers visitors a variety of attractions.
Magdeboot	October (2020)	Magdeburg	www.magdeboot.de	Usually, it takes place on March. 10,000 m² of exhibition space in the 3 exhibition halls showing boats and yachts but also exhibitors from the canoe, kayak, surf and diving are being represented.
Boat and Fun	November	Berlin	www.boot-berlin.com	Boat Show and Water & Outdoor Sports Exhibition. 85,000 square metres and in 14 halls. 816 exhibitors and brands. 50,700 visitors on 2019.

4.2.12 Highlights of Germany

Germany is a source market for MEDUSA project because:

- Second European largest market in adventure tourism
- Market of interest for all partners
- Published information available on adventure and nature-based tourism, disseminated by various organizations of the own country and Europeans.
- Existing specialised tour operators in adventure and active holidays
- Two of the partners are within the most popular destinations
- It has Europe's largest population

4.3 NORWAY

GENERAL INFORMATION

Surface	625.217 km2
Estimated population (2019)	5.328.212
Population density (2019)	14 hab/km2
Currency Unit	Norwegian krone
PIB 2019	359.109M.€
PIB per capita (2019)	67.040€



Source: OECD (2018), "Norway", in OECD Tourism Trends and Policies 2018, OECD Publishing, Paris.

4.3.1 Travel Trade⁴⁹

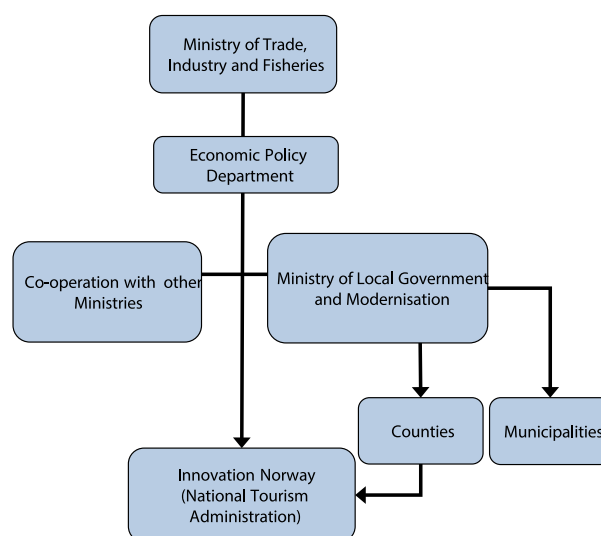
Norway has one of the largest PIB per capita incomes in the world and is one of the countries with the highest purchasing power. Within the three Scandinavian countries, (Norway, Sweden and Denmark), Norway has the oldest population. Between 2008 and 2050 the percentage of residents at least 64 years old is projected to increase by 10%.

According to the study “The Economic Impact of Travel & Tourism 2017. Norway” carried out by The World Travel & Tourism Council (WTTC), in 2016 the tourism industry in Norway represented 4.0% of GDP and employed 6.6% of the active population.

Concerning inbound tourism, domestic tourism (leisure and business) dominates the tourism sector in Norway. In 2016, Norwegians made up 71% of all commercial overnight stays.

The Ministry of Trade, Industry and Fisheries (the “Ministry”) is the responsible for development and regulation in tourism. Innovation Norway is a state-owned company, responsible for national tourism. Its main objective is to increase the tourism economics and to develop value creation in the tourism sector. The focus of Innovation Norway is based on two lines: the product and business development; and the international promotion of Norway as a tourist destination and the brand building.

Regional and local authorities have also responsibility on tourism activities across the country, planning and stablishing the regulations in areas such as infrastructure, public services, national parks and local attractions linked to natural and cultural heritage. Tourism strategies have been implemented in regions and municipalities and some of them, provide financial support to their local destination management company.



Source: OECD (2018), “Norway”, in OECD Tourism Trends and Policies 2018, OECD Publishing, Paris.

49 .OECD Country Profiles Norway 2018; Noruega Estructura del Sector Turístico 2019; Noruega Mercado Emisor 2019

According to the Norwegian Statistical Institute (Statistisk Sentralbyrå), in 2016 there were 811 operators and travel agencies in Norway, with 3,965 employees and a turnover of NOK 31.6 billion (EUR 3.3 billion, with exchange rate 08 / 03/18: € 1 = NOK 9.7135).

The Norwegian tour operating sector is characterized by the small amount of operators accounting for most of the market share. The main tour operators are controlled by foreign capital and have their own airline (Thomas Cook Airlines, TUI Fly Nordic, Novair), as well as various “resorts” in the receiving countries.

4.3.2 Flight connections and Airports⁵⁰

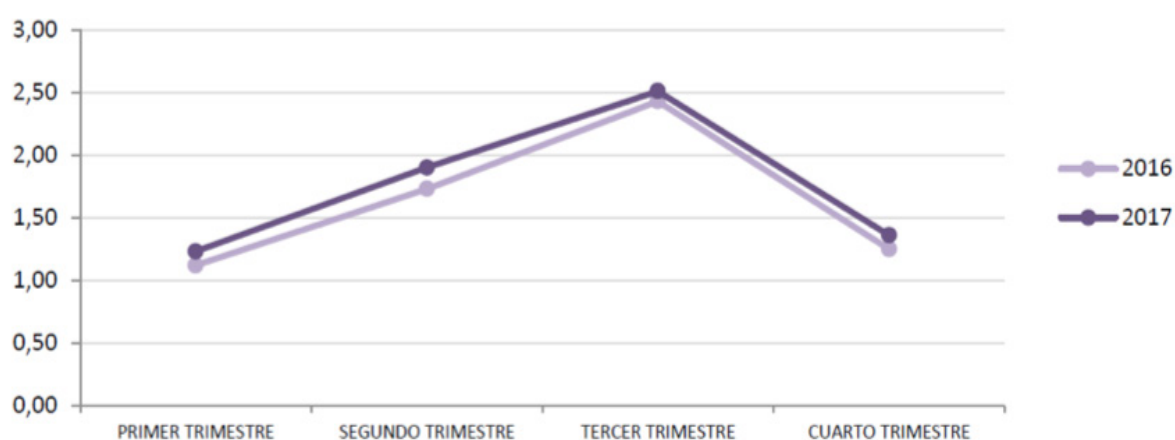
Norway has 48 airports, with public flights some with international flights and others only with domestic flights. Oslo is the main important airport. The other main international airports in Norway are located in Bergen, Stavanger, Tromsø, Trondheim, Ålesund, Haugesund and Sandefjord (with low cost companies, like Ryanair).

Only Catalonia has direct flights with Norway. The table below shows them⁵¹:

NORWAY	CATALONIA	Companies	Frequency
Oslo (OSL)	Barcelona	DAT, Smarlynx, SAS	45 per week
Stavanger (SVG)	Barcelona	Norwegian	3 per week
Bergen (BGO)	Barcelona	Norwegian, SAS	4 per week
Trondheim (TRD)	Barcelona	Norwegian	per week

4.3.3 Bank Holidays and holiday periods⁵²

Although the third quarter of the year, in which summer vacations take place, brings together more than a third of Norwegian tourists' holiday trips abroad, the importance of short trips to neighboring countries makes seasonality relatively less than for other markets.



50. <https://www.visitnorway.es/>

51 Tables done by the consultats with the website www.direct-flights.com

52 Noruega Mercado Emisor 2019

The table below shows the public holidays in Norway:

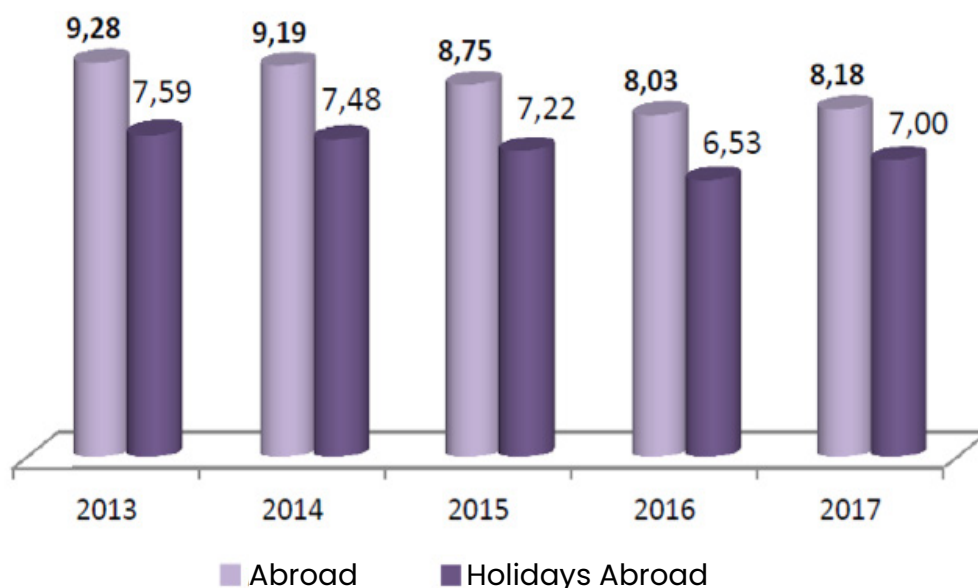
Day	Date	Holiday Name	Norwegian Name	Type	Comments
Friday	Jan 01	New Year's Day	Første nyttårsdag	National Holiday	
Sunday	Feb 14	Mother's Day	Morsdag	Not A Public Holiday	Second Sunday in February
Thursday	Apr 01	Maundy Thursday	Skjærtorsdag	National Holiday	Thursday before Easter Sunday
Friday	Apr 02	Good Friday	Langfredag	National Holiday	
Sunday	Apr 04	Easter	Første påskedag	National Holiday	
Monday	Apr 05	Easter Monday	Andre påskedag	National Holiday	
Saturday	May 01	Labour Day	Første mai	National Holiday	International Workers' Day
Thursday	May 13	Ascension Day	Kristi himmelfartsdag	National Holiday	39 days after Easter Sunday
Monday	May 17	Constitution Day	Syttende Mai	National Holiday	National Day
Sunday	May 23	Pentecost Sunday	Første pinsedag	National Holiday	50 Days after Easter
Monday	May 24	Whit Monday	Andre pinsedag	National Holiday	7th Monday after Easter
Sunday	Nov 14	Father's Day	Farsdag	Not A Public Holiday	2nd Sunday in November
Friday	Dec 24	Christmas Eve	Julaften	National Holiday	De facto holiday
Saturday	Dec 25	Christmas Day	Første juledag	National Holiday	
Sunday	Dec 26	Second Day of Christmas	Andre juledag	National Holiday	

School holidays in Norway start in the middle of August and finish in the middle of June. Even though the exact dates of the school holiday in Norway are determined by the respective counties, the periods are the same.

- Autumn Holidays (end September–October)
- Christmas Holidays
- Winter Holidays (February)
- Easter Holidays

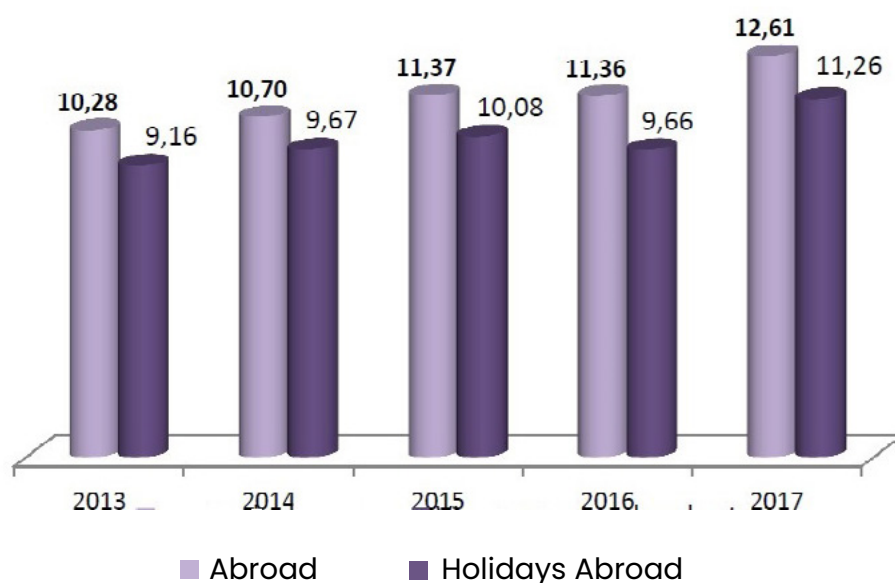
4.3.4 Market Volume⁵³

According to Statistics Norway, in 2019 the Norwegians made a total of 10,5 million trips. Norwegian tourists are the biggest spenders among Scandinavian countries and 58% travels abroad, at minimum, once a year.



Source: Statistisk sentralbyrå (SSB) mentioned in Mercado Emisor Noruega Turespaña 2018

Norwegian tourist spending on foreign travel in 2017 was 12.61 billion euros (+ 11.1% increase over the previous year). For leisure travel, this expense was 11.26 billion euros.



Source: Statistisk sentralbyrå (SSB) mentioned in Mercado Emisor Noruega Turespaña 2018

53. Noruega Mercado Emisor Turespaña 2019; Noruega Estructura Sector Turístico Turespaña 2019

Concerning MEDUSA countries, the UNWTO report for outbound tourism of Norway, so trips abroad by resident visitors to countries of destination (2019), indicates that Spain is in the top five, but Italy occupies the 9th position in the ranking. Lebanon, Jordan and Tunisia have a really small flow of tourist and also a slightly growing.

5 TOP COUNTRIES	2017	2018	% change
Denmark	1.892.403	1.886.428	-0,32
Spain	1.527.462	1.511.130	-1,07
Sweden	1.429.806	1.446.236	1,15
United Kingdom	712.220	673.121	-5,49
Thailand	535.124	562.953	5,20
MEDUSA COUNTRIES			
Italy	391.835	398.909	1,81
Lebanon	5.584	6.616	18,48
Jordan	4.454	5.045	13,27
Tunisia	1.822	2.124	16,58

Source: prepared by authors based on data from UNWTO 2019

4.3.5 Traveller profile and behaviour⁵⁴

Traveller Profile

- The average expenditure of Norwegians for traveling abroad during 2017 was 1,542€.
- Expenditure on short-term vacation trips abroad (1-3 days) was 707€, and on long-term trips (more than 3 days) it was € 1,973.
- 71.7% of Norwegian holiday trips abroad were of long duration. Norwegians make less long-distance travel than other Scandinavian countries.
- 58% of Norwegians planned at least one weekend trip out of the country in 2018. Denmark (Copenhagen), Sweden (Stockholm), United Kingdom (London) and Spain (Barcelona) are the preferred destinations.

- 36.2% think that one of the main reasons for travelling abroad is having time for family, partners or friends.

Traveller behaviour

- The main motivations are sun and beach, experiencing new places, outdoors activities. Norwegian tourists like to combine outdoors activities in mountains with sea/water activities like swimming, boating, among others.
- Other interests are music/concerts/festivals, art and culture, wellness and sporting events.
- 63% of Norwegians like to spend time in the outdoors and nature.
- Walking, cycling, running and skiing are the most practised activities by Norwegians. 80% of Norwegians do walking and around 40% cycling.

⁵⁴. Noruega Mercado Emisor Turespaña 2019; <https://www.ssb.no/>; Norway Buzzseekers & Explorers 2017; Market Profile Norway 2017 Visit Britain

- Hiking activities are combined with others, such as culture and gastronomy, with a special interest in wine tasting.
- Preference for routes with low physical intensity, in which enjoying the landscape is more valued than the activity itself.
- 29% of Norwegians seek out adventure.
- 40% of Norwegian travellers from 45–64 years old look for holidays spending time outdoors in nature.
- Norwegians usually travel with their couple or with family.
- The internet is considered the most important source of information for Norwegians, ahead of television, newspapers and radio.
- 89% of Norwegians use the internet daily, and 95% use it weekly.
- 80% of the Norwegian population aged 16 to 79 uses a social network, also to share their holidays.
- Facebook is the most used network by Norwegians with 3.5 million users. Other networks are also growing like Snapchat or Instagram.
- The shared economy is also a growing trend in Norway and Norwegians are familiar with companies like AirBnB and Uber.
- 33.9% of Norwegians consider price as the main factor in choosing a destination
- Political stability and security are also important factors for many Norwegians when choosing a travel destination.
- 67% of Norwegians watched television for 1.5 hours a day, on average, in 2016

(below the European average). 59% listened to the radio daily and 79% weekly.

- 39% of the population read the newspapers published on paper daily and 66% do so weekly. In total, 73% read newspapers online.

Trip Organisation

- When travelling outside the country, most Norwegians travel by air (chosen in 76% of cases), while the hotel is the preferred type of accommodation.
- 41% of Norwegian holiday visitors prepare their trip, half a year or more in advance.
- 45% of bookings were made in the three to six-month period prior to arrival, and two out of five Norwegian bookings occurred within the two months prior to travel.
- The main source of information is friends and family and also comparison websites and accommodation provider websites.
- 54% of the Norwegian population aged 16 to 79 years old used the internet to buy flights, vacations or holiday accommodation in 2017.
- Norwegians have the possibility to choose their own holiday dates, so destinations with good winter weather are important.
- 49.3% of tourists will choose to buy a tourist package, which is independently increased by the travel organization independently.
- Most Norwegians book their holidays online and are familiar with e-commerce, especially the younger ones.

4.3.6 Adventure and nature tourism in Norway⁵⁵

Nature is an important aspect of Norwegian tourism. To achieve national and international environmental objectives, the industry bases its activities on sustainability, which is why the Government plans to manage the national parks and natural areas, providing information, signage and more infrastructure.

Norway has 47 national parks, and in total there are more than 3,000 protected areas in the country. Seven of the parks are located on the Svalbard Islands. Almost 85% of Norway's national parks are mountains, from smooth high plateaus to sharp peaks, ravines and glaciers. In contrast, four of the national parks are defined as marine, which means that 98% of the protected area in these parks is underwater.

Norway's 47 national parks are suitable for hiking. Other popular activities are skiing, kayaking, fishing, and hunting. Norway has a deserved reputation as a major hiking destination in Europe. Some examples of classic and challenging hiking trails are Preikestolen, Trolltunga, Galdhøpiggen, Besseggen and Romsdalseggen. The Government will promote the "National Hiking Trails", a selection of hiking trails prepared with the aim of making the trails sustainable and more accessible, and therefore attractive for travel and commercial activities.

Interest in cycling in Norway has exploded in recent years. A series of local and national initiatives are making the country a major European cycling destination. This is evident in the increasing number of destinations and facilities available to cycling tourists, for example in mtb / freeride parks like Hafjell, Trysil and Geilo, accommodation options for cyclists, bike rental and repair shops.

One of the country's best-known bike trails is Rallarvegen, which starts in the mountains and ends at the fjord and is lined with steep descents and wild waterfalls. Other important cycling destinations in the country are Valdres, Telemark, Helgeland and Fjord Norway.

Norway has different landmarks and areas included on UNESCO's list of the world's most important natural and cultural sites:

- Bryggen in Bergen
- Urnes stave church
- Røros mining town and the circumference
- Rock art of Alta
- Vegaøyan - The Vega archipelago
- Struve geodetic arc
- Geirangerfjord
- Nærøyfjord
- Rjukan-Notodden Industrial Heritage Site

55. <https://www.visitnorway.es/>; Estudi de mercat de senderisme - Països Baixos i Noruega ACT 2008; Domestic nature-based tourism: A case study of Norway 2020

Some regions of Norway have been certified as a Sustainable Destination:



“Sustainable Destination is the Nordic region’s only national labelling scheme for travel destinations. It is a tool for sustainable development of businesses and destinations when it comes to the environment, the local community, the cultural heritage, and the economy. The label does not mean that the destinations are 100 per cent sustainable yet, but in a long-term process. They are evaluated every three years.”

The list below are the places in Norway with this label:

- Femund Engerdal
- Lindesnes and Mandal
- Røros
- Setesdal
- Trysil
- Golden Road
- The Lillehammer region
- The Lyngenfjord region
- The Lysefjord area
- Tromsø

4.3.7 Characteristics of adventure tourism⁵⁶

A study carried out in 2020 on nature trips within the country itself shows that there are four types of nature tourists, depending on the type of activities they like to do the most. These typologies can be extrapolated to trips outside the territory (domestic nature):

Active youngsters

- 85,2% are less than 25 years old, with maximum secondary studies (54,8%)
- Their preferred activity is “experience the mountains and the wilderness.”
- They like hard adventure activities like “alpine skiing or snowboarding” and “winter activities without ski”
- 75% are students and approximately one third would spend less than NOK 5,000 on a trip to Norway.
- 40.9% live with their parents
- They travel in groups of 3 and 4 persons (friends or family)
- The average stay is approximately one week.

Single nature explorer

- Their preferred activities are “walking long distances in nature” and “experience the mountains and the wilderness”.
- Most are middle aged (40–59).
- Around 35% have an undergraduate degree and around 66% are employed fulltime.

⁵⁶ Domestic nature-based tourism: A case study of Norway 2020

- Trip expenditure is mostly between 5,000 and 9,999 NOK (31.1%).
- 81,8% have a household income between 200,000 and 599,999 NOK yearly.
- They are predominantly single.
- They are basically “solo travellers”
- The average stay is 9,5 days.
- 62,1% are largely retired or not working
- 97,8% are married
- Approximately 40% earn between 400,000 and 599,999 NOK yearly
- They usually travel in groups of 2 and they travel with the couple
- The length of stay is a week and a half.

High scale active couples

- 51.5% of Norwegian are inside this group
- Their preferred outdoor activities are “to experience the mountains and the wilderness” and “walking long distances in nature.”
- 99,4% are aged between 25 and 59 years old
- 71,4% are highly educated with a university degree
- 80,4% are employed full-time
- 51,3% earn over 800,000 NOKs annually and would spend between 5,000 and 14,999 NOK on a Norwegian vacation
- They are mostly married. They travel in groups of 2 and 3 (friends or family)
- The length of stay is a week.

Retired nature and culture seekers

- 18,7% of Norwegian are inside this group
- Their preferred activity is “walking short trips in nature” and culture activities such as to “experience the coast and coastal culture” and “visit historical and cultural places”
- 95,5% are elderly
- 64,3% are post-secondary school educated

4.3.8 Related institutions and entities

The Norwegian Trekking Association (Den Norske Turistforening)

www.english.dnt.no

It is Norway’s biggest outdoor activities organisation. Its objectives are promoting trekking and improving conditions for all who enjoy the country’s broad range of outdoor attractions. It runs more than 550 affordable hiking cabins all over Norway. The organization has almost 55 independent associations that contribute to the development of various activities, including the 20,000 km signage of roads, 7,000 ski trails and the management of 459 shelters that offer different services such as accommodation, food, resting place or assistance in case of emergency.

Virke

www.virke.no/english

The Enterprise Federation of Norway, which manages and represents over 23 000 businesses with more than 250 000 employees.

Norsk Ornitologisk Forening (NOF)

www.birdlife.no

The Norwegian Ornithological Association was founded in 1957, and it is a voluntary nature conservation organization focusing mainly on birds and bird conservation. In 2020, the society has around 11.000 members and 13 staff.

Norwegian Paddle Association (Norges Padle Forbund) – www.padling.no

Association that includes different disciplines of paddling, like surfski, canoe, flat water, ocean, river among others.

Norwegian Swimming Federation (Norges Svømmeforbund) – www.svomming.no

It is the national organisation for swimming and competitions in Norway. It has around 50.000 members.

Norwegian Cycling Federation (Norges Cykleforbund) – www.sykling.no

It is the national organisation for cycling and races in Norway.

Norwegian Ski federation (Ski forbundet) www.skiforbundet.no

It is the body responsible of skiing disciplines in Norway, such alpine skiing, cross-country, freestyle, freeski, randonnee, among others.

4.3.9 Travel agents and touroperators of active and nature tourism

Among the main adventure tourism operators that organize holidays within the areas of the MEDUSA project or areas with similar characteristics, are the following:

TOUR OPERATOR	WEB	PRODUCTS
Albatros Tours	www.albatros-travel.com	Safaris, cruises
Aller Travel	www.allertravel.no	Walking, cycling
Apollo	www.apollo.no	Cycling, multiactivity
Bergans	www.bergans.com www.bergansadventure.no	Outdoors, hunt, ski, expedition
Bergodal	www.bergodal.no	Cycling and family
Bike for Peace	www.bikeforpeace.no	Cycling
Carpe Diem Singelreiser	www.carpe-diem.no	Cycling and walking with culture
Escape Travel	www.escape.no	Cycling, hiking, kayaking yoga, ski
Expert Reiser	www.expertreiser.no	Tailor made, mice
Explore Travel	www.exploretravel.no	Walking and Photo tours
Fotefar Temareiser	www.fotefartemareiser.no	Walking and Cultural
Hvitserk	www.hvitserk.no	Adventure
Inspiratour	www.inspiratour.com	Tailor made
Jomfrureiser	www.jomfrureiser.no	Women active and culture travel
Klatreeventyr	www.klatreeventyr.com	Climbing
Langley Travel	www.langleytravel.com	Adventure
Merlot Reiser	www.merlot.no	Cycling and walking
Natureventyr	www.natureventyr.com	Diving
Oliven Reiser	www.olivenreiser.no	Cycling and walking
Orkide	www.orkide.no	Adventure and famliy
Peer Gynt Reiser	www.peergynt.com	Adventure
Penguin Travel	www.penguintravel.no	Adventure
Plus Reisen	www.plussreiser.no	Adventure and cultural
SPORT & HELSEFERIE	www.sportoghelse.no	Cycling and running
Sta Travel	www.statravel.no	Adventure for young people
Time Out Travel	www.timeout-travel.no	Cycling, walking and gastronomy
Vidy reiser	www.vidyreiser.no	Cycling, walking and golf
XXL Adventure	www.xxladventure.travel	Hunting, fishing, horse riding

39 specialised agencies 4 agencies selected (in bold)

4.3.10 Adventure Specialised Media⁵⁷

One in five Norwegians says they consult travel guides, although agencies and the internet are also popular for researching and choosing a destination. And 5% of Norwegians read weekly magazines daily, 7% online.

Norwegian consumer travel magazines include MagasinetReiselyst, Vagabond, REIS, and Travel News.

The table below shows the main important media in Norway, specialised in adventure and nature tourism:

TYPE	NAME	WEB	DESCRIPTION
Magazine	Reise Lyst	www.magasinetreiselyst.no	Quality magazine, focusing on travel trends, big city travel, active holidays, nature and wildlife
Magazine	Reis	www.reis.no	General Magazine about nature and nature travel tourism
On-line Magazine	Travel News	www.travelnews.no	Independent and critical provider of information and knowledge for all aspects of travel.
Magazine	Vagabond	www.vagabond.no	Vagabond is Norway's most recognized travel magazine and has written about travel for over 25 years.
Magazine	Verdensmagasinet X	www.verdensmagasinetx.no	Travel magazine that highlights people, ideas and perspectives from Africa, Asia and Latin America
Magazine	Vi over 60	www.viover60.no	Magazine for +60, with sections about travels, fitness, health, wellness and exercise.
Magazine	Dykking	www.dykking.no	Published from 1983, it's the most important magazine about diving in Norway. 6 editions a year
Magazine	Seil Magasinet	www.seilmagasinet.no	Sailing Magazine, published by Norsk Maritimt Forlag AS
Magazine	Ski Sport	www.skisport.no	Magazine that belongs to Norwegian Ski Federation and the Norwegian Skating Association. It writes about skiing, giving you portrait interviews, tests, in-depth articles, training tips
Magazine	Fri Flyt	www.friflyt.no	Ski and outdoor magazine, with news about cycle, outdoor activities and climbing in summer time, and skiing and top hiking in winter. 8 editions a year.
Magazine	VG	www.vg.no/forbruker/reise	General Magazine about travel section

⁵⁷. Market Profile Norway 2017 Visit Britain

4.3.11 Main international tourism and adventure events⁵⁸

The table below shows the main important and international fairs in UK, specialised in adventure and nature tourism.

TYPE	DATES	LOCATION	WEB	DESCRIPTION
REISELIVSMESSEN OSLO	January	Oslo	www.reiselivsmessen.no	Norway's International Travel, Tourism & Meetings Fair. It's the most important tourism in Norway with around 20,000 visitors and 500 expositors.
REISELIVSMESSEN Bergen	January/ February	Bergen	www.reiselivsmessen.no/en/the-fairs/bergen/	Tourism fair in Bergen, with travel seminars over the weekend.
REISELIVSMESSEN Stavanger	February	Stavanger	www.reiselivsmessen.no/en/for-exhibitors/stavanger/	Tourism fair in Stavanger, with travel seminars over the weekend.
REISELIVSMESSEN Trondheim	February	Trondheim	https://reiselivsmessen.no/messene/trondheim-2/	Tourism fair in Trondheim, with travel seminars over the weekend.
Sjoen for Alle	March-April	Lillestrøm	www.sjoenforalle.no	Norway's largest boat fair. Here you will be presented this year's news and trends for everyone who loves boating!
Villmarksmessen	April	Lillestrøm	www.campvillmark.no	Camp Villmark is an international sales and information fair for hunting, fishing and outdoor life and one of Scandinavia's leading exhibitions in this field. It represents major suppliers, products and distributors from all over the world.
Hyttemessen	October	Bergen	www.hyttemessen.no	Cabin and outdoor life exhibition, with products and activities for families

4.3.12 Highlights of Norway

Norway is a source market for MEDUSA project because:

- Second largest PIB per capita in Europe, behind Luxembourg
- Scandinavian market of interest for all partners, because its sport and active motivation
- Small market in comparison to other European outbound markets
- Lack of published information on adventure and nature-based tourism, but it can be sought generically in demand studies of tourism promotion entities
- Existing specialised tour operators in adventure and active holidays

⁵⁸. <https://www.tradefairdates.com/>; www.visitnorway.es; <http://www.world-tourism-exhibitions.com>

4.4 UNITED KINGDOM

GENERAL INFORMATION

Surface	243.610 km2
Estimated population (2018)	66.022.273
Population density (2018)	271 hab/km2
Currency Unit	British Pound
PIB 2019	2.523.314M.€
PIB per capita (2019)	37.760



4.4.1 Travel Trade⁵⁹

The British tourism industry is composed by public and private entities and organisations. The private sector is represented by small and medium size enterprises (rental cars, accommodation, restauration, travel agencies and so on), big companies like airlines or hotel chains as well as Destination Management Organisations at local and regional level.

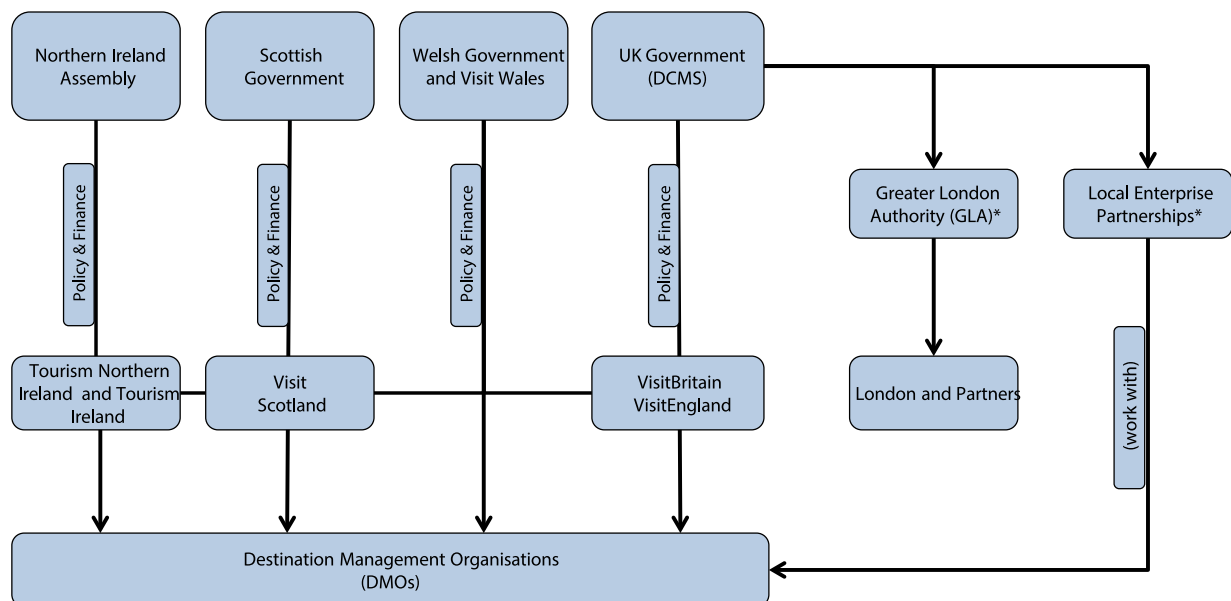
The British Tourist Authority is the UK Government public body responsible for tourism, who have the trade names for promotion as a whole territory: VisitBritain and VisitEngland.

Tourism is a devolved matter, so it means that every county have independent tourist boards:

- VisitBritain, founded by the Department for Digital, Culture, Media & Sports (DCMS), promotes Britain worldwide

and develops its visitor economy. It works with a range of private and public partners. It is also responsible for research and advises the Government about tourism matters. (www.visitbritain.com/gb/en)

- VisitScotland is the national tourism body for Scotland and it is responsible for the promotion and the quality of Scottish tourism (www.visitscotland.com)
- VisitWales is the organisation responsible for the promotion and development of Welsh tourism. (www.visitwales.com)
- Northern Ireland is the organisation to promote tourism in Ireland. (www.tourismni.com)
- London & Partners is the official promotional agency for leisure and business tourism in the city (www.londonandpartners.com)



Source: OECD (2018), "United Kingdom", in OECD Tourism Trends and Policies 2018, OECD Publishing, Paris.

59. <https://www.visitnorway.es/>; Estudi de mercat de senderisme – Països Baixos i Noruega ACT 2008; Domestic nature-based tourism: A case study of Norway 2020

Companies operating in the UK market range from small specialist tour operators to large companies such as TUI or Thomas Cook. Adventure trips usually have very specialized tour operators, for example, only diving or cycling operators.

Many adventure activities, such as hiking, cycling or fishing, are organized independently by the tourists themselves, without the need for intermediaries, when they are only experiences of a day or less, but instead, they do buy through specialized agencies when it comes to specialized packages.

4.4.2 Flight connections and Airports⁶⁰

UK has 40 international and domestic airports with six of them in the London area. Heathrow is the most important one, with most of the main airlines around the world and with direct flights from almost all major cities in the world. Other international airports in the United Kingdom that receive long-haul flights are those of Gatwick and Stansted in London, as well as those of Manchester, Glasgow, Newcastle, Birmingham, Liverpool and Edinburgh. Other smaller airports, such as London Luton, London City, Bristol, Norwich or East Midlands (near Nottingham) in England, Inverness in Scotland and Cardiff in Wales, also have daily flights to and from Europe.

The table below shows the direct flights from the UK to the airports of MEDUSA countries⁶¹.

UK	CATALONIA	Companies	Frequency
Glasgow (PIK)	Barcelona	Ryannair	9 per week
London (LTN)	Barcelona	Ryannair, Easyjet	36 per week
Derbi (EMA)	Barcelona	Ryannair	13 per week
London (LGW)	Barcelona	Iberia, Norwegian, Easyjet	103 per week
Manchester (MAN)	Barcelona	Ryannair, Easyjet, Jet 2	53 per week
Birmingham (BHX)	Barcelona	Jet 2, Vueling, Ryannair	22 per week
Liverpool (LPL)	Barcelona	Ryannair, Easyjet	20 per week
London (STN)	Barcelona	Ryannair	31 per week
Cardif (CWL)	Barcelona	Ryannair	2 per week
London (LHR)	Barcelona	British Airways	76 per week
Glasgow (GLA)	Barcelona	Easyjet, Jet 2	6 per week
Bristol (BRS)	Barcelona	Easyjet	20 per week
Newcastle (NCL)	Barcelona	Easyjet	6 per week
Southen (SEN)	Barcelona	Easyjet	5 per week
Belfast (BFS)	Barcelona	Easyjet	5 per week
Edinburg (EDI)	Barcelona	Vueling, Ryannair	14 per week
Leeds/Bradford (LBA)	Barcelona	Jet 2	5 per week

60. www.visitbritain.com

61. Tables done by the consultants with the website www.direct-flights.com

UK	CATALONIA	Companies	Frequency
London (STN)	Girona	Jet 2, Ryanair	10 per week
Manchester (MAN)	Girona	Jet 2, Ryanair, TUI Airways	14 per week
Bristol (BRS)	Girona	Ryanair, TUI Airways	8 per week
Bournemouth (BOH)	Girona	Ryanair	2 per week
Derby (EMA)	Girona	Jet 2, Ryanair	6 per week
Liverpool (LPL)	Girona	Ryanair	3 per week
London (LTN)	Girona	Ryanair	5 per week
Glasgow (GLA)	Girona	Jet 2	2 per week
Edinburg (EDI)	Girona	Jet 2, Ryanair	5 per week
Newcastle (NCL)	Girona	Jet 2, Ryanair	4 per week
Birmingham (BHX)	Girona	Jet 2, Ryanair, TUI Airways	8 per week
Belfast (BFS)	Girona	Jet 2, Ryanair	3 per week
Leeds/Bradford (LBA)	Girona	Jet 2, Ryanair	5 per week
London (LGW)	Girona	TUI Airways	2 per week

UK	JORDAN	Companies	Frequency
London (LHR)	Amman	British Airways, Royal Jordanian	21 per week
London (LGW)	Aqaba	Easyjet	2 per week

UK	LA PUGLIA	Companies	Frequency
London (LTN)	Bari	Wizz Air UK	6 per week
London (STN)	Bari	Ryanair	11 per week
Liverpool (LPL)	Bari	Ryanair	3 per week
London (LGW)	Bari	British Airways, Easyjet	20 per week
Manchester (MAN)	Brindisi	Ryanair	4 per week
London (STN)	Brindisi	Ryanair	10 per week
London (LGW)	Brindisi	Easyjet	5 per week
Bristol (BRS)	Brindisi	Easyjet	2 per week
London (LHR)	Brindisi	British Airways	6 per week

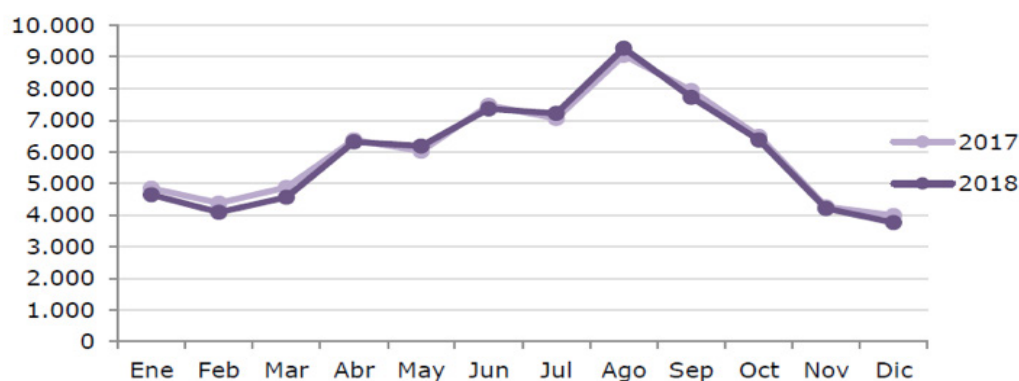
UK	LEBANON	Companies	Frequency
London (LHR)	Beirut	British Airways, Middle East Air.	21 per week

UK	TUNISIA	Companies	Frequency
London (LHR)	Tunis - Carthage	Tunisair	4 per week
London (LGW)	Tunis - Carthage	Tunisair	3 per week

4.4.3 Bank Holidays and holidays periods⁶²

It is a market with less and less seasonality. August is the month with the most trips, followed by the months of July, June and September. Then April, May and October followed closely and descend in winter.

Seasonality (number of trips in miles)



Source: Reino Unido: mercado emisor. Turespaña 2019

62. Reino Unido Mercado Emisor Turespaña 2019; www.officeholidays.com; www.visitbritain.com

The table below shows the public holidays in UK:

Day	Date	Holiday Name	Type	Comments
Friday	Jan 01	New Year's Day	Bank Holiday	
Monday	Jan 04	Day after New Year's Day	Regional Holiday	Scotland
Monday	Mar 01	St. David's Day	Not A Public Holiday	Wales Only. Not a public holiday
Sunday	Mar 14	Mothering Sunday	Not A Public Holiday	Not a National Holiday
Wednesday	Mar 17	St. Patrick's Day	Regional Holiday	Northern Ireland
Friday	Apr 02	Good Friday	Bank Holiday	
Monday	Apr 05	Easter Monday	Regional Holiday	Except Scotland
Friday	Apr 23	St. George's Day	Not A Public Holiday	England. Not a public holiday
Monday	May 03	Early May Bank Holiday	Bank Holiday	First Monday in May
Monday	May 31	Spring Bank Holiday	Bank Holiday	Last Monday in May
Sunday	Jun 20	Father's Day	Not A Public Holiday	3rd Sunday in June. Not a public holiday
Monday	Jul 12	Battle of the Boyne	Regional Holiday	Northern Ireland Only
Monday	Aug 02	Summer bank holiday	Regional Holiday	First Monday in August (Scotland)
Monday	Aug 30	August Bank Holiday	Regional Holiday	Last Monday in August (except Scotland)
Sunday	Nov 14	Remembrance Sunday	Not A Public Holiday	Not a public holiday
Tuesday	Nov 30	St. Andrew's Day	Regional Holiday	Scotland Only
Saturday	Dec 25	Christmas Day	Not A Public Holiday	
Monday	Dec 27	Christmas Day (in lieu)	Bank Holiday	
Tuesday	Dec 28	Boxing Day (in lieu)	Bank Holiday	
Wednesday	Dec 29	Bank Holiday	Not A Public Holiday	Northern Ireland. Banks closed

Source: <https://www.officeholidays.com/>

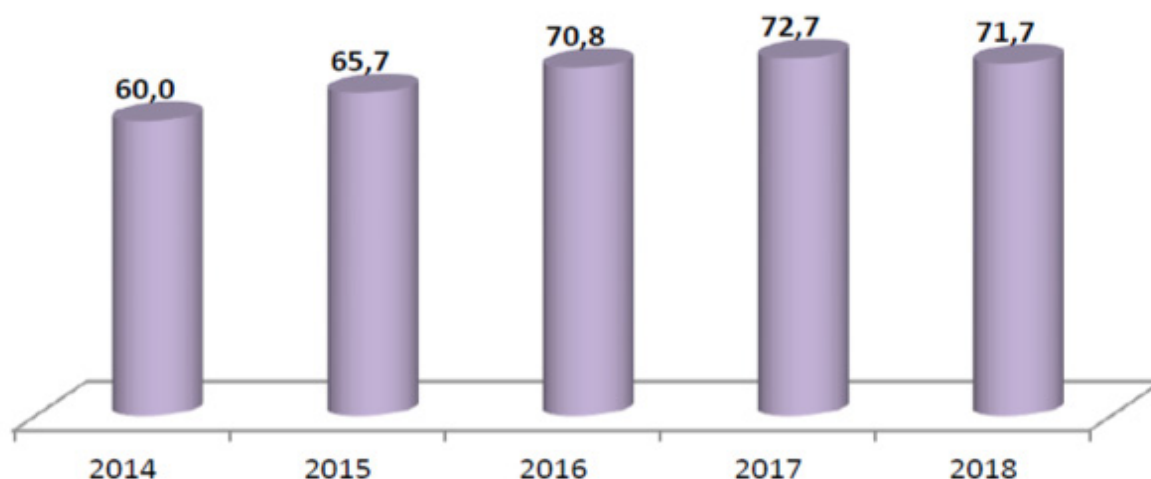
The school calendar to consider is:

- February half term
- Easter (Easter Holidays)
- Summer holidays (July to September, depending on the region)
- Autumn break (October)
- Christmas

4.4.4 Market Volume⁶³

In 2016, 33% of surveyed tourists from the UK, took their holidays within the United Kingdom, while 50% went to other EU countries. In 2018 UK residents took just under 71 million trips abroad. UK outbound tourism supported over 380,000 jobs directly in the EU destinations.

Holidays abroad (in millions)



Source: Reino Unido: mercado emisor. Turespaña 2019

Concerning MEDUSA countries, the UNWTO report for outbound tourism of UK, so trips abroad by resident visitors to countries of destination (2019), indicates that Spain and Italy are in the top five outbound countries. One relevant data of the table below is the Tunisia % change, growing more than 457%, but Lebanon and Jordan are growing more than the five top countries.

5 TOP COUNTRIES	2017	2018	% change
Spain	18.806.776	18.502.722	-1,62
France	7.067.197	7.391.769	4,59
Italy	5.290.084	6.006.577	13,54
Ireland	4.760.000	4.797.000	0,78
United States of America	4.482.707	4.659.178	3,94
MEDUSA COUNTRIES			
Tunisia	22.928	127.734	457,11
Lebanon	68.360	75.309	10,17
Jordan	41.707	50.449	20,96

Source: prepared by authors based on data from UNWTO 2019

63. Reino Unido Mercado Emisor Turespaña 2019

The top 5 countries account for 49% of all visits abroad and approximately 41% of total spend abroad. The top five ranking countries together generate over half (52%) of all the direct employment impact in the EU27 countries that is supported as a result of UK tourism spending be it on business, holiday or visiting friends and relatives.

4.4.5 Traveller profile and behaviour⁶⁴

Traveller profile

- The British tourist presents a very heterogeneous profile, with preference for the sun and the beach. Despite this, active nature tourism, cultural activities and food and wine gain more and more market share.
- The largest group of British tourists are concentrated in the age range of 35 to 44 years, representing 19.75% of the total, although closely followed by the groups of 25 to 34 years and 45 to 54 years with a 19% and 17.85% respectively.
- Most tourists come from England (85.87%), with the city of London concentrating 21.03%. Scotland has 6.18%, Wales 3.77% and an unidentified percentage of 4.19%.
- It is a market that is very sensitive to the weather in its country (it is one of the decision factors to choose holidays) and to price variations (airport rates, VAT increases and so on).
- 75% of British tourists who went abroad in 2018 travelled to Europe.
- 48% affirm that they give importance to some of the aspects related to sustainability and respect for the environment in the destination or accommodation, when choosing a holiday destination.
- The average stay of the holiday packages usually oscillates between 7 and 14 nights and in the independent trip there is more flexibility.
- The main motivations for holiday travel are sun and beach (44%), visits to friends or family (45%), nature breaks (23%), visits to cities (22%) and cultural visits (26 %).
- The main activities would be hiking and appreciation of nature, ornithology (with 1.2 million members in the Royal Society for Protection of Birds) or, to a lesser extent, botanical or garden trips (Garden Tours).

Traveller behaviour

- 65.6% of trips abroad had vacations as the main motivation, 23.3% the visit of friends and / or family, 9.2% for business and the rest (1.9%) for other reasons.
- 81% of the bookings were on-line and 23% other options, such as stores (travel agency) or by phone.
- 27% of British people book activities before going on a trip.

Trip Organisation

64. www.walkersarewelcome.org.uk/; Outdoor recreation market in the United Kingdom Statista 2020; <https://www.visitbritain.org/>; <https://www.nationalparks.uk/>; <https://www.birdlife.org/>

- The main online intermediaries, in addition to the tour operator websites, are: Expedia, Booking, Last Minute and Low cost Travel Group.
- Booking and Laterooms are leading the accommodation market. Travelrepublic and Travelzoo for tour packages and Skyscanner and Cheapflights regarding flights.
- 28% of package holidays are booked 3-4 months in advance and only 1 in 10 does so in the same month prior to departure.
- In the case of independent trips, contracts take place between 1 and 2 months before departure (32% for transport and 28% for accommodation).
- When travelling abroad and outside the metropolitan area, 60% of French people travel by plane, 28% by car and 6% by train.
- The average duration of stay in a European country in 2016 was 8 nights. This is significantly shorter than the average of 17 nights across the rest of world countries.

4.4.6 Adventure and nature tourism⁶⁵

UK has a big range of rural and natural spaces, and the country offers a big range of activities, according different studies and reports:

Rural destinations of the UK are considered

safe, welcoming, and comfortable. This makes the rural destinations preferred for relaxation, walking, and visiting parks and gardens.

In 2014, the holidays in rural areas attracted approximately 9.21 million visitors, of which East Midlands Region attracted 1.12 million visitors, followed by East of England with 0.95 million visitors.

- In total, 3.57 million visitors preferred open air activities, including long walks; 2.77 million people visited important rural tourist objectives; and 2.14 million people preferred to visit historical and heritage rural sites.
- The United Kingdom has 15 national parks and on the website www.nationalparks.gov.uk you can find a lot of information regarding the different parks and the activities that are organized in these natural areas. The parks receive 90 million visitors a year on average.
- According to "Visit Britain", in 2015 the National Parks saw their visits increased by 23%.
- The main social media channels the national parks use are Facebook and Twitter.
- The most visited national park in the UK is the Lake District National Park with over 2.2 million visitors a year. The Lake District National Park is located in the north of England and is particularly popular for its mountainous terrain and

65. Activities in Britain's nation and region 2019; Discover England Fund Research Outdoor Activities 2018

numerous waters and mere. In July 2017, the park became the UK's 31st UNESCO World Heritage site, highlighting its popularity and importance to the British tourism industry.

- In addition to the national parks, there are 9 biosphere reserves and 28 World Heritage Sites.
- Apart from the national parks and other organizations such as the National Trust or Royal Society for Protection of Birds that will be mentioned in the section of institutions and entities, there are other initiatives involved with nature protection: the Areas of Outstanding Natural Beauty, which encompasses a total of 23.301 km², the Natural Parks, with 21.932 km² and the National Scenic Areas, which protect a total area of 13.783 km².
- Other initiatives worth mentioning such as Walkers are Welcome, an association of more than 100 municipalities, work to promote hiking.

4.4.7 Characteristics of adventure tourism⁶⁶

United Kingdom is the largest adventure tourism market in Europe, according to UNWTO, with 19% of the world's adventure travel tourists. According to the reports of Visit Britain about outdoors in 2018 and 2019:

- 40% of British tourists prefer sport and active holidays. Interest in active and nature tourism is significantly growing among the younger "millennial" public but also among the senior. Forecasts

indicate that active tourism will increase to about 47% in 2020. British public prefers developing countries for their adventure travels, such as Turkey or Thailand.

- In the more rural areas of the UK, activities such as the countryside and villages, beaches and coast and national parks are included on many visitors' itineraries. The attraction of sporting events – watching and participating – although niche, is also popular in many regions of the UK.
- Millennials (those under 35) generally had a higher propensity to include an activity on their UK visits. It is visitors over the age of 65 who were more likely to include the niche activities of researching ancestry and playing golf.
- In 2015, there were 36.4 million domestic overnight trips in England which involved outdoor activities, 35% of the total, with spending of nearly £8.1 billion (41% of all spending on domestic overnight trips). Also, there were 96 million day visits which involved outdoor activities, 7% of all tourism day visits in England, with an associated spending of over £2.1 billion.
- The main destination type for outdoor activities in on holidays, in domestic trips, is the seaside (36%), followed by the countryside (28%).
- The outdoor activities are the main reason for holidays for 11% of UK tourists and for 23% they have a significant influence.

4.4.8 Related institutions and

66. Activities in Britain's nation and region 2019; Discover England Fund Research Outdoor Activities 2018

entities

National Trust

www.nationaltrust.org.uk

Founded in 1885, dedicated to the protection of the natural world, architectural heritage, monuments, etc. It oversees close to 2.500 km² (1,5% of the UK's territory) and has around 3,7 million members and 70.000 volunteers.

The RSPB and National Trust's websites are excellent gateways to tourism and encourage people to visit their sites, as well as promote nature holidays through contracts with specialised travel agents.

Royal Society for Protection of Birds (RSPB)

www.rspb.org.uk

With almost 1 million members (of which 195.000 juniors), 18.000 volunteers and a budget of 95 million pounds (2010), it oversees 200 areas of natural interest (130.000 hectares), where 80% of less common and endangered bird species can be found. They manage natural areas in both the UK and abroad. They also organize the Birdfair (www.birdfair.org.uk), one of the sector's most important fairs.

Ramblers

www.ramblers.org.uk

Hiking association created in 1935 that organizes a wide range of activities related to the promotion of hiking. It has travel agencies as partners (Ramblers Holidays y HF Holidays), edits catalogues, publishes its own magazine (Walk Magazine) with almost 100.000 readers. In 2016, Ramblers organized more than

52.000 guided daytrips for hiking groups. It has 114.000 members in England, Scotland and Wales.

National Cycling Charity

www.ctc.org.uk

Independent non-profit organization with a history of 130 years promoting the use of the bicycle in the UK. It has about 700.000 members and one of its main activities is to give information about the good practice of cycling and promote cycling globally.

Sustrans

www.sustrans.org.uk

Non-governmental organization that promotes the use of the bicycle as a sustainable means of transport. They focus mainly on the daily commutes, encouraging people to use public transport, the bicycle or walk. They coordinate the National Cycle Network, a network of 14,500 miles of cycle routes that connect urban areas.

Walkers are Welcome

www.walkersarewelcome.org.uk

An initiative that consists of 100 villages that are specialised in or closely linked with the world of hikers. Members need to adhere to a set of very specific admission criteria, such as supporting the local people, maintaining of the trail network, promoting the Walkers are Welcome brand, encouraging public transport and creating a local coordination group to ensure adequate management.

Welcome schemes

www.visitscotland.org

This is a group of specific brands, designed to give to different typology of clients (hikers, cyclist, golf players, among others) with easy identifiable types accommodation where the provided services meet their standard of quality and are adapted to their specific needs. Some of the criteria include adapted menus, laundry and dry-clean service for technical wear, a workstation to store and repair bicycles, information about itineraries and public transport, etc. Visit Scotland, the promoter of these certificates, also includes a Certificate of Quality for establishments that are specialised in attending fishermen, families, customers with pets, etc.

The Travel Foundation

www.thetravelfoundation.org.uk

Foundation that works in association with companies and governments so that tourism provides greater benefits for people and the environment, in destinations.

The Royal Yachting Association (RYA)

www.rya.org.uk

The RYA is the national governing body for dinghy, yacht and motor cruising, all forms of sail racing, RIBs and sportsboats, windsurfing and personal watercraft and a leading representative for inland waterways cruising.

British Canoe Union (BCU)

www.britishcanoeing.org.uk

It is a national governing body for canoeing in the United Kingdom. Established in 1936 as the British Canoe Union, in 2000 it federalised to become the umbrella organisation for the home nation associations in Scotland (Scottish Canoe Association), Wales (Canoe Wales) and Northern Ireland (Canoe Association of Northern Ireland).

British Equestrian Federation

www.britishequestrian.org.uk

It is the National Governing Body for horse sports in the UK, affiliated to the Federation Equestre Internationale (FEI), the international governing body of equestrian sports. British Equestrian is an umbrella organisation representing the interests of 3 million riders, vaulters and carriage drivers in Great Britain via 18 independent member bodies (14 members and four associates). Established in 1972, it is the largest representative body within the equestrian industry.

GB Climbing

www.gbclimbing.uk

The BMC is the national governing body for sport climbing in the UK and is recognised by the International Federation for Sport Climbing (IFSC).

4.4.9 Travel agents and touroperators of active and nature tourism

The main association of travel agencies and tour operators in the UK is ABTA (www.abta.com). A total of 5.000 travel sales points in the country are associated to ABTA.

Also important to mention is the Association of Independent Tour Operators, AITO (www.aito.com), which consists of 1200 touroperators, of which most also pertain to ABTA. The criteria to access the association are very strict (based on quality related terms and conditions). Member agencies obtain their own quality hallmark. These hallmarks refer to responsible tourism, with its own code of good practice and even an internal ranking linked to sustainability (www.aito.com/sustainable-tourism/ethos)

Among the main adventure tourism operators that organize holidays within the areas of the MEDUSA project or areas with similar characteristics, are the following:

TOUR OPERATOR	WEB	PRODUCTS
Acorn Venture Ltd	www.acorn-venture.com	Outdoor adventures for schools
Activities abroad	www.activitiesabroad.com	Families
Adagio	www.adagio.co.uk	Walking
Alpine Guides	www.alpine-guides.com	Mountaineering
Aquatours	www.aquatours.com	Diving
Brightwater Holidays	www.brightwaterholidays.com	Cultural & Wild
Ciceroni Travel	www.ciceroni.co.uk	Cultural
Cox and Kings	www.coxandkings.co.uk	Solo, culture, families
Dive Quest	www.divequest-diving-holidays.co.uk	Diving
Dive Worldwide	www.diveworldwide.com	Diving
Divetours	www.divetours.co.uk	Diving
Diving World	www.divingworld.co.uk	Diving
EXPLORE!	www.explore.co.uk	Adventure
Expressions Holidays	www.expressionsholidays.co.uk	Cultural
Far and Ride	www.farandride.com	Horseriding
Footloose Adventure Travel	www.footlooseadventure.co.uk	Walking, adventure
Freewheel Holidays	www.freewheelholidays.co.uk	Bike
Gourmet Birds	www.gourmetbirds.co.uk	Birdwatching
Headwater	www.headwater.com	walking, cycling, snow, family
Health and Fitness	www.healthandfitnesstravel.com	Yoga, Adventure
Heritage Group Travel	www.grouptravel.co.uk	Cultural
Hfholidays	www.hfholidays.co.uk	Adventure & Art
High Point Holidays	www.highpointholidays.co.uk	Walking, cycling
Icicle Mountaineering	www.icicle-mountaineering.ltd.uk	Ski, running, trekking, climbing
In the saddle	www.inthesaddle.com	Horses

TOUR OPERATOR	WEB	PRODUCTS
Inntravel	www.inntravel.co.uk	Walking, cycling, snow, family
INTREPID	www.intrepidtravel.co.uk	Adventure & Sailing
Kirker Holidays	www.kirkerholidays.com	Cultural
Kudu Travel	www.kudutrans.com	Walking
Macs Adventure	www.macsadventure.com	Adventure
Martin Randall	www.martinrandall.com	Cultura, gastronomy & walking
Mountain Kingdoms	www.mountainkingdoms.com	Adventure & Sailing
Mountain Tracks	www.mountaintracks.co.uk	Ski, moutaineering, trekking, climbing
Much Better Adventures	www.muchbetteradventures.com	Adventure, kayaking, rafting
Naturetrek	www.naturetrek.co.uk	Wildlife & Birtwatching
On Foot Holidays	www.onfootholidays.co.uk	Walking
On top Mountaineering	www.ontopmountaineering.com	Climbing, Mountaineering
Original Travel	www.originaltravel.co.uk	Safaris, family, general
Oonasdivers Limited	www.oonasdivers.com	Diving
Planet Dive Holidays	www.planetdiveholidays.com	Diving
Pura aventura	www.pura-aventura.com	Adventure
Ramblers Worldwide Holidays	www.ramblersholidays.co.uk	Walking
Regal Dive	www.regal-diving.co.uk	Diving
Regal Diving	www.regal-diving.co.uk	Diving
Responsible Travel	www.responsibletravel.com	Adventure
Ride World Wide	www.rideworldwide.com	Horseriding
Rock and Sun	www.rockandsun.com	Climbing
Scuba Dive Asia	www.scubadiveasia.com	Diving
Scuba en Cuba	www.scuba-en-cuba.com	Diving
Scuba Tours Worldwide	www.scubascuba.com	Diving
Scuba Travel	www.scubatravel.com	Diving
SCUBA TRAVEL	www.scubatravel.com	Diving
Scuba Travel Worldwide Holidays	www.scubatravel.com	Diving
Snooba Travel Ltd.	www.snooba.com	Diving
Surf Holidays	www.surfholidays.com	Surfing
The Adventure People	www.theadventurepeople.com	Adventure
The Bucket List Company	www.thebucketlistcompany.co.uk	Adventure
The Travel Adventure	www.thetraveladventure.co.uk	Groups school
The Travelling naturalist	www.naturalist.co.uk	Birdwatching
The Wayfarers	www.thewayfarers.com	Waling
Travel Bound	www.travelbound.co.uk	School trips
Undiscovered Montains	www.undiscoveredmountains.com	Adventure

TOUR OPERATOR	WEB	PRODUCTS
Unicorn Trails	www.unicorntrails.com	Horseriding
Utracks	www.utracks.com	Walking, cycling, snow, family
Walking Women	www.walkingwomen.com	Walking
Walks WorldWide	www.walksworldwide.com	Walking & Snow
Wildwings	www.wildwings.co.uk	Wildlife & Birtwatching
World Expeditions	www.worldexpeditions.com	Adventure

68 agencies identified in UK – 16 agencies selected (in bold)

4.4.10 Adventure Specialised Media

The table below shows the main important media in UK, specialised in adventure and nature tourism.

TYPE	NAME	WEB	DESCRIPTION
Magazine	Adventure Travel Magazine	www.atmagazine.co.uk	Adventure travel Magazine
Portal	Responsible Travel	www.responsibletravel.com	Sustainable travel search engine
On-line Magazine	The Compass	www.thecompassculture.com	Adventure travel Magazine
On-line Magazine	The Guardian	www.guardian.co.uk	Travel section in The Guardian newspaper
Portal	The Guardian	www.guardianholydayoffers.co.uk	Sustainable travel search engine
On-line Magazine	Walk	www.ramblers.org.uk	Ramblers Association Magazine
On-line Magazine	Wanderlust	www.wanderlusttravelmedia.co.uk	Adventure activities Magazine
On-line Magazine	Food & Travel	www.foodandtravel.com	Gastronomy and Travel Magazine
On-line Magazine	OE Outdoor Magazine	www.oe-mag.com	Outdoor activities Magazine
Magazine	Conde Nast Traveller	www.cntraveller.com	Travel Magazine
Portal	Child Friendly	www.childfriendly.co.uk	Family search enginge
Magazine	Timeless–Travels Magazine	https://www.timeless-travels.co.uk/	Travel, Archaeology & Art Magazine
Magazine	The Travel Magazine	https://www.thetravelmagazine.net/	General travel
Magazine	Sidetracked	https://www.sidetracked.com/	Adventure travel magazine
On-line Journal	Another Escape	https://anotherescape.com/	Outdoor lifestyle, creative culture & sustainable journal
Magazine	Lonely Planet	https://shop.lonelyplanet.com/pages/magazine	Travel magazine. Lonely Planet edit guides too.

4.4.11 Main international tourism and adventure events

The table below shows the main important and international fairs in UK, specialised in adventure and nature tourism.

TYPE	DATES	LOCATION	WEB	DESCRIPTION
Adventure travel show	January	London	www.adventureshow.com	Adventure travel and adventure film festival
World Travel Market (London)	November	London	www.london.wtm.com	One of the most important Tourism Fairs in Europe, together with ITB from Berlin
Telegraph Outdoor Adventure & Travel Show	February	London	www.travelshow.telegraph.co.uk	Fans of sports activities, photography. Includes sports equipment.
Destinations Show London	January	London	www.destinationsshow.com/london	General travel show, with around 50.000 visitants.
Destinations Show Manchester	January	Manchester	www.destinationsshow.com/manchester	Fair organized by the publishing group "The Times" and which is held in Manchester the weekend before the fair in London.
The British Birdwatching Fair	August	Oakham	www.birdfair.org.uk	The main important European fair about birdwatching

4.4.12 Highlights of UK

UK is a source market for MEDUSA project because:

- First adventure tourism market in Europe
- Market of interest for all partners
- Published information available on adventure and nature-based tourism, disseminated by various organizations of the own country and European countries.
- It represents a reduced % on the total number of visitors for some partners. On the other hand, it has a potential interest due to the large niche of consumers interested in slow tourism, active tourism, cycle tourism, ecotourism, etc.
- Significant impact of the programming of specialized tourist operators (growing presence areas)
- UK based Tour Operators often have their own partners and cross-selling in US, Canada and Australia

4.5 UNITED STATES OF AMERICA

GENERAL INFORMATION	
Surface	9,629,091 km ²
Estimated population (2019)	329.45 million
Population density (2019)	37 hab/km ²
Currency Unit	Dollars US
PIB 2019	19.139.884M.€
PIB per capita (2019)	58.469€



4.5.1 Travel Trade⁶⁷

Tourism is a key sector in the economy of the United States, generating 2.7 of its GDP. The tourism industry produced USD 1.5 trillion in total economic production in 2016 (USD 894 billion of direct tourism production plus USD 646 billion of indirect tourism production by auxiliary industries). Travel and tourism industry is one of the largest employers in the

United States, with more than 7.6 million jobs in 2016. Tourism in the United States is highly decentralized. Public authorities manage tourism at national, regional, state and local levels. This includes the federal government, state governments, and destination marketing organizations (DMOs).

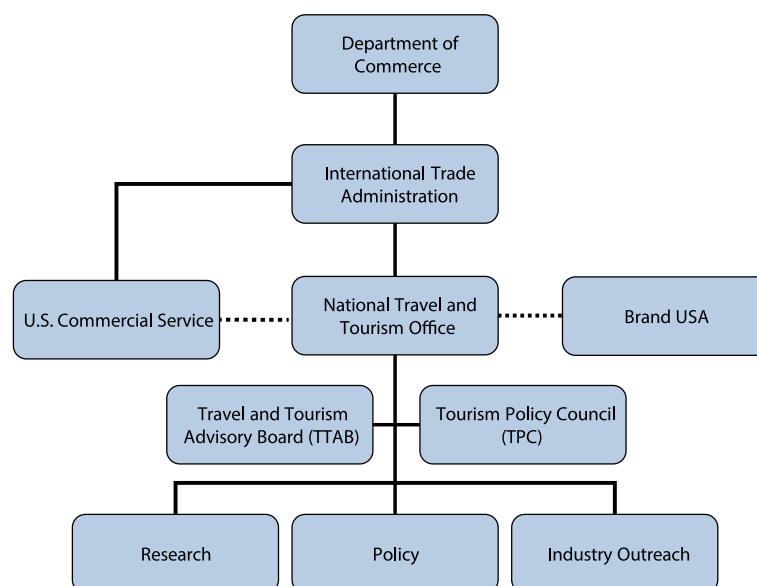
67. EEUU Mercado emisor Turespaña 2019; EEUU Estructura del sector turístico Turespaña 2019; OECD Market Profile 2018

The National Travel and Tourism Office (NTTO), which is located within the International Trade Administration (ITA) of the United States Department of Commerce, is the liaison within the federal government and represents the United States abroad. It is also the agency in charge of statistics and works to improve the competitive position of the United States against other destinations.

Brand USA is a non-profit corporation that promotes inbound travel and it is in charge to communicate the entry process for international visitors, along with the Government.

The U.S. Travel and Tourism Advisory Board (TTAB) consists of 32 representatives from the private sector, from both companies and tourism organizations, who are appointed to advise the Secretary of Commerce on policies.

The Tourism Policy Council (TPC) - an inter-institutional council established by law with the aim of ensuring that the nation's tourism interests are considered in decision-making. Its main function is to coordinate national policies and programs. from federal agencies that have a significant effect on international travel and national tourism, leisure and heritage resources.



Source: OECD (2018), "United States", in OECD Tourism Trends and Policies 2018, OECD Publishing, Paris

In the United States there is no difference between wholesalers and retailers. In fact, it is common to find tour operators with a mixed structure since, even though they are wholesalers, they create sub-brands to function as travel agencies. The structure of agencies in the US can be classified into:

- Independent agencies: Traditional offices (brick-and-mortar), many of small size, with 2 or 3 employees. On certain occasions some employees work from home. They generally specialize in a niche market and offer specialized products.
- Home-based agencies: They are travel agents who usually work from home, usually without an employee. Two out of three home-based agencies are covered by the structure of a host agency or franchise that provides them with branding, marketing services and access to their main suppliers.
- Host Agencies: often have an ARC number (Airlines Reporting Corporation), be a member of the CLIA (Cruise Lines International Association) and a number of IATAN (International Airlines Travel Agent Network) that they offer to smaller travel agents so they can hire services and make reservations with their control numbers and their systems.
- Franchise: a travel agency that makes a commercial contract with other agencies, generally with independent agencies, to sell or market the products and destinations they offer. In return, agencies receive training and marketing support through the franchise, paying a fee for such ongoing support.

- Online travel agency (OTA): Online travel agencies that can sell from packages to accommodation and plane tickets. OTAs lead the ranking of agencies with the highest sales volume in 2016, led by Expedia Group, followed by Booking Holdings, billing between the two 140,500 million in 2016.

4.5.2 Flight connections and airports⁶⁸

The US has 5,087 public airports, some important and some really small. Hartsfield–Jackson Atlanta International Airport is the busiest airport in the US by passenger traffic, with 104 million passengers. The second busiest airport is Los Angeles International Airport with 84,5 million passengers a year. It has a new terminal dedicated to Asia and the Pacific flights.

- There are 6 more airports with more than 50 million passengers a year:
- O'Hare International Airport (ORD) - 79.8 Million Passengers
- Dallas/Fort Worth International Airport (DFW) - 75 Million Passengers
- Denver International Airport (DEN) - 61 Million Passengers
- John F. Kennedy International Airport (JFK) - 61 Million Passengers
- San Francisco International Airport (SFO) - 56 Million Passengers
- McCarran International Airport (LAS) - 51 Million Passengers
- Seattle–Tacoma International Airport (SEA) - 50 Million Passengers

68. <https://www.statista.com/>

The table below shows the direct flights from US to the airports of Catalonia and Jordan. There are no direct flights from US to La Puglia, Lebanon and Tunisia⁶⁹.

USA	CATALONIA	Companies	Frequency
Boston (BOS)	Barcelona	Level, Iberia	8 per week
New York (JFK)	Barcelona	KLM, Air France, Laparkan	57 per week
Newark (EWR)	Barcelona	Laparkan, Lufthansa, Norwegian	15 per week
Chicago (ORD)	Barcelona	Iberia, Norwegian, American Air.	15 per week
San Francisco (SFO)	Barcelona	Level, Iberia, Norwegian	12 per week
Fort Lauderdale (FLL)	Barcelona	Norwegian	3 per week
Los Angeles (LAX)	Barcelona	Laparkan, Norwegian	11 per week
Oakland (OAK)	Barcelona	Laparkan, Norwegian	6 per week
Miami (MIA)	Barcelona	Iberia, American Air.	15 per week
Washington (IAD)	Barcelona	United Air.	7 per week
Philadelphia (PHL)	Barcelona	Iberia, American Air.	10 per week
Charlotte (CLT)	Barcelona	American Air.	7 per week
Atlanta (ATL)	Barcelona	KLM, Delta Air Lines	15 per week

USA	JORDAN	Companies	Frequency
New York (JFK)	Amman	Royal Jordanian	7 per week
Chicago (ORD)	Amman	Royal Jordanian	9 per week
Detroit (DTW)	Amman	Royal Jordanian	5 per week

USA	ROMA	Companies	Frequency
New York (JFK)	Roma (FCO)	Iberia, Norwegian, American Air.	48 per week
Boston (BOS)	Roma (FCO)	Laparkan, Delta A. L., Norwegian	22 per week
Newark (EWR)	Roma (FCO)	Norwegian, United Air.	20 per week
Los Angeles (LAX)	Roma (FCO)	Vueling, Delta A. L., Norwegian	17 per week
Oakland (OAK)	Roma (FCO)	Laparkan	3 per week
Washington (IAD)	Roma (FCO)	United Air., Alitalia	17 per week
Chicago (ORD)	Roma (FCO)	Laparkan, Norwegian, Alitalia	25 per week
Philadelphia (PHL)	Roma (FCO)	American Air.	8 per week
Miami (MIA)	Roma (FCO)	Alitalia	7 per week
Charlotte (CLT)	Roma (FCO)	American Air.	7 per week
Dallas (DFW)	Roma (FCO)	American Air.	21 per week
Atlanta (ATL)	Roma (FCO)	Delta Air Lines	22 per week
Detroit (DTW)	Roma (FCO)	Delta Air Lines	14 per week

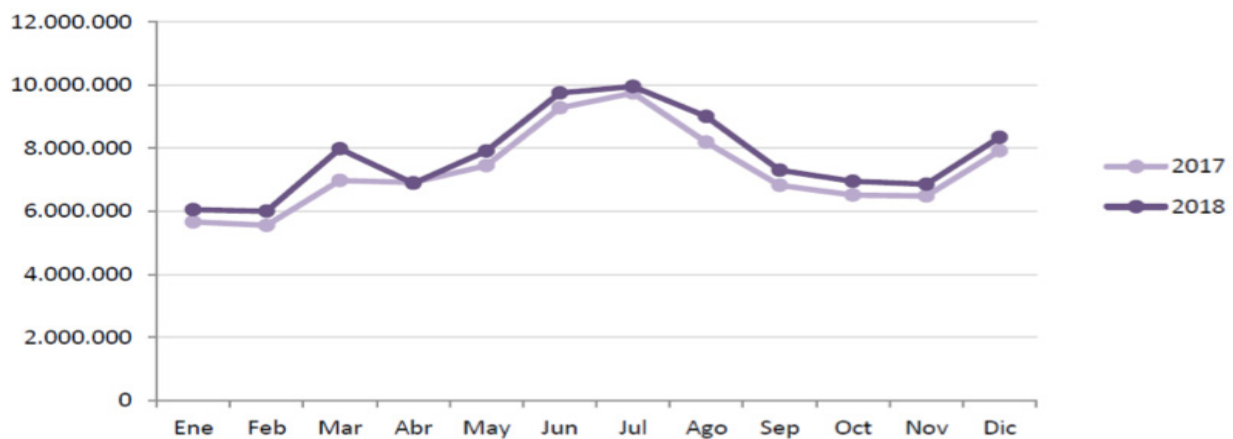
69. Tables done by the consultants with the website www.direct-flights.com

4.5.3 Bank holidays and school holidays⁷⁰

(Turespaña, www.officeholidays.com, visitbritain profile)

The United States is one of the only countries worldwide that does not have holidays paid by law. Americans have an average of 15 paid vacation days a year and generally don't use four of them. The American tourist travels mainly during the summer, especially in the month of July.

Seasonality (number of trips)



Source: National Travel and Tourism Office – Outbound NTTO 2018 mentioned in Turespaña mercados emisores US

70. www.officeholidays.com; EEUU Mercado emisor Turespaña 2019; EEUU Estructura del sector turístico Turespaña 2019;

The table below shows the Public Bank holidays in US:

Source: www.officeholidays.com

Day	Date	Holiday Name	Type	Comments
Friday	Jan 01	New Year's Day	Federal Holiday	
Monday	Jan 18	Martin Luther King Jr. Day	Federal Holiday	3rd Monday in January
Monday	Feb 15	President's Day	Federal Holiday	3rd Monday in February
Sunday	May 09	Mother's Day	Not A Public Holiday	2nd Sunday in May. Not a public holiday
Monday	May 31	Memorial Day	Federal Holiday	Last Monday in May
Sunday	Jun 20	Father's Day	Not A Public Holiday	3rd Sunday in June. Not a public holiday
Sunday	Jul 04	Independence Day	Federal Holiday	
Monday	Jul 05	Independence Day (in lieu)	Regional Holiday	
Monday	Sep 06	Labor Day	Federal Holiday	1st Monday in September
Monday	Oct 11	US Indigenous People's Day	Regional Holiday	
Monday	Oct 11	Columbus Day	Federal Holiday	2nd Monday in October
Thursday	Nov 11	Veterans Day	Federal Holiday	
Thursday	Nov 25	Thanksgiving	Federal Holiday	4th Thursday in November
Friday	Nov 26	Day after Thanksgiving	Regional Holiday	Day after 4th Thursday in November
Friday	Dec 24	Christmas Day (in lieu)	Regional Holiday	
Saturday	Dec 25	Christmas Day	Federal Holiday	
Monday	Dec 27	Christmas Day (in lieu)	Regional Holiday	
Thursday	Dec 30	New Year's Day Holiday	Regional Holiday	Kentucky, Michigan
Friday	Dec 31	New Year's Day (in lieu)	Federal Holiday	

The school calendar dates in the United States are determined by the respective school

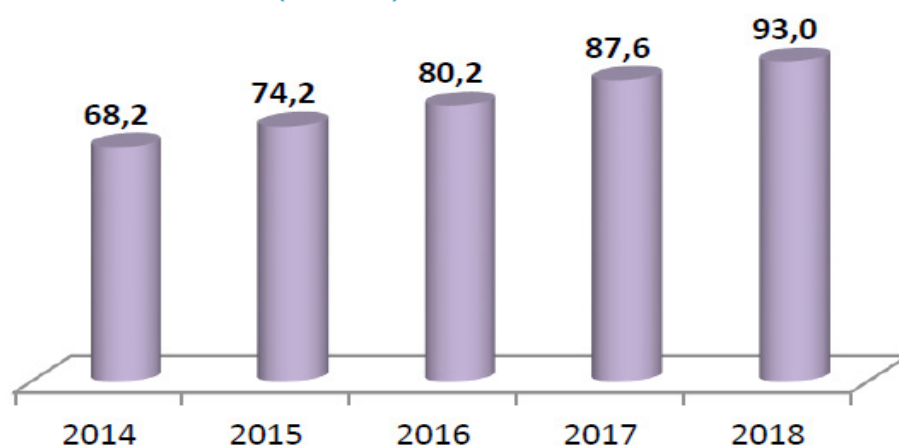
districts within each state. In general terms, the periods for the school holidays are:

- First Day of School – August/September
- Thanksgiving Break – one week
- Christmas Break – two weeks
- Mid Winter Break or Spring Break – one week

4.5.4 Market Volume⁷¹

The pattern of American tourist consumption is characterized by an outstanding importance of domestic tourism. Of the total trips made by residents of the United States in 2018, 2,291.1 million were domestic and 93 million were international, which represents 96% for the domestic tourism. However, the international tourism of Americans continues to grow year by year and continues to be the second tourist market with the highest volume of international spending.

Outbound travels (millions)



Source: National Travel and Tourism Office – Outbound, NTTO 2018 – mentioned in Turespaña

In 2018, Mexico and Canada hosted 55.1% of trips abroad. Europe was in third position receiving 19.1% of visitors (tourists and hikers), with about 17.8 million arrivals. The fourth destination with the highest flow of visitors were the Caribbean countries, reaching 8.7 million arrivals.

The European Commission indicates that in 2014, tourists from the US were the main visitors from outside the EU, accounting for 18% of the total nights spent in the EU by non-EU tourists. For US market, overseas travel is mainly an activity enjoyed by more affluent, educated individuals, especially when travelling to long-haul destinations.

71. EEUU Mercado Emisor Turespaña 2019; US Travel Association 2018; National Travel and Tourism Office, NTTO

When they go to Europe, they prefer to see many European cities during one holiday, spending less time in each of the cities.

Concerning MEDUSA countries, the UNWTO report for outbound tourism of US, so trips abroad by resident visitors to countries of destination (2019), indicates that Italy is in 3rd position and Spain is in 6th position. Lebanon, Jordan and Tunisia receive less tourists from the US and have a moderate growth.

5 TOP COUNTRIES	2017	2018	% change
Mexico	31.051.095	33.519.275	7,95
Canada	24.295.020	24.412.440	0,48
Italy	4.889.010	5.656.740	15,70
France	4.395.522	4.487.891	2,10
United Kingdom	3.910.148	3.877.427	-0,84
MEDUSA COUNTRIES			
Spain	3.003.718	3.193.182	6,31
Lebanon	171.110	190.464	11,31
Jordan	138.421	163.444	18,08
Tunisia	18.659	23.165	24,15

Source: prepared by authors based on data from UNWTO 2019

4.5.5 Traveller profile, behaviour and trip organisation⁷²

Below is the general profile of the United States traveller, their motivations for traveling, and the organization of the trip.

Traveller profile

In the United States there are many studies that define 4 types of tourist segment, which have specific characteristics when making, buying and planning trips.

Baby Boomer generation: - people born between 1946 and 1964 They are the generation after the war and currently between 55 and 75 years old. They have more time to travel, especially the younger

ones are active and have money to spend on travel.

Generation X: - people born between 1964 and 1980 They are the generation between 55 and 40 years old, in many cases with dependent young children but who are looking for spaces to travel with their partner or family, although they are the smallest group for long-distance travel.

Millennials generation: - people born between 1980 and 1994 They are the generation between 24 and 39 years old who need to travel to be happy. They are the generation of the digital age. Concerned about their health and personal (physical and mental) well-being. They have more tourist spending

72. EEUU Mercado Emisor Turespaña 2019; Discover England Outdoor Activities 2018; Market and Trade Profile: USA Visit Britain 2017; OECD Country Profile 2018; USA buzzseekers and explorers;

than previous generations (at the same age). They like comfort (usually not backpackers), design, and comfort. Large users of tourist Apps. They value the recommendations of a friend more than those of a travel agent. They seek more emotional experiences. They prefer to travel more parts of the world at a good price than to go to few places with high prices. They largely seek feedback from other tourists to make their decision. They look for information to travel on pages like TripAdvisor, Pinterest, Instagram, Tumblr, or Facebook.

Generation Z (Centennials): - people born between 1994 and 2010 They are travelers between 15 and 23 years old, they have grown up in the midst of the global economic crisis, they are realistic, cautious, more mature, creative and self-sufficient. They have much more internalized human diversity and more capacity for empathy. Sustainability and solidarity are 2 important values for this generation. Their use of all technology tools is even more fluently than Millennials.

Traveller behaviour

- Increase in international bookings over national ones in recent years with 41% of domestic trips and 59% of trips abroad in 2016.
- US is the second issuing market with the highest volume of tourist spending on foreign travel
- The average expenditure per person (not including overnight stays in Mexico and Canada) was \$ 2,561 in 2017.
- The average daily expenditure on travel abroad (not including Mexico and

Canada) was \$ 138.9 in 2017

- Europe is the continent where Americans spend the most, followed by Asia.
- California is the main issuing state (14%) in 2017 (latest published data), followed by Florida (9.4%), Pennsylvania (8.2%), Texas (7.8%) and New York (7, 4%).
- The average stay (not including overnight stays in Mexico and Canada) is 16.6 nights on average in 2017.
- The average age of American travelers is 40-45 years, with a high annual income (\$ 127,603 annually)
- The decision of the trip is made three and a half months in advance
- One main factor to choose a destination is the good relation between quality and price.
- Travel abroad predominantly in the northern hemisphere during the summer months of June, July and August, and December.
- A quarter of all overseas travellers visit family or relatives. Multigenerational travel is also popular among US travellers, with family trips that include grandparents.
- Over three-quarters of outbound trips taken by US residents are for leisure/pleasure (56%) or for visiting family and friends (27%).
- Top leisure activities for U.S. travelers were sightseeing, shopping, visiting small town/countryside, experiencing 'fine dining' (gastronomy), visiting historical locations, taking guided tours, visiting art galleries/museums, experiencing cultural/ethnic heritage sites, visiting national parks/monuments

and 'nightclubbing'

- 59% of US travellers take in account the outdoor activities while chosen a destination
- 22% of US travellers to Europe, booked a multi-day itinerary before travelling.
- The outdoor activity was reason for doing holiday for 34% US travellers, the main reason share 10%.
- They are used to larger rooms.
- They see accommodation as an important part of the travel experience.
- They prefer to stay at a historic/grand property or a hotel that reflects the local culture (for example a local bed and breakfast).
- The majority wants to stay in a 3-star plus property with a good/central location.
- America has a tipping culture when it comes to service and they tip between 15- 20%.
- The most important sources in travel decision-making were: recommendations from friends and relatives (35%), must-see world renowned destinations (24%), information on the internet (14%)

Trip organisation

- 40% of Americans made reservations exclusively online, compared to 9% of reservations made only offline.
- 41% of tourists bought the flight directly from the company.

- 33% of the trips were booked through online portals, 13% through travel agencies and 17% through other channels.
- 20% of accommodation reservations are made through the accommodation itself, 20% through online portals and 7% through travel agencies.
- 74% of Americans who buy online do so through PCs, 28% through Smartphone and 24% through Tablet.
- 50% of travelers, check comment websites, type tripadvisor, before making an online purchase. Comments are important to Americans when choosing a destination.
- Facebook maintains its position as the main social network, with 93%, followed by LinkedIn (37%) and Instagram (35%).

4.5.6 Adventure tourism in the US⁷³

The American tourism industry is thriving, International and domestic travel is currently contribution over \$1.1 trillion to the United States GDP every year. Americans take 2.29 Billion domestic trips each year and 80% were for leisure travel in 2019. The United States continues is implementing a National Travel and Tourism Strategy, started in 2012. This strategy set the goal of increasing American jobs by attracting 100 million international visitors annually, estimated to spend \$ 250 billion, by the end of 2021. The Strategy also encourages Americans to travel within the States.

73. <https://travel.trade.gov/> <https://www.nps.gov/aboutus/visitation-numbers.htm>; Australian Visitors to us National Parks and Natural Areas; OECD Country Profile United States 2018

United and its territories and see all that the country has to offer.

National parks and natural areas are an important part of the total attractions available to tourism visitors in the USA, where national parks and natural areas provide recreational opportunities close to cities, or where they preserve unusually spectacular scenery. Wilderness areas and areas of natural beauty constitute an important part of the tourist industry. There are 429 natural parks, 62 of them are "National Parks".

The total of visits in 2019 in all the parks were:

- 27,516,619 recreation visits
- 1,429,969,885 recreation visitor hours
- 13,860,047 overnight stays (recreation and non-recreation)
- Three parks had more than 10 million recreation visits: Golden Gate National Recreation Area, Blue Ridge Parkway, and Great Smoky Mountains National Park
- 11 parks had more than five million recreation visits
- 80 parks had more than one million recreation visits (21 percent of reporting parks)
- 25 national parks had more than 1 million recreation visits (40 percent of National Parks)
- 50 percent of total recreation visits occurred in 27 parks (7 percent of all parks in the National Park System)

The 10 Most Visited "National Parks" in 2019 were:

- Great Smoky Mountains National Park with 12.5 million of recreational visits
- Grand Canyon National Park with 5.97 million of recreational visits
- Rocky Mountain National Park with 4.7 million of recreational visits
- Zion National Park with 4.5 million of recreational visits
- Yosemite National Park with 4.5 million of recreational visits
- Yellowstone National Park with 4 million of recreational visits
- Acadia National Park with 3.4 million of recreational visits
- Grand Teton National Park with 3.4 million of recreational visits
- Olympic National Park with 3.2 million of recreational visits
- Glacier National Park with 3 million of recreational visits

According to the US Trends Adventure Travelers survey, 92.7% of respondents had already made adventure trips within their own country and Canada. North America is the top region for U.S. Adventure travellers. The top five states cited by respondents in the Outside magazine survey are Colorado, California, Utah, Florida, and Arizona, as the most recently visited destinations.

4.5.7 Characteristics of adventure tourism

Outdoor Participation Report shows about half the U.S. population participated in outdoor recreation at least once in 2018, including hunting, hiking, camping, fishing, canoeing among many more outdoor activities. US has witnessed a high growth rate for adventure tourism, because medium- and high-income consumers in urban areas are looking for new products and experiences.

The ATTA report about “North American Adventure Travelers”:

- US adventure travellers think the most important elements of adventure travel are (2016):
 1. Being in a natural environment (94%)
 2. Learning (90%)
 3. Meaningful human experiences (86%)
 4. Experiencing a new culture (82%)
- Risk and physical danger, although still regarded as an element of adventure travel, are much less important than the other factors. In fact, the statement “Risk plays a large role in adventure travel” has a net agree score 45% lower than the statement “Experiencing a new culture plays a large role in adventure travel”.
- The top motivations for adventure travel have been remarkably stable: Transformation, Expanded Worldview, Nature and Discovery, and Learning. The most notable shift in motivation during this period was the prioritization of Mental Health over Fun and Thrill. 2016
- The most used social media site for all three personas was Facebook, followed by YouTube, Twitter and then Pinterest. Facebook was also used most by all three personas when looking for new travel ideas. TripAdvisor was the most popular travel review site. 2016⁹

ATTA conducted a study of adventure tourism in 2017, in which were listened the activities experienced in the past and the ones which the surveyed participants planned to do in the future.

EXPERIENCIES AND INTENTIONS*		
Activity	Have Participated %	Plan to Participate %
Archaeological expeditions	8,80%	16,10%
Backpacking	82,30%	41,40%
Birdwatching	31,20%	15,80%
Camping	87,00%	44,00%
Canoeing	74,90%	36,80%
Caving	36,30%	Hard
Climbing (mountain/rock/ice)	53,30%	29,20%
Cycling (MTB)	67,00%	38,50%
Cruise - small ship	25,70%	35,20%
Cruise - large ship	35,40%	22,90%
Fishing/fly-fishing	50,90%	33,20%
Heli-skiing	4,90%	22,80%
Hiking	92,30%	51,60%
Horseback riding	64,10%	25,50%
Hunting	24,80%	14,00%
Kayaking/sea/whitewater	60,70%	46,70%
Kite surfing	4,60%	22,40%
Motorized sports	44,90%	28,70%
Orienteering	29,40%	23,70%
Paragliding	10,10%	20,40%
Rafting	67,10%	41,90%
Research expeditions	10,40%	27,10%
Safaris	12,80%	44,10%
Sand boarding	6,40%	16,90%
Sailing	58,00%	37,20%
Scuba diving	39,90%	37,60%
Snorkelling	78,80%	43,20%
Skiing/snowboarding	77,20%	38,30%
Stand-up paddle boarding	38,20%	51,30%
Surfing	36,90%	34,80%
Trekking	47,30%	41,30%
Volunteer tourism	26,50%	39,00%

Source: elaborated by the consultants with ATTA data, only with adventure activities

In terms of adventure activities experienced in the past, the top activities were visiting historical sites (93.4%), hiking (92.3%), and camping (87%). Also, on the top of the list were backpacking (82.3%) and attending local festivals (81.3%).

At least three-quarters of respondents had participated in snorkeling (78.8%), getting to know the locals (78.3%), cultural activities (77.6%), skiing/snowboarding (77.2%), and canoeing (74.9%). More than half of the respondents planned to engage in hiking (51.6%), stand-up paddle boarding (51.3%) and visiting historical sites (50.2%).

Other adventure activities of interest, that the participants would like to do, were sand boarding (77.6%), archaeological expeditions (76.9%), kite surfing (73.9%), heli-skiing (73.6%), and paragliding (71.4%).

In 2019, the International Finance Corporation (IFC) partnered with the Adventure Travel Trade Association (ATTA) carried on an in-depth study of adventure and cultural travelers originating in the United States of America (USA) and Australia ("Shaping-the-Future-of-Adventure-and-Cultural-Travel US and Australia", adventure US travellers can be divided into three profiles.

Adventure intensive profile

- male aged 25-44, are well educated with a medium income, and are more often married and living with their spouse and children. A smaller segment of this market is the younger Millennial market, both male and female, that is young, single and living on their own.

- highly motivated by adventure activities, especially Americans. They are willing to try new challenges. They like both hard and soft adventure activities and tend to do the same ones repeatedly and regularly with expert and advanced skills.
- like camping and backpacking and snorkelling, but also enjoy harder adventure activities like for kayaking/rafting, rock climbing, mountain biking.
- seek out destinations with different lifestyles than their own and want to support local communities and businesses when they travel. However, they prefer general cultural activities to immersive experiences.
- travel with their family or in a couple, and often travel with friends. They often plan trips on short notice. This group also tends to book all elements individually, rather than as a package.
- friends and family and review sites were the most important information sources for planning Adventure Intensives' last trips. They can particularly be targeted through travel blogs, social media and travel magazines.

Experience samplers profile

composed of two groups. Both are slightly more female with the younger group (18-24 years old) having lower incomes and education levels and more likely to live on their own. The older group (45-54 years old) has higher incomes and education and more likely to be married and living with a spouse and possibly children. What ties them together are that both groups are interested in learning new things and having new experiences

- motivated by adventure activities, especially American males. They lean toward soft adventure activities. They have a few activities they participate in regularly and are willing to do these during a trip.
- like camping and backpacking and snorkelling, but also enjoy harder adventure activities like for kayaking/rafting, rock climbing, mountain biking.
- like cultural activities about as much as the average traveler, enjoying immersive experiences.
- travel with their family (adults only) and less likely to travel with children. This may be due to their dichotomous age groups of 18-24 (single without children) and 45+ (married with older children).
- friends and family and review sites were the most important information sources for planning Adventure Intensives' last trips. They can particularly be targeted through travel blogs, social media and travel magazines.
- want to have new experiences and learn new things, while enjoying nature and taking the time to contemplate life. Cultural Explorers rate lower than average on social media use, luxury product enjoyment and factors related to risk, winning and danger. They appreciate the overall experience from travel.
- like backpacking, snorkelling, birdwatching but also enjoy harder adventure activities like for kayaking/rafting, rock climbing, mountain biking.
- seek destinations with different lifestyles and languages and prefer to support local communities and operators.
- book all trip elements themselves, have a longer planning horizon, and make their own travel decisions.
- look to friends and family for travel inspiration, but also watch travel shows on TV and turn to travel agents/tour operators
- friends and family were the most important information sources for planning and look to travel magazines and travel blogs.

Cultural explorers

- older travelers (55+ years old) and just slightly more male. The majority are in middle income households and are more highly educated than average. This segment is very frequently married and living with their spouse (no children in the house) or sometimes alone. Cultural Explorers are very interested in learning new things and actively seeking new experiences. They are not risk takers nor competitive, and enjoy nature and scenery more than average.

4.5.8 Institutions and entities related to adventure and nature

National Park Service

www.nps.gov

429 parks belong to The National Park Service and 62 of them are classified as “National Parks”. Since 1916, the National Park Service has been entrusted with the care of our national parks. The National Park Service preserves unimpaired the natural and cultural resources and values of the National Park System for the enjoyment, education, and inspiration of this and future generations. The Park Service cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world.

National Wildlife Federation

www.nwf.org

Founded in 1936, the National Wildlife Federation is a non-profit organisation and it is “the America’s largest and most trusted conservation organization, works across the country to unite Americans from all walks of life in giving wildlife a voice”.

Nature Conservancy

www.nature.org

Founded in 1951, The Nature Conservancy is a global environmental non-profit organisation. It is one of the most effective and wide-reaching environmental organizations in the world. It has more than a million members and the dedicated

efforts of their staff and more than 400 scientists, they work in 79 countries and territories across six continents.

USTOA

www.ustoa.com

The United States Tour Operator Association was founded in 1972 and one of the most reputable tour operators in the US. It is a professional non-profit association that represents the industry of American tour operators but can offer trips around the world.

ATTA

www.adventuretravel.biz

Established in 1990, the Adventure Travel Trade Association is the leadership voice and partner for the adventure travel industry around the world. It has more than 1,300 members representing 100 countries worldwide. The association is made up of tour operators, tourist offices, specialized agencies and accommodations that share a personal interest in the sustainable development of adventure tourism. With specialized expertise in research, events, education, media and advocacy, ATTA’s business services division can provide valuable solutions to a broad set of partners in many adventure tourism related sectors.

ABA

www.aba.org

American Birding Association is a non-profit organization that provides leadership to bird watchers by increasing their knowledge, skills and enjoyment of birdwatching. It is the only organization in North America that specifically

encompasses recreational birdwatchers. It also contributes to the conservation of birds and bird habitats through various programs.

USA Cycling

www.usacycling.org

USA Cycling is the national agency for the sport of cycling in the United States and oversees the disciplines of road, track, mountain bike, cyclocross and BMX. With the mission of developing the sport of cycling in the United States at all levels and achieving sustained international success in racing, USA Cycling supports cyclists from enthusiasts just starting the sport to seasoned professionals. It is also responsible for selecting the cyclists who represent the United States in international competition. They have grassroots development programs and the provision of critical infrastructure to run organized races, as well as non-professional events like big funds.

American Hiking Society

www.americanhiking.org

The American Hiking Society is a non-profit organization, which aims to preserve the roads and hiking, especially in areas with higher risk. It works together with Congress and federal agencies to shape public policy and legislation affecting hiking.

ACA

www.americancanoe.org

"Founded in 1880, it is a national non-profit organization serving the broader paddling public by providing education related to all aspects of paddling, stewardship support to help protect paddling environments, and sanctioning of programs and events to promote paddlesport competition, exploration, and recreation".

USOA

www.underwater-society.org

Underwater Society of America is the official body for the underwater sports like, skin diving, underwater hockey, underwater rugby, fin swimming and spearfishing. And it represents also the leisure diving.

US Equestrian Federation

www.usef.org

Founded in 1917, the US Equestrian Federation is the body responsible of all equestrian sports and disciplines. It also manages the breed shows that take place in the United States.

Snowsports Industries America

www.snowsports.org

Snowsports Industries America is the winter industry's non-profit, member-owned trade association representing snow sports suppliers, retailers, sales reps and resorts.

4.5.9 Adventure Operators⁷⁴

Tour operators specialized in adventure tourism, above all, are independent travel agencies and home-based agencies that make tailor-made products or propose guided tours, with the same agents acting as “tour managers”, as they travel with the group to offer tourist commentary and coordinate all movements and group activities. In 2018, ATTA conducted a study on tour operators and their relationship with “travel agents”.

Key findings from the research include:

- 80% of tour operators currently work with travel agents to sell their trips.
- Less than 30% of the tour operators' sales come through travel agents.
- 63% of tour operators have growth in sales through the agent channel.
- Tour operators' greatest motivation for working with agents is that it offers a new sales channel.
- The top three trip types booked by agents are hiking/walking/trekking tours, cultural tours, and multi-sport excursions.

TOUR OPERATOR	WEB	PRODUCTS
Adventure Life	www.adventure-life.com	Adventure & GNL
Adventures in Preservation	www.adventuresinpreservation.org	Culture & Voluntar
Adventure Travel Group	www.adventuretravelgroup.com	Bike
Adventure Women	www.adventurewomen.com	Women
Austin Adventures	www.austinadventures.com	Adventure
Backroads	www.backroads.com	Bike
Bicycle Odysseys	www.since1974.com	bike & walking
Bike Tours Direct	www.biketours.com	Bike
Bird Treks	www.birdtreks.com	Birtwatching
Boundless Journeys	www.boundlessjourneys.com	Adventure
Breakaway Adventures	www.breakaway-adventures.com	Walking and Cycling
Breaking Away	www.breakingaway.com	Bike
Caligo Adventures	www.caligo.com	Birdwatching
Cheesman's Ecological Safari	www.cheesemans.com	Wildlife
Classic Journeys	www.classicjourneys.com	Adventure & GNL
Ciclismo Clasico	www.ciclismocalssico.com	Bike
CW Adventrues	www.cwadventures.com	Bike and Walk

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Cyclevents	www.cyclevents.com	Bike
Discovery Bicycle Tours	www.discvoerybicycletours.com	Bike
Distant Journeys	www.distantjourneys.com	Walking
Dream Weaver Travel	www.dreamweaverdivetravel.com	Diving
Duvine	www.duvine.com	Bike
Easy Rider Tours	www.easyridertours.com	Bike
Experience Plus	www.experienceplus.com	Bike
Field Guides	www.fieldguides.com	Birdwatching
Greenloons	www.greenloons.com	Ecotourism
igh Lonesome Bird Tours	www.highlonesometours.com	Birdwatching
In situ	www.insitutravel.com	bike
International Adventures	www.ietravel.com	Adventures
Mountain Travel Sobek	www.mtsobek.com	Adventures
Natural Habitat Adventure	www.nathab.com	Wildlife
Naturalist Journeys	www.naturalistjourneys.com	Birdwatching
Nature Expeditions International	www.natureexp.com	Walking and Cycling
Overseas Adventure Travel	www.oattravel.com	Adventure
Perfect Wave Travel	www.perfectwavetravel.com	Surfing
Pure Adventures	www.pure-adventures.com	Cycling, walking, multiactiviy
Rei Adventures	www.rei.com/adventures	Adventure
Responsible Vacation	www.responsiblevacation.com	Adventure
Ride Strong Bike Tours	www.ridestrongbiketours.com	Bike
Sights and Soul Travels	www.sightsandsoul.com	Women
Sunrise Birding	www.sunrisebirding.com	Birtwatching
The Worlds Outdoors	www.theworlddoutdoors.com	Hiking and Multiactivity
Transat	www.transat.com	General travel with an adventure section
Trektravel	www.trektravel.com	Bike
Trip Site	www.tripsite.com	Bike
VBT	www.vbt.com	Bike
Victor Emanuel	www.ventbird.com	Birtwatching & Nature
Water Ways Travel	www.waterwaystravel.com	Surfing

Wilderness Travel	www.wildernesstravel.com	Adventure
Wildland Adventures	www.wildland.com	Adventure
Wildside Nature Tours	www.wildsidenaturetours.com	Nature
Wings	www.wingsbirds.com	Birdwatching
Zegrahm Expeditions	www.zegrahm.com	Wildlife

57 specialised agencies – 15 agencies selected (in bold)

4.5.10 Adventure specialised Media & Portals⁷⁵

Total media consumption has increased significantly in 2016 especially due to a higher amount of time spent on apps or websites on tablets or smartphones and multimedia devices. Despite this development, the highest proportion of media time is still spent watching TV. The leading publications are National Geographic, Conde Nast Traveler, and Outside Magazine.

TYPE	NAME	WEB	DESCRIPTION
Magazine	National Geographic	www.expemag.com	General travel magazine
Magazine	Conde Nast Traveler	www.outdoorgo.com	General travel magazine
Magazine	Vacations	www.vacationsmagazine.com	General travel magazine
Magazine	Cruise Travel	www.cruisetravelmag.com	Seafaring adventures and voyages by boat.
On-line magazine	Outside	www.outsideonline.com	General Outdoor magazine
Magazine	National Geographic Traveler	www.traveler.nationalgeographic.com	Magazine that combines the stunning photography of National Geographic with a strong passion for interesting travel locations.
Magazine	Field and Stream	www.fieldandstream.com	Hunting and fishing
Magazine	Backpacker	www.backpacker.com	Backpacking and Camping magazine with hiking
Magazine	Travel + Leisure	www.travelandleisure.com	Travel guide that highlights the most interesting spots in the world
Magazine	Outdoor Life	www.outdoorlife.com	Fishing, hunting, and boating. It offers sometimes articles by experts about outdoors
Magazine	Surfer	www.surfer.com	All about surfing
Magazine	Rock and Ice	www.rockandice.com	Magazine for climbers of every skill level.
On-line magazine	Bike Magazine	www.bikemag.com	Mountain bikers and enduro magazine

75. www.visitbritain.com; US adventure trends 2017

Magazine	Mountain Bike Action	www.mbaction.com	Mountain biking with a focus on actually doing it and contains advice from a lot of experts,
Magazine	Back Country Magazine	www.backcountrymagazine.com	Outdoor mountain sports, backcountry magazine includes skiing, snowboarding, and other mountaineering-related activities.
Magazine	Paddling Magazine	www.paddlingmag.com	Paddlesports magazine

4.5.11 Main international tourism and adventure events

KEY TRAVEL TRADE AND CONSUMER EVENTS				
Event	Location	Date	Attendees	Website
The New York Times Travel Show	The Jacob K. Javits Center, New York City	February	More than 25,000 visitors and 430 representatives/exhibitors	www.nytttravelshow.com/
The Boston Globe Travel Show	The Seaport World Travel Center	February	More than 24,000 total in Feb 2014	www.bostonglobetravelshow.com/
TRAVEL & ADVENTURE SHOW (IN 11 CITIES)				
Event	Location	Date	Attendees	Website
Travel Show Atlanta	Cobb Galleria Centre	January	More than 200 destinations and thousands of exhibitors	https://travelshows.com/shows/atlanta/
Travel Show Boston	Hynes Convention Center	January	More than 10,000 visitors, 1,000 travel experts and 200 exhibitors	https://travelshows.com/shows/boston/
Travel Show Chicago	Donald E. Stephens Convention Center	January	More than 21,000 exhibitors, 200 destinations	https://travelshows.com/shows/chicago/
Travel Show Dallas	Dallas Convention Center Dallas	August	More than 16,000 visitors, 1,000 travel experts and 200 exhibitor	https://travelshows.com/shows/dallas/
Travel Show Denver	Colorado Convention Center	February	More than 10,000 visitors and 150 destinations	https://travelshows.com/shows/denver/
Travel Show Los Angeles	Long Beach Convention Center	February	More than 33,000 visitors, 3,000 travel experts and 450 exhibitor booths	https://travelshows.com/shows/los-angeles/
Travel Show Philadelphia	The Pennsylvania Convention Center	March	More than 10,000 total in March 2014	https://travelshows.com/shows/philadelphia/
Travel Show San Diego	San Diego Convention Center	February	More than 500 travel experts in Jan 2012	https://travelshows.com/shows/san-diego/

Travel Show San Francisco/Bay Area	Santa Clara Convention Center	March	More than 16,000 visitors, 1,000 travel experts and 200 exhibitor booths in Feb 2014	https://travelshows.com/shows/san-francisco-bay-area/
Travel Show Tampa	Tampa Convention Center	March	No statistics. On 2021 will be the first year	https://travelshows.com/become-an-exhibitor/tampa/
Travel Show Washington D.C.	Washington Convention Center	March	More than 20,000 visitors, 2,400 travel experts in March 2014	https://travelshows.com/shows/washingtondc/

Outdoor and Snow Shows

DEMA	Las Vegas/ Orlando/New Orleans	November	The largest trade-only event in the world for companies doing business in the scuba diving, ocean water sports and adventure/dive travel industries. It takes place in November in the three cities, one after the other.	www.dema.org
Horse World Expo	Harrisburg	March	Visitors can find out information on the latest developments, trends, services and products in the equestrian sector. It has also an area for horse riding.	www.horseworldexpo.com
Tampa Boat Show	Tampa	September	International exhibition for boats of all kinds. At the same time, they organise seminars about watersports.	www.tampaboatshow.com
Surf Expo	Orlando	September	One of the largest watersports and beach/resort trade shows worldwide. It has more than 1,000 exhibitor and more than 25,400 visitors.	www.surfexpo.com
Outdoor and Snow Show	Denver	January	Organised by the Snowsports Association, it is a exhibition of outdoor activities in winter and snow industry.	www.snowsports.org/outdoor-retailer-snow-show/

4.5.12 Highlights of US

US is a source market for MEDUSA project because:

- Second largest outbound market for international travel
- One of the main adventure markets in the world
- Market of interest for all partners
- Published information available on adventure and nature-based tourism, specially from ATTA
- Existing specialised tour operators in adventure and active holidays
- US based Tour Operators often have their own partners and cross-selling in UK, Canada and other countries like Brazil.

5. ANALYSIS OF TOUR OPERATORS & PRODUCTS

For the analysis of tour operators, it is important to see also Appendix 1 (touroperators factsheets) and Appendix 2 (product factsheet) as it is from where all the information has been compiled.

5.1 Analysis of tour operators

The initial prevision was to analyse 50 tour operators, but as we mentioned in chapter 1 Introduction and Methodology, finally 64 tour operators have been analysed.

Tour operators from UK and US are the ones with more cross-selling as they arrive to all the speaking English countries.

	France	Germany	Norway	UK	US	TOTAL
Identified tour operators	49	34	29	71	53	236
Total analysed	15	15	5	19	10	64

The detailed list of tour operators is as following:

FRANCE		
Tour operator	Web	Products
Allibert	www.allibert-trekking.com	Walking, Cycling, Snow
Arts et Vie	www.artsetvie.com	Culture & Arts
Cavaliers du Monde	www.cavaliers-du-monde.com	Horseriding
Chamina voyages	www.chamina-voyages.com	Adventure
Cyclomundo	www.cyclomundo.com	Cycling
Grand Angle	www.grandangle.fr	Walking, Cycling, Snow
Huwans Aventure	www.huwans-clubaventure.fr	Adventure
La Balaguère	www.labalaguere.com	Walking
La Bicyclette Verte	www.bicyclette-verte.com	Cycling
Nomade	www.nomade-aventure.com	Adventure
Point Voyages	www.point-voyages.com	Adventure
Sur les hauteurs	www.surleshauteurs.com	Adventure
Terres d'Aventure	www.terdav.com	Adventure
UCPA	www.ucpa.com	Adventure
Velorizons	www.velorizons.com	Cycling

GERMANY

Tour operator	Web	Products
Asi Reisen	www.asi-reisen.de	Walking, Cycling, Snow
Adventure, snow	www.artsetvie.com	Culture & Arts
Bike Touring	www.bike-touring.de	Cycling
BUND Naturschutz Service	www.bund-reisen.de	Walking, nature, birdwatching, train
Gebeco Länder Erleben	www.gebeco.de	Adventure
Globetrotter Abenteuer	www.globetrotter-abenteuer.de	Walking, Cycling, Snow
Walking, cycling, snow	www.huwans-clubaventure.fr	Adventure
NABU-Reisen - Birdingtours	www.nabu-reisen.de	Birdwatching
NAToURs	www.natours.de	Adventure, snow
ONE WORLD. Reisen mit Sinnen	www.reisenmitsinnen.de	Walking, cycling, nature, culture
Pura Aktiv Reisen	www.pures-reisen.de	Adventure
Walking, cycling	www.surleshauteurs.com	Adventure
Radissimo	www.radissimo.de	Cycling
ReNatour	www.renatour.de	Walking, yoga
Schulz aktiv reisen	www.schulz-aktiv-reisen.de	Adventure
UNTERWEGS	www.unterwegs-reisen.de	Adventure
Urlaub und Natur	www.urlaubundnatur.de	Walking, cycling, nature, birdwatching
Wikinger Reisen	www.wikinger.de	Walking, cycling

NORWAY

Tour operator	Web	Products
Carpe Diem Singelreiser	www.carpe-diem.no	Cycling and walking with culture
Jomfrureiser	www.jomfrureiser.no	Women active and culture travel
Merlot Reiser	www.merlot.no	Cycling and walking
Oliven Reiser	www.olivenreiser.no	Cycling and walking
Penguin Travel	www.penguintravel.no	Adventure
Globetrotter Abenteuer	www.globetrotter-abenteuer.de	Walking, Cycling, Snow
Walking, cycling, snow	www.huwans-clubaventure.fr	Adventure
NABU-Reisen - Birdingtours	www.nabu-reisen.de	Birdwatching
NAToURs	www.natours.de	Adventure, snow
ONE WORLD. Reisen mit Sinnen	www.reisenmitsinnen.de	Walking, cycling, nature, culture

UK

Tour operator	Web	Products
Activities abroad	www.activitiesabroad.com	Families
Alpine Elements	www.alpineelements.co.uk	Families
Dive Worldwide	www.diveworldwide.com	Diving
Exodus Travels	www.exodus.co.uk	walking, cycling, snow
EXPLORE!	www.explore.co.uk	Adventure
Headwater	www.headwater.com	Walking, cycling, snow, family
Hfholidays	www.hfholidays.co.uk	Adventure & Art
Inntravel	www.inntravel.co.uk	Walking, cycling, snow, family
INTREPID	www.intrepidtravel.co.uk	Adventure & Sailing
Macs Adventure	www.macsadventure.com	Adventure
Much Better Adventures	www.muchbetteradventures.com	Adventure, kayaking, rafting
Naturetrek	www.naturetrek.co.uk	Wildlife & Birtwatching
Planet Windsurf	www.planetwindsurfholidays.com	Windsurf
Pura aventura	www.pura-aventura.com	Adventure
Responsible Travel	www.responsibletravel.com	Adventure
Rock and Sun	www.rockandsun.com	Climbing
The Adventure People	www.theadventurepeople.com	Adventure
Walking Women	www.walkingwomen.com	Walking
World Expeditions	www.worldexpeditions.com	Adventure

US

Tour operator	Web	Products
Adventure Women	www.adventurewomen.com	Women
Austin Adventures	www.austinadventures.com	Adventure
Breakaway Adventures	www.breakaway-adventures.com	Walking and Cycling
Field Guides	www.fieldguides.com	Birdwatching
Greenloons	www.greenloons.com	Ecotourism
Mountain Travel Sobek	www.mtsobek.com	Adventure
Pure Adventures	www.pure-adventures.com	Cycling, walking, multiactivity
Rei Adventures	www.rei.com/adventures	Adventure
Wilderness Travel	www.wildernesstravel.com	Adventure
Wildland Adventures	www.wildland.com	Adventure

The example of the datasheet used to describe the tour operators is shown below:



Name	Allibert Trekking
Address	Rue de Longifan
Post code	38530
Town	Chapareillan
Country	France
Telephone	0033 476455757
E-Mail	liberte@allibert-trekking.com
WEB Page	www.allibert-trekking.com

1. Products

Walking/Trekking ✓
 Mountaineering ✓
 Cycling ✓
 Discovery
 Culture
 Kayak/canoeing
 Safari ✓

2. Comments

Foundation: 1975

Client type: Adult & familiar

Product type: Self-guided and guided

Commercialization On-line: Yes

3. **Sustainability communication** Yes. Sustainable travel policy with a Code of Ethics for their travellers. Certification with ATR label (Agir pour un tourisme responsable) and 100% carbon neutral

Highlights: Big diversity of products and destinations

Social Network Facebook Twitter YouTube Instagram

Newsletter Yes

4. Observations

- Headquarters in France, Belgium, Switzerland. Other agencies in Chamonix, Paris, Toulouse, Lyon, Nice.
- Website: Useful, attractive and only in French, with a search engine to filter the product and an "advanced-free" research. Main classification in the menu: Destination (countries), Activities and Themes. Page with the description of activities and levels.
- Main classification of products: walking, mountaineering, snow, cycling, discovery, trail
- Slow Tourism: They have products catalogued as "ecotourism", but not as "slow tourism".

Products in Medusa Countries

5.

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Asia	Asia	Europe	Africa
Walking/Trekking	173	13	2	67	7
Cycling	12			9	
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening				2	
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	2			1	
Ski & varios	19			1	
Snowshoeing	7			2	
Birdwatching					
Cultural activities	8	1		2	
Horseback riding					
Safaris & Wildlife					
Volunteer					

6.

	Puolia	Catalonia
	Europe	Europe
Walking/Trekking	4	9
Cycling	1	
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		1
Birdwatching		
Cultural activities	1	
Horseback riding		
Safaris & Wildlife		
Volunteer		

Number 1. Products

This section lists the most important products/activities that one tour operator offers. The highlight activities stand out with a tick. This remark is doing either because the tour operator is selling a big quantity of those activities or because it is the tour operator specialisation. Activities come from the ATTA list (see Chapter 2).

Number 2. Comments

This section details the main characteristics of the tour operator, both in internal company terms (for example, the year of constitution) and in the type of product it is offering (for example, whether guided or self-guided) or the target who is focused on.

Number 3. Sustainability communication

This point is in the “Details section” but we thought it was important to mark it as it reflects the importance that the tour operator gives to sustainability. At this point, it is detailed if the tour operator takes measures in favour of sustainability, but especially if it communicates them on its website.

Number 4. Observations

The observations are the highlights of our analysis on the tour operator’s website. For example, where tour operator has its headquarters (to know if tour operator

is selling in different countries), how the website is organized or other points that may be important to know about the tour operator. In accordance with the technical direction of MEDUSA and in the framework of the collaboration between Mead Pearls project, a line of “slow tourism” has been added, in all those tour operators who are selling this type of product.

Number 5. Continents/Countries

Tour operators typically classify products by activity and by country. On many websites, customers can search by destination and see what trips are planned there. When the tour operator has a large range of countries, they are classified into specific continents or geographical areas. There is not a standard classification, but each tour operator decides its own classification. For the MEDUSA project, it has been considered interesting to know where the different countries of the project are classified, as it allows to know how the destination is introduced to the clients.

Number 6. Puglia and Catalonia

The products have been listed according to the countries and activities. But, as Italy and Spain tend to have a large portfolio of products, it has been considered important to detail the products specifically selling in the partner regions, so Puglia and Catalonia.

5.2 Analysis of products

In order to take into account the diversity of the products, the analysis has been done on products from all outbound markets, but other important factors have also been taken into account, such as the target they are focused (for example, travel for women or young people), the duration of the tour (short breaks and longer trips) and the destination (22 destinations in total).

Since all partner countries have already products that are being marketed through some of the selected tour operators, 2 products from each Medusa country have been chosen to design better products according to the specific demand characteristics.

The destinations were selected to ensure that they were representative of the different destinations used and the different client profiles that are targeted. In some cases, packages from outside MEDUSA countries were chosen as they are of interest as examples of type of products to be set up. The selected products are programmed in 19 different countries.

31 products have been analysed and presented as guidelines for the design of adventure products.

PRODUCT TITLE	DESTINATION	MAIN PRODUCT
FRANCE		
THE WADI RUM RIDING	Wadi Rum (Jordan)	Horse riding
CHARMING NATURE TRIP TO MADEIRA	Madeira (Portugal)	Nature
THE GATES OF THE LEVANT	Lebanon	Walking
NOUVEL AN SUR LES CRÊTES DU JURA	Bois d'Amont (France)	Snowshoeing
DISCOVERY OF THE ALBANIAN RIVIERA BY HIKE AND KAYAK	Albania	Kayak & trek
IRISH DECLIC	Ireland	Photo & walk
DES CANYONS DU MONT PERDU À LA SIERRA DE GUARA	France, Spain	Canyoing
GERMANY		
MTB-REISE SIZILIEN	Sicily (Italy)	Mountain Bike
SEA KAYAK CROACIA – BAHIA DE KVARNER	Croatia	Sea kayaking
NORWAY: CROOS-COUNTRY SKIING IN SLANGENSETER	Slangen Seter (Norway)	Ski
DE OPORTO A LISBOA	Portugal	Culture
DONKEY WALK GERMANY – GLAMPING IN THE BAVARIAN FOREST	Germany	Donkey walking holidays
IN STEP WITH THE BEDOUINS – CAMEL TREKKING THROUGH THE SAHARA	Tunisia	Trekking with camels

UK		
MALTA – GOZO ISLAND ADVENTURE	Malta	Families adventure
SPAIN – PYRENEAN FAMILY ADVENTURE	Catalonia (Spain)	Families adventure
CYCLE LEBANON	Lebanon	Cycling
THE DORDOGNE VALEY	Dordogne (France)	Ebike Cycling
SAIL AND EXPLORE GREEK ISLANDS	Cyclades Islands (Greece)	Sailing
TUNISIA	Tunisia	Birdwatching
DIVE SANTA MARIA	Azores (Portugal)	Diving
TODRA GORGE	Morocco	Climbing
WINDSURF XPERIENCE IN FUERTEVENTURA	Fuerteventura (Spain)	Windsurf
HOTEL LE SKI D'OR	Val Claret (France)	Ski
US		
SONORAN DESERT, MTB & CAMPING	United States	Multiactivity
THE TURQUOISE COAST	Turkey	Walking & Sailing
A WALK IN COASTAL PUGLIA	Puglia (Italy)	Walking
CATALONIA CULINARY CYCLING TOUR	Catalonia (Spain)	Cycling & gastronomy
NORWAY		
UMBRIA, MAGNIFICENT FLOWERING – LA FIORITURA	Umbria (Italy)	Flower & culture
JORDAN, YOGA & ADVENTUROUS TOUR	Jordan	Yoga & trek
PUGLIA 5 NIGHTS	Puglia (Italy)	Cycling
THE BEST FREERIDE SPOT IN ST. MORITZ	St. Moritz (Switzerland)	Ski

Agency: CAVALIERS DU MONDE

Agency Country: FRANCE



1. Title: THE WADI RUM RIDING

Product link: <http://www.cavaliers-du-monde.com/randonnee-equestre-jordanie/la+chevauchee+du+wadi+rum/19>

Main product: Horse riding

Type of activities: Cultural guided visits

Target group: Adult

Level: Moderate

Destination: Wadi Rum (Jordan)

Tour type: Guided

Nights: 8

Meals: Full-board

Accommodation: Hotels, camps

Itinerancy: Yes

Possibility of extension: Yes

Protected area: Yes

Key words: desert, horse, culture, camp

Months

Jan	Feb	March	April
May	June	Jul	Aug
Sept	Oct	Nov	Dec

Price - Currency Euro

From: 2.290€/person

Single supplement hotel: 150€

Season supplement: 200€

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Flight to Amman. Meeting with guides	
2	Transfer to Petra and guided tour	
3	Through the Um Ishrin Valley to Abu Hassaran Mountain	5 h. on horseback
4	Rash Rasha Valley and the canyons of Um Raza	5 h. on horseback
5	djebel Swebit cannon to Swebit bivouac	5 h. on horseback
6	Through the Serdhan valley	5 h. on horseback
7	Through the Burdha natural arch and the Mangour massif	5 h. on horseback
8	Crossing the Barrah canyon	4 h. on horseback
9	Amman airport transfer	

2. ADDITIONAL INFORMATION

- Flights from Paris included
- Arab and Anglo-Arabian horses

3. COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ taking place in one of the Medusa countries
 - ✓ very specialised product, focused clearly to a niche group target
- ✓ The main activity is horse riding, and usually clients don't want anything else, except local and good gastronomy. Sometimes the horse riding is combined with yoga or wellness.
- ✓ Target group: 95% of horse riding clients are women, travelling alone.
- ✓ Age: 25 to 75 years old, mainly 45 to 70.
- ✓ 99% of horse riding trips are guided.
- ✓ The most important thing for a horse riding trip is the horse. It's basic that horses were in good conditions and if there is a national breed, like Spanish breed or Arabian, clients prefer to ride with those kind of horses.
- ✓ There are international groups. It means that the supplier has to fix a calendar and send it to different touroperators around the world. The group could be "composed" by clients from different nationalities.
- ✓ Single room option is important
- ✓ Main source markets: UK, Germany, Scandinavian countries and US

	<p>PROGRAMME</p>
	<p>Jour 1 : vol vers Amman, accueil à l'aéroport et transfert à l'hôtel à Madaba. Première rencontre avec nos guides.</p> <p>Jour 2 : transfert à Petra (2h30 de route) pour la visite de ce site sublime. Abris par le Siq, un étroit canyon, le site de Petra a été construit par la tribu des Nabatéens entre -300 et 500. Les façades creusées dans la grès rose, de styles grec et romain, ornent des chambres funéraires. Après une visite guidée (en anglais) de 3h, nous pouvons déambuler parmi les magnifiques vestiges de cette culture étonnante. Nuit à l'hôtel à Petra.</p>
	<p>Jour 3 : transfert jusqu'au désert du Wadi Rum (1h30 de route) où nous attendent l'équipe du désert et les chevaux. Nous partons à cheval dans la vallée d'Um Ishrin. Nous nous arrêtons à la "Fontaine de Lawrence", en fait les ruines d'un temple Nabatéen, qui se trouve au pied du djebel Rum, le plus haut sommet Jordanien (1784m). Après le pique-nique, nous parcourons le désert de sable rose jusqu'à notre bivouac au pied de la montagne d'Abou Hassaran. Environ 5h à cheval.</p> <p>Jour 4 : nous partons dans la vallée de Rash Rasha jusqu'au djebel Qatar où nous trouvons une source dans le désert. Dans l'après-midi, nous nous fauflions dans les canyons d'Um Raza, jusqu'au lieu de notre bivouac. Environ 5h à cheval.</p> <p>Jour 5 : nous nous dirigeons plein sud à l'écart des itinéraires fréquentés... Nous traversons le canyon du djebel Swebit et passons près des caves d'Arab Antar. Nous croisons parfois des troupeaux de chameaux, des bergères avec leurs moutons. Depuis le défilé de Nogra, nous voyons les montagnes d'Arabie Saoudite, la frontière est proche... Bivouac à Swebit. Environ 5h à cheval.</p> <p>Jour 6 : nous traversons la vallée de Serdhan et passons près d'un puits millénaire toujours utilisé par les Bédouins. Dans l'après-midi, nous nous glissons dans un labyrinthe de canyons, jusqu'à notre bivouac. Environ 5h à cheval.</p> <p>Jour 7 : nous partons vers la célèbre arche naturelle de Burdha et faisons la pause de midi au centre du massif de Mangour, qui offre une ombre salvatrice en période de chaleur et des bivouacs protégés du vent en période hivernale. Après-midi sur de belles pistes permettant de bons galops, jusqu'à notre bivouac. Environ 5h à cheval.</p> <p>Jour 8 : traversée du canyon de Barrah entouré d'impressionnants sommets rappelant des pyramides. Pause au milieu du canyon près d'un ancien barrage Nabatéen, témoin du souci de ces tribus de conserver l'eau... Nous passons à proximité du village de Disi, avant de retrouver nos écuries. Environ 4h à cheval. Adieu à l'équipe Bédouine et transfert dans l'après-midi vers Madaba (environ 3h30 de trajet). Nuit à l'hôtel à Madaba.</p>

The example of the datasheet used to describe the products is shown below:

Number 1. First part

The first part is the analysis of the most basic characteristics of the product, such as the characteristics of accommodation, whether guided or self-guided, the time of year the product is offered, the price and the supplements or the itinerary.

Number 2. Additional information

Information not relevant for the product design but important to better understand the extra requirements that the product may have.

Number 3. Comments /Observations

This part is the in-depth analysis to extract the concrete and detailed information of each analysed product. This section looks for the most characteristic or differential points, in order to better know the offer and be able to design a product that adapts perfectly to the demand.

6. RECOMMENDATIONS & CONCLUSIONS

Recommendations and conclusions are important as they are the basis to start designing adventure products.

6.1 Features of Adventure Tourism packages

Adventure tourism packages, as defined, must include two of the following three elements, according to ATTA:

- physical activity
- cultural exchange
- interaction and engagement with nature

This definition is in line with what tourists think an adventure package should be and what operators should keep in mind when designing packages⁷⁶ :

Factor	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Net Agree
Being in a natural environment plays a large role in adventure travel.	0.2%	0.4%	5.2%	35.4%	58.8%	94.2
Learning plays a large role in adventure travel.	0.6	0.2	8.7	50.5	39.9	90.4
Meaningful human experiences play a large role in adventure travel.	0.7	1.4	11.6	48.2	38.2	86.4
Experiencing a new culture plays a large role in adventure travel.	0.5	2.1	15.0	50.7	31.7	82.4
Risk plays a large role in adventure travel.	3.7	17.0	34.7	37.2	7.5	44.7
Physical danger (real or perceived) plays a large role in adventure travel.	7.6	20.4	36.8	30.0	5.1	35.1

More than 58.8% of adventure travelers think that nature plays an important role in an adventure trip. And almost 90% fully agree that “learning” and “meaningful human experiences” are two important aspects of adventure travel. And finally, the fourth feature to consider when designing an adventure package is “experiencing a new culture”. On the other

hand, risk is a feature also present in most adventure tourism clients but to varying degrees. As we have also mentioned, the activities are divided into “soft” and “hard”, so the risk or physical danger depends a lot on the activities performed.

76. ATTA Trends 2016

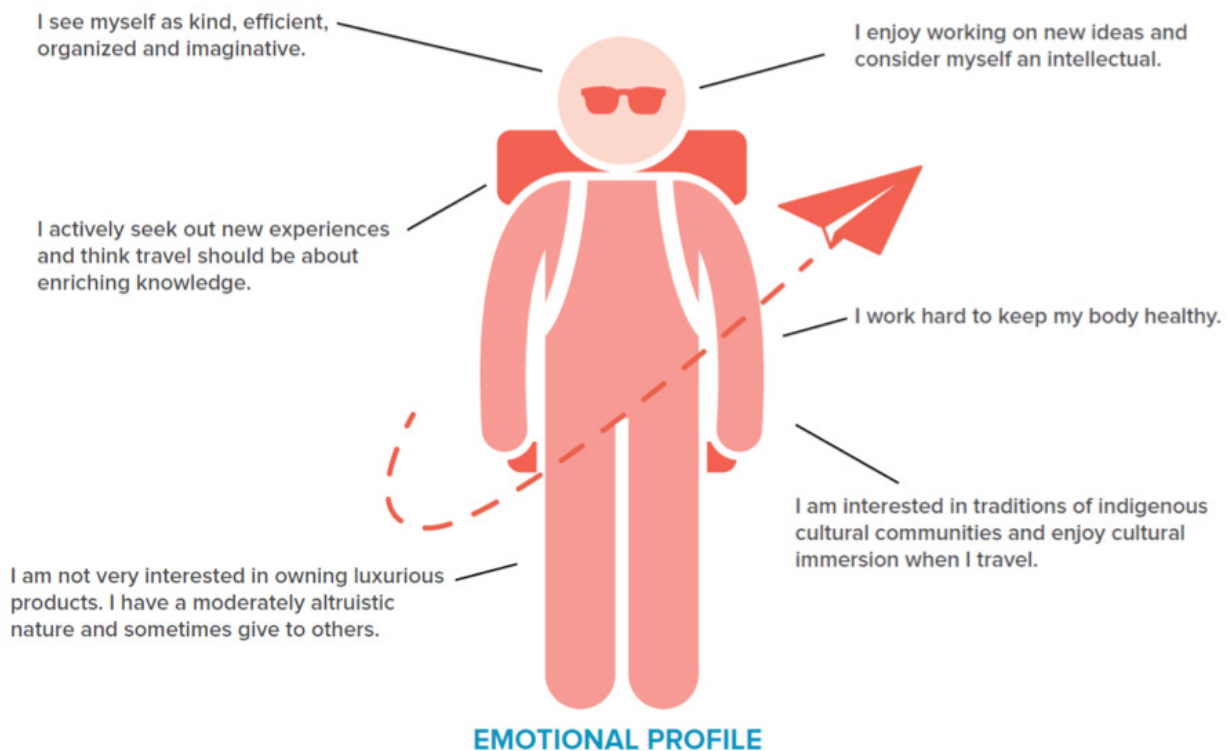
The perception of what adventure travelers think of themselves is also important when designing tour packages. According to ATTA Trends 2016, the adventure travelers define themselves according to the figure below:

It should be noted that this study has analysed combined tourism packages, which according to the EU⁷⁷ are defined as:

“A combination of two or more different types of travel services for a single trip or vacation. These services may consist of transportation, accommodation, renting a vehicle or, under specific conditions, any other tourist service. The combined

trip can be pre-organized – made up of a series of services combined by a tour operator or a travel agency – or personalized, if you choose the services yourself before concluding the contract”.

Therefore, following this concept, there are some packages that are specialized and throughout the holiday the same activity is performed (for example, hiking, kayaking, riding hours, among others), while there are activities that are always combined with others, for example canyoning is an activity that is within the multi-activity packages. According to the information provided by the partners of MEDUSA, these recommendations will be focused on the following 5 products.



77. https://ec.europa.eu/info/law/law-topic/consumers/travel-and-timeshare-law/package-travel-directive_en

TOP 5 MEDUSA ACTIVITIES

- Hiking/Trekking
- Leisure Cycling
- MTB
- Diving
- Multiactivity

TOP 5 ATTA ACTIVITIES

- Hiking
- Cycling
- Safaris
- Culinary activities
- Wellness focused activities

The products that contain the 5 top MEDUSA activities have been described in more depth, looking in detail for the customer's profile. Some of the activities are also included in the TOP 5 ATTA activities. Culinary and wellness can easily be part of packages combined with other activities.

Apart of the mentioned top 5, the partners have also chosen other activities, whose main characteristics will be explained, which may be of help for product design.

MEDUSA OTHER ACTIVITIES

- Birdwatching
- Horse Riding
- Kayaking and Canoeing
- Snow Activities

6.2 How to introduce the destination

The way of introducing the destination to the outbound markets depends a lot on the product, the target to which it is focused and especially in which outbound country it will be addressed. It is not the same to introduce a multi-activity product for young people in the United States as in Germany. The way to introduce a destination is different if it is done by a company or a public or mixed entity.

The Destination Management Organisations are in charge of publicizing the destination, with marketing and positioning campaigns in the different markets. Businesses, on the other hand, introduce the product and put in value the destination. First, companies must define very well through which marketing channels they want to sell their products. The companies can decide by direct sale or through a tour operator.

In this market research study, an extensive section on tour operation has been carried out, therefore, some recommendations will be given to sell the products through tour operators.

- **Analysis of the tour operator.** The knowledge about what the tour operator is selling, which type of product is marketing, if the destination is on the portfolio, if the product characteristics suits perfectly with the travels offered by the tour operator, and above all, what is the keyword that will draw the attention of the tour operator.

- **Creation of a dossier** in which all the information is clearly explained. It has to contain the activities, the itinerary, the accommodations, the practical information such as how to get from the airport to the first hotel, calendar or period that we offer the product, age and levels, accommodation, among others. This dossier should be in the language of the tour operator and if not, in English.
- **Attendance at specialized fairs with a commercial agenda.** Attending trade fairs with a stand is part of the actions of DMO to promote the destination, as companies is interesting to go to these fairs but with meetings already appointed in advance. The aim is to meet the tour operator in person and be able to close a commercial agreement or leave it very definite. Therefore, before going to the fair, the task of contacting tour operators and scheduling a visit must be done.
- **Famtrips.** It is important for famtrips to be able to collaborate with public administrations so that they can cover part of the costs of tour operators travels and could help with the organisation. However, if there is no possibility, the best way to end up marketing your product is to invite the tour operator to do so. It is not necessary to invite all the contacts, only those tour operators who are interested but it seems, that need a little push.
- **Workshops.** The workshops are a great opportunity to meet many companies in a short time. These workshops are organized usually by the public administration or larger entities, such

as business associations or agencies. In the case of the workshop, each of the meetings should be prepared as if they were the only ones you were going to do.

- **Prices.** The tour operation involves commissions; therefore a commission has to be taken in account in the product price. Commissions range from 10% to 20% on the retail price (not the net price). Pay attention to currency changes when pricing. It is important to agree with tour operators or customers the currency will be used for the transactions and who will bear bank costs.
- **Cultural differences.** Another important point to keep in mind is the cultural differences between outbound markets and host countries. More knowledge about the outbound market means more facilities to sell and marketing the product.

European Market

The European market seeks activities and experiences that introduce them to the history, nature and people of the destinations they visit. Many times, they value accommodation without luxuries but with sustainable practices. For the European public, local gastronomy is very important, especially in the countries of southern Europe and the Mediterranean, with local products and good wine. They are looking for products that have good value for money.

- **Germany:** If the objective is to work with guided groups for German market, it is highly recommended to speak German.

- **Norway:** For the Norwegian market, all communication can be in English. It is a country with high income and don't forget that they have their own currency.
- **France:** They often require guides in French. Otherwise, they can be guides in English, although offering a guide in French helps with marketing.
- **United Kingdom:** The United Kingdom is currently awaiting Brexit and its consequences, although, as a rule, English people speak only English.

American market

The American market pays more for adventure products, compared to the European countries, but they are also more demanding. They prefer four-star hotels, with King-size beds, or multi-service camps. One of the important things for Americans is to explain in detail what they are going to find, to avoid surprises, especially if in some cases there are no minimum services (for example, private bathrooms in the rooms). They prefer guides who speak perfect English.

6.3 How to design the products for each audience

Each of the target audiences has different needs, depending on their interests but also their age and needs. According to ATTA, adventure tourists could be divided into five groups.

- Older Adults Travellers
- Families
- Women
- Solo Travellers
- Young Adults

6.3.1 Older Adults Travellers

As detailed in chapter 2, these are people over the age of 55, in many cases already retired, without family responsibilities and still very active. It is the largest group target and with the possibility of traveling and spending money. Usually, these customers are looking for organized packages but with “soft” activities, with a minimum of risk and challenge, since they travel to relax and to enjoy themselves. Most of the time, these clients travel as a couple, but it is also normal for them to travel in a small group of friends. Depending on the type of trip, they will choose guided or self-guided groups.

Aspects to consider when designing a product for older adults:

- “Soft” adventure activities
- Compensate for hours of activity with hours of rest / tourism. For example, they prefer to walk 5/6 hours and have

time during the route to stop and have a beer or take pictures.

- Accommodation according to markets. In general, tourists from Norway, France, Germany and England are looking for comfortable but not luxurious accommodation, while the American public prefers more luxurious hotels, especially for Puglia and Catalonia. For other countries, one or more camping days can be offered in tents, bungalows or others.
- They have a relatively high purchasing power but are looking for value for money. Prices in the US market are generally higher than in the rest of the analysed countries.

6.3.2 Families

Family trips can be remarkably diverse. In the United States or Canada, for example, “multigenerational” products that integrate all generations of the family: grandchildren, teenage grandchildren, parents and grandparents are being offered. In addition, there are single-parent families who often look for group trips to share summer vacations with other families.

Hence, family trips can be designed in many different ways and it is very important to know exactly the target audience to address, to be successful in the design of the product.

Aspects to consider when designing a product for families:

- Activities for children but also activities for adults. If it is multigenerational, it will be necessary to design products where all the members of the family can participate or to think about realizing 2 or 3 activities at the same time but separated by groups.
- There should always be activities that the family can share together.
- Accommodation with quadruple or quintuple rooms. Usually, the family likes to be in adjoining rooms.
- Accommodation with spaces for children, such as gardens, swimming pools, parks. They can range from 5* hotels to campsites, depending on how the product is and who it is aimed at.
- Prices for adults and prices for children. It is also important to mark the adult price based on the number of adults. That it means that the price has not to be calculated on a basis of 2 adults and 2 children because there are currently many types of families, for example a family of 1 single adult with more than 1 child.
- Flexibility to create custom packages for families
- Material for activities of all sizes and accessories for the practice of some activities with children. For example, buggies or chairs for a bike route.
- Meals / dinners adapted for adults and children
- Take into account the school holidays of each of the outbound countries

6.3.3 Women

These trips are organized for all types of women (young, middle-aged, elderly, divorced, single, married, working, non-working, etc.). They feel the need to travel together to share experiences with other women and specially to feel comfortable within a peer group.

- Accommodation according to type of activity and target, with twin rooms (two separate beds) or triple rooms (with three separate beds) available.
- Offer the possibility of single rooms, with or without supplement
- Offer the possibility of sharing a room, even if they are two people who do not know each other
- In many cases, guides and visits to locals or artisans will need to be done by a woman. Although this is not always the case, since it depends a lot on the tour operator and what their type of company is.
- These are basically guided groups, although there may be groups of friends who order customised products.
- There are two ways to design groups for this type of audience:
 - Groups formed by tour operators. In this case, the tour operator will set up the dates according to the incoming agency or company, who will receive a closed group. Typically, the tour operators look for products as it differentiates them from the competition.
 - Groups formed by the incoming travel agency/company. In this case, the

incoming company is responsible to schedule departure dates and set up the group. It is normal to market the same date and the same product through several tour operators, with the objective of having a full group. The customers can be from a single country, for example France, or from different countries. It is especially important to mark a minimum number of participants to guarantee the departure to the tour operators. When a departure is guaranteed it sells much better.

- Adapt activities to the age group, since in a group of women the ages can be very different. Most of the clients are between 45 and 70 years old. The type of program activities and their difficulty must be indicated very clearly.

6.3.4 Solo travellers

Solo travelers are people who want to travel but for whatever reason, the couple or friends cannot accompany them, especially in the older groups (between 40 and 70 years).

- Offer the possibility of single rooms, with or without supplement
- Offer the possibility of sharing a room, even if they are two people who do not know each other
- Set up self-guided products only for 1 single traveler (single-person itineraries). In this case, the costs must be taken into account and it is normal to find a supplement for "solo traveller", which covers, for example, the transfer of luggage that is usually calculated on a basis of 2 people or more. On these

types of routes, public transport can also be offered as an alternative to reduce costs.

- For these customers travelling alone on a self-guided tour, it is important to give them security. For example, give them a GPS with the route, accurate route instructions and a 24-hour in-country based phone.
- Guided groups are most common. These are generally small groups and can be formed in the same way as for the "women" target, through a tour operator or with a calendar programmed by the incoming. Equestrian tourism, for example, is a type of tourism that works with groups closed by the travel agent and that fills the groups with tourists of different nationalities and ages. 75% of the group can be solo travelers and the other 25% can be 2 friends traveling together.
- Adapt activities to the age group.
- Accommodation according to type of activity and target.

6.3.5 adults

The young adults would be the travellers between the ages of 18 and 34 and correspond to the X, Z and millennial generations. Especially for the last ones, travel is essential in their lives. Many of these young adults do not yet have family responsibilities, which allows them more freedom to travel.

- Accommodation is usually in campsites, hotels, hostels and even bivouacs

- They consume more micro-adventures than the other targets because they make more short trips.
- “Hard” adventure activities.
- Multi-activity programs because they practice more than one activity on their vacation
- Groups or self-guides. For groups, they like to meet people of their age to share experiences.
- Lower purchasing is in power. They prefer to travel more and pay less.

6.4 Characteristics of tourist packages according to the type of activity

As already mentioned above, at this point the study goes into detail in the analysis of the 5 main activities which are of interest to most countries of the project. First, a short description of the products has been made and then more attention has been paid to the customer profile and the specific characteristics of each product.

6.4.1 Walking/Hiking products

Walking and hiking are practically synonymous terms. For this project, walking and hiking tours apply to hiking trails, from low to difficult level, which are basically done in low and medium mountains. Nevertheless, there are some differences between them. The word “Walking” is used more for routes that are easier, without big ups and downs and few kilometers. “Hiking” is also a walking route but runs through more mountainous and

rocky terrain with more stony and rough surfaces. Hiking requires more effort because it can have more complicated stretches.

On the other hand, “Trekking” is an internationally widespread term that is defined as an activity normally associated with large mountains (such as the Himalayas), which combines long walking distances, visits to local villages, adventure experiences and appreciation of nature (senderismo.net), usually carried out in remote places with very little infrastructure.

Most tour operators classify walking and hiking products according to the level of difficulty and the type of terrain. A standard classification found in tour operators could be as follows:

- **Easy:** 2-4 hours walking per day. Experience is not necessary at this level. You must expect flat trails and less than 10km a day.
- **Easy-medium:** 3-5 hours walking per day. A lot of experience is not necessary at this level, just to be in a good health and good fitness. However, walking always involves some degree of effort: trails are seldom flat, and you must still expect to have a reasonable amount of ascent and descent.
- **Medium:** 4-6 hours walking per day. Most people who enjoy a weekend in the hills or mountains at home can undertake a hike at this level. Good health, reasonably fit and regular exercise are required. A hike could be medium either as a fairly easy medium-duration walk, or as a harder, shorter walk. Some walking at higher

altitude and the occasional longer or more difficult day may be involved, but generally conditions will be fair.

- **Medium-high:** 5-7 hours walking per day for any route at this level. Fitness is the most important and clients may have to improve theirs before departure. Previous trekking experience is desirable but not essential.
- **High:** 6-9 hours walking per day. At this level previous experience of trekking, preferably at altitude, complete confidence in the physical condition and be able to cope with difficult underfoot terrain such as ice, snow or difficult paths on steep terrain are required.

There are programs that are marketed as themed for example, photo or culinary tours, which have an important part of walking/hiking. This would be the case for activities such as: kayaking, for example with 3 days kayaking and 3 days hiking, culinary programs, yoga programs, photo programs, cultural programs.

Another program that also combines hiking but with more difficulty is the "Camel Riding or Camel Trekking". In this program, customers can ride camels or, on the contrary, they can walk the route.

Walker and hiker profile and product features:

- Age: 35 to 75 years. Equal proportions between men and women and usually travel in pairs or groups of friends.
- Length of stay between 6-7 nights (both guided and self-guided)
- These are customers who usually go hiking in their home country

- Main motivation: holidays
- Self-guided routes usually have a bed and breakfast (500-800€) or half-board (600-1.000€).
- Self-guided tours are proposed starting any day of the week. Guided tours have specific dates, with a limited number of departures throughout the year.
- Guided tours usually have a full board (with picnics at noon) and basic prices are between 1.000 and 1.700 euros. It is preferable if the guide is local.
- Guided routes are more common to include air travel, while self-guided routes offer only on-land services.
- There are more itinerant products than with a single hotel.
- The walking distance daily is usually between 8 and 20 km. Depending on the kilometres, and the terrain, products could be classified as slow walking, walking or hiking. The most standard routes are around 12-15 kilometres, 6 days a week.
- Preferably eco-friendly hotels with breakfast with local products and km0. And also, preferably if the accommodation has quality certifications as "walkers-friendly".
- The suitability and quality of the paths for the practice of the activity are very important. It is preferable, routes with suitable infrastructure for walkers, for example, water sources.
- Hikers value very positively a specific signposting during the route.

- The diversity and conservation of the landscape is particularly important as well as the diversity of flora and fauna.
- Recommended if the incoming agency has some type of certification, but not essential.
- It is not essential to have cultural visits or visits to local producers included, but it is advisable. No wellness or spa activities are required, although it is an added value.
- It is important to be able to have meetings with local people.
- The local cuisine and gastronomy are really important.
- Key words: walking holidays, hiking holidays, slow walking, walking tours, hiking tours.

6.4.2 Bicycle tourism products

Leisure biking routes have specific characteristics, although they may vary slightly, depending on the difficulty. Usually, each tour operator has marked on their website, the levels of the routes and what each level involves. Usually there are 4 different levels and an indicative classification could be:

- Easy: very flat terrain without gradients and few kilometres (approximately 30km per day). They would be routes designed for all ages and ideal for families with young children. A good level of fitness is required, and it is recommended for customers who normally ride a bike.
- Easy-moderate: rolling countryside, occasional hills, possible short

gradients of low percentage but with lower mileage. These are available to most people of some experience and average fitness who do activity regularly. The distance is 30-45km per day.

- Moderate: more consistent rolling countryside, with notable or longer hills. The distances are between 30-40km per day, but with a lot of uphill or with some off-road paths.
- Moderate-high: rolling countryside with notable hills with distances between 40 and 70km. These trips are for stronger cyclists.
- High: Extreme routes with long cycling days and mountainous and hilly path, with more than 70km per day.

The European Cycling Federation, in their program Eurovelo Network, recommends cycling routes with a maximum slope of 6% (except in some sections that may be more) and paved maximum 80%. It should be noted that many European countries have paved most of their bicycle networks (e.g. Holland or Austria and Germany with the Danube route).



Hybrid bicycles are used for leisure cycling. The difference with Mountain bikes is that they are bikes where the cyclist is in a more relaxed position and the wheels are thinner and with small studs, so they work well on both asphalt and well-maintained tracks. They usually have a rack to put the saddlebags on, fenders and light.



Leisure cyclist profile and product features:

- Between 40 and 65 years old. Similar proportion between men and women.
- Mostly they travel in couples or in small groups (from 3 to 5 people). There is also "solo travelers".
- The standard length for a cycling product is between 6-7 nights (both guided and self-guided). There are more self-guided than guided products.
- The expenditure is higher than other types of tourism. Self-guided routes usually offer bed and breakfast (600-900€) or half-board (800-1.200€).
- Guided tours usually offer a full board (with picnics at noon) and basic prices are between 1.200 and 1.900 euros. It is preferable if the guide is local.
- The most used bicycle for this activity is the hybrid. Normally the price of renting

a bike goes between 100€ and 200€, although it will always depend on the bike brand and model.

- The e-bike (electric bike) is a type of bicycle that is having a remarkably high growth. There are more and more groups where some members use a mechanic bike and the other part use the e-bike (both bikes can be hybrid). In this case, rental prices are more expensive, between 180€ and 300€, although it also depends on the bike brand and model.
- The cycling distance daily is usually between 25 and 50 km. Standard routes are an average of 40km per day, 6 days a week.
- There are more multi-hotel than center-based hotel products. There are also products that are itinerant, changing the accommodation every night or every two/three nights.

- It is important if hotels are “biker friendly” (that is, ready to receive cyclists) and better if they have some type of certification. It is not so important if they are eco-sustainable, although breakfast with local products and km0 is valued positively.
- Recommended if the incoming agency has some type of certification, but not essential.
- Sustainability and quality of roads are important for the practice of the activity, but it is not essential to find infrastructures along the way, adapted to cyclists.
- The diversity and conservation of the landscape is especially important, as well as the diversity of flora and fauna.
- It is not essential to have cultural visits or visits to local producers included, but it is advisable. No wellness activities required
- The local cuisine and gastronomy are really important.
- Key words: cycling holidays, leisure bike holidays, bike holidays, cycletourism, cycling tours, hybrid bike holidays.

6.4.3 Mountain Bike Products

Mountain Bike product has been separated from the Leisure cycling one because they have very different characteristics. The most widespread definition of mountain bike products is "the activity that takes place on a natural surface and/or with a minimum distance from vehicle traffic and that is carried out on dirt roads, trails and unpaved roads (trails and gravel / dirt / unpaved roads)."

One of the also relevant features is that to practice MTB, customers need specific mountain bikes, which differ from hybrids, by the position of the cyclist and by the type of wheels that are thicker and with studs. There are mechanical and electric mountain bikes.



Mountain bikers profile and product features:

- Age: from 25 to 60 years. It is usually more men than women who travel.
- The cycling distance daily on mountain bike routes is usually between 35 and 70 km.
- For European tour operators, standard self-guided routes usually provide bed and breakfast (400-700€) or half-board (800-1.100€). For American tour operators, prices tend to be higher, also because they offer products that incorporate upgraded hotels and tasting-dinners.
- There are luxury products with more expensive prices, from 1.000€ to 2.000€ for self-guided tours and from 2.000€ to 4.000€ for guided tours. Typically, these products incorporate services such as a logistics van, wellness treatments, tasting dinners, among others. It should be noted that for this type of product, the material must be of extremely high quality (high-end bicycles).
- Guided tours usually provide half board and basic prices are between 800€ and 1.400€. Guides need to be experienced and it is better if they are local (not essential).
- In guided tours, guests usually travel alone and join the group or travel with friends.
- The bicycle to be used for this activity are mountain bikes. Many times, in guided products, the customer takes his

own bike. If not, good quality rental bikes are essential. The mountain e-bike is booming but not as much as in leisure cycling.

- The suitability of the roads for the practice of the activity is very important, that is, unpaved and uneven roads.
- The main motivation is training, although an important part is also considered holidays.
- These are customers who normally ride a mountain bike in their home country.
- The standard trip is full week trips, around 4/5 days of activity.
- Products can be itinerant or in center-based (one single hotel). Usually, only one accommodation is used for trainings / clinics.

- Environmental certifications are not important, nor are eco-sustainable accommodations, nor local products or km0 at breakfasts.

- Cultural visits and visits to local producers are not important, nor is the possibility of meeting locals. Wellness activity is not particularly important.

- The diversity and conservation of the landscape, as well as the diversity of flora and fauna, are not important factors for the mountain cyclist. But the quality of the paths is important for the practice of the activity.

- The possibility of tasting local cuisine and having local restaurants is important.

- Key words: mountain bike holidays, MTB tours, bike holidays.

6.4.4 Diving and snorkeling products

According to CBI Dive Tourism from “USA and Europe are the main source markets for dive tourism, although the American market is by far the largest. The annual dive growth rate of the dive travel market is about 16%.”

From the 6 million of dive travelers, approx. 25% come from Europe, mainly from Italy, Germany, France and UK. There are between 2.7 to 3.5 million active scuba divers in the US.

The most popular destinations are the Red Sea, the Maldives, South East Asia, the Mediterranean region and the Caribbean. “These destinations offer attractive underwater life, good air connections and pleasant weather conditions. They are especially popular during Europe’s colder seasons, when short-haul destinations are less attractive”

Dive demand is diversifying. European divers are increasingly seeking for unique and exciting diving sites and experiences. “Another thriving form of diving focuses on underwater photography”. It must keep in mind the growth of snorkelling (surface observation of the marine environment with mask, tube and fins). It is often a way to get started in diving, but it is also growing for itself.

According to a report from DEMA trade show, the world’s largest underwater trade fair, there are about 11 million snorkelers in the US and about 20 million snorkelers

worldwide.

“Long-haul diving holidays need to include periods of non-diving, so-called surface intervals. This interval is to ensure that travellers are fit to dive and to prevent decompression problems.”

Specialised diving tour operators continue to have of great importance for long-haul destinations (Middle East included), but to be considered that a growing number of divers are bypassing outbound tour operators. In some countries, such as France, the role of clubs, which organize group departures, is particularly important. Therefore it is crucial the presence of dive destinations on dive tourism websites and portals.

Snorkeling activities are usually sold at destination or are part of multi-activity programs.

According to CBI Dive “Quality of dive environment. An attractive dive destination needs a healthy marine environment, with good visibility and plenty of wildlife. There should be a variety of different diving sites such as wreck sites, wall sites or coral reefs. The health and safety standards of dive tourism providers are of key importance to European dive travellers. European dive tour operators evaluate potential partners based on their level of service, quality and safety. For this, dive resort/centre certification (PADI, SSI and others) and voluntary diving standards (ISO) are important.

Sustainability is key to many European dive travellers, especially from western and northern Europe. A dive site that is not managed sustainably will deteriorate and eventually become unattractive for diving.

European divers are often willing to pay a fee for a visit to a marine park or national park. It should be clear that the fee is well spent on the quality of the dive site. Divers are used to paying this fee on the spot. According to tour operators, it gives them a good feeling about the dive location.

European dive travellers expect dive tourism providers to provide dive equipment on-site; for example, cylinders, regulators, wetsuits, fins and weight belts."

Divers and snorkeling profile and product features:

- European divers may take several diving holidays per year. The length of the trips on average 10–14 days.
- Daily expenses: On long-haul dive trips, divers spend around € 400 per day
- German divers have a relatively high expenditure because they prefer higher-quality accommodation
- Senior travellers are discovering diving as a form of low-impact exercise. The fact that they are flexible with holiday periods, make this segment extremely attractive for destinations. They usually travel with other senior travellers or within multigenerational families. Currently, around 22% of regular divers are 55+.

- Three main segments of dive travellers can be considered:

1. Leisure divers: It is the largest segment with around 70% of the European dive travellers. They prefer to combine diving with non-diving activities at the destination and often stay at a resort. In addition to an attractive dive destination, they value comfort, culture, good-quality food and alternative day trips. They look for opportunities to experience something new and different. Depending on individual preferences, leisure divers may spend up to half of their holiday time on non-diving activities. Popular activities include tennis, golf, hiking, cycling and other water sports such as surfing or paddling. Other interesting options are safari tours, cultural tours or historical excursions. These activities can also be a suitable way for divers to spend their surface intervals". They have obtained the basic certification as PADI OPEN WATER or they take the title at the destination, in a 1 week program.

2. Passionate divers: Around 20% of European dive travellers are passionate divers. This segment consists of divers who are licensed with higher level certifications, that can be general experience-based, or they include areas of special interest such as underwater photography or wreck diving. Passionate divers often travel solo or with other divers. Diving itself is their main reason to go on holiday. Passionate divers usually travel to a dive location in order to see specific sorts of fish or marine mammals. They dive as often as possible and do not care much about accommodation or cultural

trips. Their basic needs consist of a clean room, good basic food, a hot shower and nice staff. These divers usually bring their own gear (excluding cylinders), for which they need a safe storage place. Diving Liveboards are especially appreciated as they allow you to do several dives a day without traveling, in addition to the charm of living in a boat with the group.

3. Families and couples. This group makes around 10% of European dive travellers. "Usually, there is one diving enthusiastic, while the others like to dive only once or twice at most. Quality is very important to them. Dive travellers within this segment are generally able and willing to spend more on quality, for example, on accommodation or additional holiday activities".

6.4.5 Multi-activity products

Multi-activity products can be very varied. In general, they could be classified in:

- Multi-activity with water activities
- Multi-activity with ground activities
- Multi-activities with wind activities
- Combined multiactivity (combining different types of activity)

The most common multi-activity products are "multi-activity combined" where, in many cases, water and land activities are carried out. In the summer there is also a lot of water-only multi-activity offer and in colder times, land-only or land-only and wind multi-activity.

Multi-activity can include all types of activities described by ATTA, but climbing, diving, surfing and kayaking activities can also be packages where only these

activities are carried out (see product sheets). The age is from 5 to 80 years. In this case, multiactivity is practiced mostly by families or age groups between 18 and 40 years.

Profile of adventure travellers who practice multi-activity and product features:

Multi-activity for families:

- Accommodation mostly in hotels or aparthotels, with triple, quadruple or family rooms.
- Half board or some meals and dinners included.
- Between 7 and 8 days, with about six days of activity
- Group departures with fixed dates and pre-set schedule so families can meet other families.
- Sometimes, activities other than those included in the package are offered, with extra cost.
- Within the same group, activities are offered for the different ages of the children.
- The periods of greatest offer are those of school holidays and especially in the Mediterranean countries, in the summer months where water activities can be practiced.
- The most common activities included in the multi-activity products are hiking, mountain biking, canoeing, rafting, kayaking, climbing and canyoning.
- Key words: multiactivity, families, land activities, water activities, wind activities, hiking, cycling.

Multi-activity for groups of young people

(18 to 40 years old):

- Centre-based accommodation mostly in campsites, bungalows and even bivouacs. The tents are provided by the incoming agency/company.
- Bed and breakfast is the most common option. Nevertheless, a common practice is to go shopping every day to cook lunch and dinner together.
- Standard trip is between 7 and 8 days, with about six days of activity. Although there are also many 3 or 4 day trips.
- •Group departures with fixed dates and pre-set schedule.
- Sometimes, activities other than those included in the package are offered, with extra cost.
- Prices vary greatly depending on the activities, on the maximum group of participants and whether the tour operators are European or American. For one-week programs, prices range from 700€ to € 1,000€.
- The most common activities are “hard” activities with more risk.
- Key words: multiactivity holidays, family holidays, young holidays, multiactivity groups and any of the activities that the client is looking for, for example: canyoning.

6.5 Other Products

There are the other 5 activities, that are of interest to some members of MEDUSA project.

6.5.1 Birdwatching

Birdwatching are highly specialized products and difficult to bring to market, because customers are, in many cases, bird lovers and can go to a destination to spot a single species. The basic features are:

- Knowledge of the unique birds of the territory is a requirement to design birdwatching products
- Specialist guides in ornithology and with a high level of group language or English are required.
- The standard trip is 6 or 7 nights, with 5 and 6 days of activity. It should be noted that to get to the bird watching point clients have to walk.
- Full board is offered and usually in the same accommodation (center-based packages)
- Programs based on the time of year that birds can be spotted
- Few scheduled dates
- Groups with a maximum of 14 people, but one guide for every 7 people.
- Key words: birdwatching holidays, “the name of the special bird that clients can find in the area”, for example “hummingbird”.

6.5.2 Kayaking and canoeing products

Kayaking products can be divided into sea kayaking, lake or river kayaking or downhill kayaking on wild rivers. The last one is the one that is usually found among multiactivity experiences.

Tour operators offer as themed product, sea kayaking and lake or river kayaking. Sea kayaking is an activity that needs more experience, since in the sea there are more currents, waves and the water surfaces are not smooth. Instead, kayaking on calm lakes or rivers may be for beginners as the waters are calmer.

The basic features of kayak products (sea kayaking or river/lake kayaking) are:

- Age between 30 and 50 years
- Accommodation in hotels but for younger groups, it is also offered in camping sites. Sometimes a bivouac night is also included.
- Possibility of 1 kayak for two people or for 1 person. In some cases, an individual kayak surcharge is offered.
- There are different levels of programs, from beginners to experts. Depending on the difficulty of the activity the paddle time will be different. Standard is between 3h and 5h.
- Activity that is always combined with snorkelling and swimming. Snorkelling equipment is provided by the incoming agency/company, so during the rest stops clients can snorkel and swim.
- Guided routes, with expert kayak guide who speaks at least English.

- Many of the kayak products are combined with hiking.
- Key words: sea kayaking, lake kayaking, river kayaking, walking & kayaking, kayaking holidays.

6.5.3 Equestrian tourism products

Equestrian tourism products are for riders, more or less experienced, depending on the type of the designed product. It is possible to design programs for beginners where classes are combined during the first days, with some afternoon rides in the middle of the week and a full day riding at the end of the week.

The basic characteristics of equestrian tourism products are:

- Expert riders who can ride between 4 and 7 hours a day (between 20km and 30km a day).
- 95% of customers are women but the trips cannot be classified as "women", products because the groups can be mixed.
- Age between 25 and 75 years, although most are between 40 and 65.
- Specialist guides in equestrian tourism and with a particularly good level of group language or English
- The breed of the horse is especially important depending on the country. For example, in Spain a horse of "Spanish" breed is expected (or so it seems).
- The standard trips are 6 or 7 nights, with 5 and 6 days of activity.

- Hotels between 2* and 4* but comfortable. For Tunisia, Jordan and Lebanon, one or more nights in tent camp can be introduced.
- Accommodation on full board. It is important that the accommodation has twin beds and a private bathroom.
- 25% of the group requests a single room (not shared)
- They can be radial routes (from a single accommodation) or itinerant (every night in a different hotel).
- It is valued that the horses are stable near the accommodation or in spaces prepared for the animals in the same accommodation.
- Picnics are combined with restaurants for meals.
- Programs all year round with dates scheduled by the incoming agency/company.
- Groups with a maximum of 12 riders, but a second guide from 7 riders.
- Key words: horse riding holidays, riding vacations, equestrian tours.

6.5.4 Snow products

There are four clear types of snow products related to skiing and snowshoeing:

- Alpine skiing
- Cross-country skiing
- Snowshoeing
- Off-Piste skiing; Freeriding and Ski Touring as the main activities

As for tour operators, we can find marketing of the four types, but clearly the last three are the most accepted.

Alpine skiing

These are products that mainly offer accommodation and the ski pass included. The customer can choose between different accommodation categories and this is what varies the price. Also included, in many cases, a personalized welcome or service during the stay.

Cross-country skiing and Snowshoeing

They are clearly the most marketed products in terms of tour operators. There are different levels to suit customers, similar to what happens with hiking or biking.

Off-piste skiing

According to the analysis of tour operators, the three most common off-piste skiing products are the following:

- Freeriding: style of snowboarding or skiing that is practiced in virgin snow without a defined track and without any type of regulation. An important level of experience is needed as skiing in more limited places.
- Ski Touring: skiing in remote areas away from ski resorts. In the United States, this discipline is called "backcountry." The level of experience is high as it is required to explore remote areas in the mountains where there are no walkways or rescue equipment. It is also necessary to be in very good physical condition because the climb with all the equipment on top is not exactly easy.

- **Ski Mountaineering:** This is the most demanding and exciting discipline of all. Mix mountain techniques such as climbing, ice climbing and hiking through cracks with skiing. Those who practice this sport enjoy both the ascent to the mountain and the descent and it requires more experience than any other modality.

The key words are: Alpine skiing holidays, Cross-country skiing, Snowshoeing, Off-piste skiing; Freeriding, Ski Touring and Ski Mountaineering.

6.6 Culture and gastronomy

Culture and gastronomy are transversal products, which means that they are almost always present. It is important to keep in mind that adventure tourism involves physical activity, so if we design a cultural product, we must always include a “soft” activity, for example a “walking trip”.

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APPENDIX 1. FACTSHEETS TOUR OPERATORS



SELECTED TOUR OPERATORS

FRANCE		
Tour operator	Web	Products
Allibert	www.allibert-trekking.com	Walking, Cycling, Snow
Arts et Vie	www.artsetvie.com	Culture & Arts
Cavaliers du Monde	www.cavaliers-du-monde.com	Horseriding
Chamina voyages	www.chamina-voyages.com	Aventure
Cyclomundo	www.cyclomundo.com	Cycling
Grand Angle	www.grandangle.fr	Walking, Cycling, Snow
Huwans Aventure	www.huwans-clubaventure.fr	Aventure
La Balaguère	www.labalaguere.com	Walking
La Bicyclette Verte	www.bicyclette-verte.com	Cycling
Nomade	www.nomade-aventure.com	Aventure
Point Voyages	www.point-voyages.com	Aventure
Sur les hauteurs	www.surleshauteurs.com	Aventure
Terres d'Aventure	www.terdav.com	Aventure
UCPA	www.ucpa.com	Aventure
Velorizons	www.velorizons.com	Cycling



Name **Allibert Trekking**

Address **Rue de Longifan**

Post code **38530**

Town **Chapareillan France**

Country **0033 476455757**

Telephone liberte@allibert-trekking.com

E-Mail WEB www.allibert-trekking.com

Page

Products

Walking/Trekking ✓

Mountaineering ✓

Cycling ✓ Discovery

Culture

Kayak/canoeing

Safari ✓

Observations

Foundation: 1975

Client type: Adult & familiar

Product type: Self-guided and guided

Commercialization On-line: Yes

Sustainability communication: Yes. Sustainable travel policy with a Code of Ethics for their travellers. Certification with ATR label (Agir pour un tourisme responsable) and 100% carbon neutral

Highlights: Big diversity of products and destinations **Social**

Network Facebook Twitter YouTube Instagram

Newsletter Yes

Observations

- Headquarters in France, Belgium, Switzerland. Other agencies in Chamonix, Paris, Toulouse, Lyon, Nice.
- Website: Useful, attractive and only in French, with a search engine to filter the product and an "advanced- free" research. Main classification in the menu: Destination (countries), Activities and Themes. Page with the description of activities and levels.
- Main classification of products: walking, mountaineering, snow, cycling, discovery, trail
- Slow Tourism: They have products catalogued as "ecotourism", but not as "slowtourism".

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Asia	Asia	Europe	Africa
Walking/Trekking	173	13	2	67	7
Cycling	12			9	
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening				2	
Rafting/Canyoning					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	2			1	
Ski & varios	19			1	
Snowshoeing	7			2	
Birdwatching					
Cultural activities	8	1		2	
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	4	9
Cycling	1	
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoning		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		1
Birdwatching		
Cultural activities	1	
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name **Arts et vie voyages culturels 251,**
 Address **rue de Vaugirard**
 Post code **75015**
 Town **Paris France**
 Country **0033 0140432021**
 Telephone info@artsetvie.com
 E-Mail WEB www.artsetvie.com
 Page

Products

Nature Art
 ✓ Culture
 ✓
 Discovery

Observations

Foundation: 60 years of experience

Client type: Adult & familiar **Product**

type: Guided **Commercialization on-**

line: Yes **Sustainability**

communication: No

Highlights: Big diversity of products and destinations

Social Network Facebook Instagram

Newsletter Yes

Observations

- Offices in Paris, Lyon, Nice, Marseille and Grenoble.
- Website: Only in French, intuitive and clear, with a search engine to filter the product.
- Main classification in the menu: destination, type of activity, events, accommodation, groups.
- Main classification of products: culture, stages, walking, cruises forums, short breaks and festivals. They don't have an activity classification.
- They have products catalogued as "forum", which are cultural travel combined with expertise conferences.
- The company manages 5 "residences" (rural houses) with accommodation and activities. Focused on families.
- Slow Tourism: they don't have a category for "slow tourism", but there are products in different countries that could be considered as slow <https://www.artsetvie.com/circuit/russie/circuit-en-russie-periple-eurasien-en-train-75.html>

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Next & Middle East		Europe	Africa
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	33	2		15	2
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking		
Cycling		
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities	1	2
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name	Cavaliers du Monde 142 rue
Address	de Clignancourt 75018
Post code	Paris France
Town	0033 0142800304
Country	info@cavaliers-du-monde.com
Telephone	www.cavaliers-du-monde.com
E-Mail WEB	
Page	

Products

Horse Riding ✓

Observations

Foundation: 2005 **Client**

type: Adults **Product**

type: Guided

Commercialization on-line: Yes

Sustainability communication: Cavaliers du Monde was, in 2009, the seventh tour operator in France labeled by the Responsible Tourism by AFNOR Certification, and it is the only equestrian tour operator.

Highlights: Specialised in equestrian tourism around the world

Social Network Facebook Instagram Youtube

Newsletter: No

Observations

- Member of the Equestrian Federation in France.
- Website: French and English intuitive and clear with a search engine to filter the product.
- Main classification in: Destination, date, theme, budget.
- Each product has a "photo albums" and "comments".
- Possibility to download the "technical sheet".

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Asia		Europe	
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding	10	1		7	
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
		Europe
Walking/Trekking		
Cycling		
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		3
Safaris & Wildlife		
Volunteer		



Name **Chamina voyages**

Address **43 Place de Jaude**

Post code **63000**

Town **Clermont-Ferrand France**

Country **0033 466690044**

Telephone contact@chamina-voyages.com

E-Mail WEB www.chamina-voyages.com

Page

Products

Walking ✓

Cycling ✓

Snow

Trail running

Nordic Walking

Wellness Nature ✓

Observations

Foundation: 1973

Client type: Adult & familiar

Product type: Guided and self-guided

Commercialization on-line: Yes

Sustainability communication: Yes, with certifications on the website (ATR, Europarc and Parcs Naturels du Massif Central) and two information pages, one about "100% carbon neutre" and the other "European Charter for Sustainable Tourism".

Highlights: Big diversity of products and destinations. Specialised in walking, cycling and nature.

Social Network Facebook Instagram Twitter Pinterest Youtube

Newsletter Yes

Observations

- Website: Only in French, intuitive and clear with a search engine to filter the product. Main menu where clients can search by destination, activity, group tours, self-guided tours, cycling, family or others.
- Main classification of products: walking, cycling, trail, wellness, Nordic walking, nature trips, snowshoeing, multi-activity.
- Paper Brochure on request. They edit a magazine.
- "Nature" products could be classified as "slow tourism", as they have the same principles.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	50			28	
Cycling	2			3	
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	1				
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	1	7
Cycling		2
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name	Cyclomundo
Address Post	18, rue René Cassin 74240
code Town	Gaillard France
Country	0033 450872109
Telephone	0033 635222324 info@cyclomundo.com
E-Mail WEB	www.cyclomundo.com
Page	

Products

Road bike ✓

Cycling ✓

Observations

Foundation: 2003

Client type: Adult

Product type: Self-guided & guided

Commercialization on-line: Yes

Sustainability communication: No **Highlights:**

Specialised in cycling tours

Social Network Facebook Instagram Twitter Youtube WhatsApp

Newsletter Yes

Observations

- French incoming company, but with international tours.
- Website: Only in English, but it is a French company. The website includes a search engine to filter the product. Main menu with two options, Tours and Custom Tours.
- Reviews and press sections.
- Official tour operator for events such as the Etape du Tour, the Marmotte, and the Alps Open Tour.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking					
Cycling	21			6	
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking		
Cycling	3	3
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

Name **Grand Angle**

Address **52, rue du Tortolon 38112**

Post code **Autrans-Méaudre en Vercors**

Town **France**

Country **0033 476952300**

Telephone **info@grandangle.fr**

E-Mail WEB **www.grandangle.fr**

Page

Products

Walking/Trekking ✓

Snow ✓

Cycling ✓

Observations

Foundation: 1985

Client type: Adult & Families **Product**

type: Self-guided & guided

Commercialization on-line: Yes

Sustainability communication: Certificate for the European Charter for Sustainable Tourism - Vercors Regional Natural Park (where the company is located)

Highlights: They stand out for their products: only well-known destinations, sustainable trips combining nature, culture and sport with professional guides. It does not belong to any of the groups of French hiking agencies.

Social Network Facebook Instagram Twitter Youtube Pinterest

Newsletter Yes

Observations

- Specialised in walking, cycling and snow
- Website: Only in French. Very well organised and easy to use with a search engine to filter the product. In the main menu, clients can search by destination, activities, guided or self-guided tours, customized tours.
- Main classification by products is walking, cycling and snow. Clients can search the package by theme, so the main activity is always cycling or walking but there are thematic products, like "wellness" or "culture trips".
- They have staff at the office in Vercors but there are guides on the different countries. They usually work with inbound travel agencies.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	50			26	
Cycling	16			10	
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios	2				
Snowshoeing	5			2	
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	1	6
Cycling	1	1
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		2
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name **Huwans Clubaventure 18**

Address **rue Séguier**

Post code **75006**

Town **Paris France**

Country **01 44 32 09 30**

Telephone **contact@huwans.com**

E-Mail WEB **www.huwans-clubaventure.fr**

Page

Products

Walking/Trekking ✓

Mountaineering ✓ Discovery ✓

Snow ✓

Observations

Foundation: 1975

Client type: Adult & Families & Solo

Product type: Self-guided & guided

Commercialization on-line: Yes

Sustainability communication: Yes. They have a page about "Sustainable Tourism" and their engagement for a responsible tourism. They have charity projects and they participate in the project "Plantons pour l'avenir", for each client one tree is planted.

Highlights: They offer more than 1.000 travels to more than 100 destinations **Social**

Network Facebook Instagram Twitter Youtube Pinterest **Newsletter** Yes

Observations

- In France, they have offices in Paris, Lyon and Marseille. One headquarter in Geneve and another one in Madrid. There is a web page exclusively in Spanish (huwans.es), and the commercialised products are not the same as the French webpage.
- Website: French and Spanish with the same brand with a search engine to filter the product. Main menu with different options: destination, activity, theme, group travel, family and customised.
- Agreements with other agencies (using their logo) that offer thematic products or which are focused on certain target of clients.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East		Europe	
Walking/Trekking	24	7		28	
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing	2				
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	6	1		1	
Ski & varios					
Snowshoeing				2	
Birdwatching					
Cultural activities	3	6			
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	2	4
Cycling		
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		1
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

Name **La Balaguère**

Address **48, Route du Val d'Azun 65400**

Post code **Arrens - Marsous**

Town **France**

Country **0033 562974646 / 0033 562974697**

Telephone **labalaguere@labalaguere.com**

E-Mail WEB **www.labalaguere.com**

Page

Products

Walking ✓

Cycling ✓

MTB ✓

Multi-activity

Observations

Foundation: 1984

Client type: Adult

Product type: self-guided & guided

Commercialization on-line: Yes

Sustainability communication: Yes. Member of ATR (Agir pour un tourisme responsable). Section about "Sustainability and CO2 compensation" on the webpage.

Highlights: Initially specialised on Pyrenees in France and Spain but now trips all around the world.

Social Network Facebook Instagram Twitter Youtube Pinterest

Newsletter Yes

Observations

- In France, they have offices in Arrens-Marsous (headquarter), a small village near Lourdes and Paris. Also in Belgium.
- Website: French and a different URL for the English version webpage (www.purelypyrenees.com) Both pages are organized differently but they very accessible and attractive design. They also have a section with customer feedback, a very comprehensive blog as well as recent photos on Instagram
- Search engine to filter the product. Main menu with different options walking, cycling, themes (22 different themes). Main activities are walking and cycling, but they offer 16 different activities. For cycling, they offer only MTB trips. Yoga trips are always combined with walking. They have programs for families, which combine walking and cycling with other activities like canyoning, kayaking, or wildlife observation.
- Brochure edition on paper.
- They support Charity projects around the world and also collaborate with different projects on the Pyrenees. They have the "Esprit Parc National", a brand available in the ten French National Parks. The brand identifies circuits that are geared towards the discovery of nature, which respect the environment, but also which allow us to meet the women and men who bring this territory to life.
- They offer "sharing and solidarity" trips, which have as main theme the meeting with the local population and their involvement in the development of circuits. Thus, clients contribute to the improvement of the standard of living of the inhabitants, thanks to an additional activity, hiking tourism.
- Itineraries with the brand "Esprit Parc National" or "Solidarity trips" could be classified as slow tourism.
https://www.labalaguere.com/traversee_parc_national_des_pyrenees_lescun_gavarnie.html

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East		Europe	Africa
Walking/Trekking	42	1		50	1
Cycling	4			3	
MTB				5	
Gastronomy & Culinary				2	
Yoga & Wellness				6	
Kayaking/Canoening				9	
Rafting/Canyoing					
Sailing	2				
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity				2	
Ski & varios	4				
Snowshoeing	1				
Birdwatching					
Cultural activities	2	3			
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	3	20
Cycling	1	
MTB		1
Gastronomy & Culinary		
Yoga & Wellness		3
Kayaking/Canoening		1
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		5
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name **La Bicyclette Verte**

Address **36 route de Saint Hilaire 79210**

Post code **Arçais France**

Town **0033 549354256**

Country **bicycletteverte@gmail.com**

Telephone **www.bicyclette-verte.com**

E-Mail WEB

Page

Products

Cycling ✓

Observations

Foundation: non specified. More than 20 years of experience.

Client type: Adult & Family **Product**

type: Self-guided & guided

Commercialization on-line: Yes

Sustainability communication: No

Highlights: Specialised in self-guided cycling tours **Social**

Network Facebook Instagram Blog **Newsletter** Yes

Observations

- They started with day trips around their headquarter, as they run a bicycle rental center in a tourist area. Nowadays, national and international programs
- Website in French with a search engine to filter the product by difficulty, price, level and duration. Possibility to search by destination.
- Main menu with different options: France or Europe (different countries) or different type of product (boat and bike, center based, customized trips and groups).
- Brochure on request

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking					
Cycling	5			2	
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling	4				
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia



Name **NOMADE**

Address **40 rue de la Montagne Sainte Geneviève**

Post code **75005**

Town **Paris France**

Country **01 46 33 71 71**

Telephone infos@nomade-aventure.com

E-Mail WEB www.nomade-aventure.com

Page

Products

Motorbike

Cycling/BTT ✓

Astronomy and espace

Wellness ✓

Canoying & Kayak

Multiactivity ✓ Snow

Walking ✓

Safari Discover

✓ Culture

Observations

Foundation: 1975

Client type: Adult & Family **Product**

type: Self-guided & guided

Commercialization on-line: Yes

Sustainability communication: Yes. They have a page about their engagement on "Sustainable Tourism. Certification" of ATR (Agir pour un Tourisme Responsable)

Highlights: Specialised on adventure travel on sustainable principles. **Social**

Network Facebook Instagram Twitter Youtube Pinterest Blog **Newsletter** Yes

Observations

- Main office in Paris. Offices in Toulouse, Lyon and Marseille.
- Website only in French. Well organised with an engine to filter the search. Main menu with destination and activities.
- They offer more than 110 destinations around the world. They offer many different activities like "photography travels" or "travels with van", among others.
- They have "Solidarity" trips, which supports various projects around the world. <https://www.nomade-aventure.com/voyage-aventure/togo/voyage-solidaire-togo/tog60>
- ATTA member (Adventure Travel Trade Association)
- Slow Tourism: they don't have a category for "slow tourism", but there are products that could be considered as slow like the ones of "Solidarity" or "Travel with public transport". <https://www.nomade-aventure.com/voyage-aventure/israel/voyage-palestine/pal04>

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Next & Middle East	Next & Middle East	Europe	Africa
Walking/Trekking	25	10	1	17	3
Cycling					
MTB					
Gastronomy & Culinary	1				
loga & Wellness		1		1	
Kayaking/Canoening					
Rafting/Canyoing					
Sailing	1				
Diving/Snorkeling					
Climbing					
Surfing				2	
Multi-activity				3	
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	12	15	2	4	
Horseback riding					1
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	
Walking/Trekking	2	
Cycling		
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

Name Point-Voyages
Address 4 Avenue Félix Chalamel
Post code 07700
Town Bourg- saint-Andéol France
Country 0033 475972040
Telephone info@point-voyages.com
E-Mail WEB www.point-voyages.com
Page

Products

Walking/Trekking ✓
 Cycling ✓
 MTB
 Multi-activity
 Discover ✓ Culture
 ✓ Wellness

Observations

Foundation: 1995 with only travels in Africa. In 2015, it opened for tours worldwide.

Client type: Adult & Family **Product**

type: guided **Commercialization on-**

line: Yes

Sustainability communication: Yes. They have a cooperative "Point Afrique Development" and products

Highlights: specialised in Africa tours

Social Network Facebook Instagram Twitter Youtube Pinterest Google+ Blog

Newsletter Yes

Observations

- Website in French. Well organised with an engine to filter the search. Main menu with destination, themes and exclusives. They have a filter by travel motivation: to understand, to meet people, to discover. The webpage includes a "Traveller comments" section.
- Point-Afrique Development was created in 1996 by Maurice Freund, founder of Point-Mulhouse (company that made charter flights possible in France) and it is 100% a travelers' cooperative. Point-Voyages is a brand of Point-Afrique Voyages. They have products with ONG collaborations. www.point-voyages.com/fr/product/point-voyages-guinee-rencontres-et-solidarite-en-pays-soussou-1366.html
- They don't classify any product as "slow travel", but there are some travels that could be classified in this category like www.point-voyages.com/fr/product/point-voyages-mauritanie-le-train-du-desert-1356.html

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
		Africa & Middle East	Africa & Middle East		Africa & Middle East
Walking/Trekking		1	2		
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					1
Cultural activities		2	4		
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia



Name **Sur les Hauteurs 23,**
Address **rue Gambetta**
Post code **31390**
Town **Carbonne France**
Country **0561976604**
Telephone info@surleshauteurs.com
E-Mail WEB www.surleshauteurs.com
Page

Products

Walking/Trekking ✓

Mountaineering ✓ Snow

✓

Desert Canyoning

Observations

Foundation: 2004

Client type: Adult & Family

Product type: Self-guided & guided

Commercialization on-line: No. Clients can ask for more information and download the technical sheet.

Sustainability communication: No

Highlights: Specialised on walking, trekking and mountaineering guided tours

Social Network Facebook Instagram Google+

Newsletter Yes

Observations

- Website only in French. There is no an engine search to filter the trips. Main menu with destination and activities. It includes a Blog "Guide de voyage" and a calendar with the "Guarantee departures".
- Main classification by product: walking, trekking, snowshoeing, desert, mountaineering, canyoning. They have also products for families and self-guided.
- Travel agency specialised on the Small Pyrenees but programming all around the world.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East		Europe	
Walking/Trekking	10	1		33	
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoing				2	
Rafting/Canyoning					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing	1			2	
Birdwatching					
Cultural activities		2			
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
		Europe
Walking/Trekking		8
Cycling		
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoing		
Rafting/Canyoning		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		2
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

Products

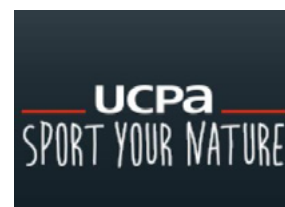
Active tourism

199

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Africa & Middle East	Africa & Middle East	Europe	Africa & Middle East
Walking/Trekking	30	3	3	33	2
Cycling	1				
MTB				1	
Gastronomy & Culinary					
Ioga & Wellness		1			1
Kayaking/Canoening				1	
Rafting/Canyoing					
Sailing	1				
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity				1	
Ski & varios	4				
Snowshoeing	1			3	
Birdwatching					
Cultural activities	2	3			
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	2	9
Cycling	1	
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		2
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name	UCPA
Address	12 rue des Halles (Le Spot byUCPA) 75001
Post code	Paris France
Town	0033 969325095
Country	groupe-partner@ucpa.fr
Telephone	www.ucpa-vacances.com
E-Mail WEB	
Page	

Products

Walking ✓

Sports ✓ Snow

✓

Active tourism ✓

Observations

Foundation: 1966. It was an association to promote the active holidays. UCPA means: Union Nationale de Centres Sportifs de Plein Air. It is managed by public administration and sport federations are associated.

Client type: Adult & Family **Product**

type: Self-guided & guided

Commercialization on-line: Yes

Sustainability communication: No

Highlights: All kind of sports and for all levels

Social Network Facebook Instagram Twitter Youtube Pinterest

Newsletter Yes

Observations

- Website only in French. Well organised. It has a small filter the search. Main menu with destination, activities, families, young people.
- They offer basically products in France but they have different destinations around the world.
- They offer more than 100 different type of activities, divided in mountain, sea, air and adventure.
- They offer training for all ages and all specialities/activities. It could be one day training or a week.
- At 2019, UCPA and La Balaguère merged but focus each one on their traditional niches: UCPA young people and schools and La Balaguère adults and some trips for families,
- They collaborate with other agencies in different countries: UK, Belgium, Luxembourg, Netherlands, Spain, Portugal, Italy, Sweden, Denmark, Switzerland, Israel.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Africa & Middle East		Europe	Africa & Middle East
Walking/Trekking	3			2	1
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness					1
Kayaking/Canooning	2			2	
Rafting/Canyoing				1	
Sailing				1	
Diving/Snorkeling				2	
Climbing					
Surfing				15	
Multi-activity	1			2	
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	2	1		2	
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	1	1
Cycling		
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canooning		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		1
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name **Velorizons**
Address **273, rue Branmafan**
Post code **73230**
Town **Barby France**
Country **0033 0458140425**
Telephone info@velorizons.com
E-Mail WEB www.velorizons.com
Page

Products

Cycling ✓

MTB ✓

Observations

Foundation: 1999.

Client type: Adult & Family

Product type: Self-guided & guided

Commercialization on-line: No. Client can ask for more information but no booking online. **Sustainability**

communication: No. They offer the possibility of car-sharing to arrive to the destination **Highlights:** Specialised in cycling and very well organised into the three categories: MTB, leisure and road **Social Network** Facebook Instagram Google +

Newsletter Yes

Observations

- Website: French but difficult to find the tours and more information about the company. The webpage is divided into three categories linked to the three biking tour types: leisure biking, mountain biking and road biking.
- Possibility to download 3 brochures, one for each cycling typology.
- Media-space with photos of different countries and trips and a space for news.
- They sell cycling equipment like maillots or boxes of the bikes.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	World	World		World	World
Walking/Trekking					
Cycling	5			2	
MTB	18	2		18	4
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	World	World
Walking/Trekking		
Cycling	1	
MTB		4
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

Germany		
Tour operator	Web	Products
Asi Reisen	www.asi-reisen.de	Adventure, snow
Bike Touring	www.bike-touring.de	Cycling
BUND Naturschutz Service	www.bund-reisen.de	Walking, nature, birdwatching, train
Gebeco Länder Erleben	www.gebeco.de	Adventure
Globetrotter Abenteuer	www.globetrotter-abenteuer.de	Walking, cycling, snow
NABU-Reisen – Birdingtours	www.nabu-reisen.de	Birdwatching
NAToURs	www.natours.de	Adventure, snow
ONE WORLD. Reisen mit Sinnen	www.reisenmitsinnen.de	Walking, cycling, nature, culture
Pura Aktiv Reisen	www.pures-reisen.de	Walking, cycling
Radissimo	www.radissimo.de	Cycling
ReNatour	www.renatour.de	Walking, yoga
Schulz aktiv reisen	www.schulz-aktiv-reisen.de	Adventure
UNTERWEGS	www.unterwegs-reisen.de	Adventure
Urlaub und Natur	www.urlaubundnatur.de	Walking, cycling, nature, birdwatching
Wikinger Reisen	www.wikinger.de	Walking, cycling



Name Asi Reisen
Address Tschurtschentalerhof 1
Post code 6161
Town Natters Austria
Country 0049303187793360
Telephone info@asi.at [www.asi-](http://www.asi-reisen.de)
E-Mail WEB [reisen.de](http://www.asi-reisen.de)
Page

Products

Walking/Trekking ✓
 Snow ✓
 Cycling ✓
 Culture
 Climbing
 Via Ferrata
 Adventure

Observations

Foundation: 1963 (only mountaineering activities)

Client type: Adult & Family **Product**

type: Self-guided & guided

Commercialization on-line: Yes

Sustainability communication: Yes. They develop sustainable experiences for travellers and local communities. Section about "sustainability" on the webpage.

Highlights: Very well positioned in the German speaking countries

Social Network Facebook Instagram Blog

Newsletter Yes

Observations

- Wholesale agency: they commercialize the products through third agencies. They are fiscally located in Austria but they have a page for German URL and a German phone number as their main public is from Germany.
- Website in German with a search engine to filter the products. In the main menu, clients can search by destination and types of travel.
- Classification of products: hiking, biking, winter, culture and adventure, mountaineering.
- Brochure on-line and paper on-request. They edit 5 brochures: hiking, cycling, ebike, adventure, mountaineering.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Asia		Europe	
Walking/Trekking	103	3		79	
Cycling	50			27	
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing	11				
Birdwatching					
Cultural activities		10			
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	4	7
Cycling		8
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name	Bike Touring
Address	Dr.-Sammelweis-Straße 33
Post code	67433
Town	Neustadt an der Weinstraße
Country	Germany
Telephone	+49 6321 9243 244
E-Mail WEB	contact@bike-touring.de
Page	www.bike-touring.de

Products

MTB
Walking ✓
Cycling ✓

Observations

Foundation: 2002

Client type: Adult

Product type: Self-guided

Commercialization on-line: Yes

Sustainability communication: No

Highlights: Leisure cycling, road cycling and mountain biking

Social Network Facebook Tripadvisor

Newsletter Yes

Observations

- Specialised in cycling and walking but they offer more biking tours.
- Website only in German with a search engine to filter the product. It includes a "News" page.
- Main classification of products: leisure cycling, mountain biking, road cycling, ship & bike and walking.
- Brochure online: one for each typology.
- They organize trips on cycling races. In some cases the products link: activity + oenology.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	2			2	
Cycling	13			3	
MTB	1			3	
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing	2				
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia



Name **BUND Naturschutz Service**

Address **Stresemannplatz 10**

Post code **90489**

Town **Nürnberg Germany**

Country **0049 9115888820**

Telephone info@bund-naturschutz.de

E-Mail WEB www.bund-reisen.de

Page

Products

Ecotourism ✓

Walking ✓

Cycling

Volunteer

Observations

Foundation: 1999

Client type: Adult & Family **Product**

type: Guided **Commercialization on-**

line: Yes

Sustainability communication: Yes.

Highlights: Belong to the association "Destination Natur"

Social Network No

Newsletter Yes

Observations

- Company belonging to a nature conservation association in the Bavarian region, which organizes events and exhibitions in the area, publishes publications, promotes waste collection activities, eco-shops, etc.
- Website in German and with a "News" section. It includes a search engine to filter by country, by calendar and by diet.
- Classification of products: walking, nature observation, volunteer, desert travels.
- They inform about the possibility of "Vegan" and "Vegetarian" menus in the products.
- Brochure on-line and paper,
- They offer Volunteer trips with the cooperation of "Destination Natur" in Germany.
- Slow Travel: wildlife and birdwatching observation and volunteer trips.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	14			1	
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia

Name	Gebeco Länder Erleben
Address	Holzoppelweg 19
Post code	24118
Town	Kiel Germany
Country	0049 43154460
Telephone	contact@gebeco.de
E-Mail WEB	www.gebeco.de
Page	

Products

Gastronomy
Discovery ✓
Walking ✓
Cycling ✓

Observations

Foundation: Non specified. 40 years of experience

Client type: Adult & Family **Product**

type: Guided **Commercialization on-**

line: Yes

Sustainability communication: Yes. TourCert Certification (contribution of the company to sustainable development by assuming a social and ecological responsibility beyond legal requirements). The website includes a page explaining the sustainable engagement of the company. They offer "sustainable travels".

Highlights: Big agency in Germany with a wide range of products

Social Network Facebook Instagram

Newsletter Yes

Observations

- Wholesale agency: they commercialize the products through third agencies. It belongs to the agency group "Dr Tigges" (study trips).
- Website in German with a search engine to filter the products. It includes a "Forum", a "Comment page" from clients, and a "Podcast" page with videos
- Classification of products: adventure, study trips, adventure cruises, active trips, private, small groups, international.
- Brochure on-line and paper. One brochure for product typology and destination.
- Products "Dr.Tigges" can be considered Slow Travel

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Africa & Orient		Europe	
Walking/Trekking	7	1		3	
Cycling	2			4	
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	15	6		13	
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking		
Cycling		
MTB		
Gastronomy & Culinary	1	
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities	4	2
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name **Globetrotter Abenteuer Süderelbeweg 2**

Address **21149**

Post code **Hamburg**

Town **Germany**

Country **0040 7020550**

Telephone neugraben@reiseland-globetrotter.de

E-Mail WEB www.globetrotter-abenteuer.de

Page

Products

Walking ✓

Cycling ✓

Snow ✓

Rockclimbing

Motorbike ✓

Adventure ✓

Observations

Foundation: 1989

Client type: Adult

Product type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: No.

Highlights: Big company with a lot of different products and destinations and specialised websites for different products.

Social Network Facebook Twitter Youtube Blog

Newsletter Yes

Observations

- Website in German with a search engine to filter the products. Main menu clients can search by Activity and Destination.
- Main classification of products: walking, cycling, snow, rockclimbing, motorbike (different webpage), adventure, photo.
- They organise events, where experts from various organizers are invited to give exciting and interesting lectures or to spend an entire day providing even more intensive and detailed advice about tours.
- Globetrotter Theme Tours is a wholesaler specialised which has five brands:
 - <https://www.globetrotter-erlebnis.de>
 - <https://www.reiseland.de/>
 - <https://www.globe-tours.de/mottouren>
 - <https://www.globe-tours.de/>
 - <https://www.globetrotter-abenteuer.de/>

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Arab world and east		Europe	
Walking/Trekking	66	6		45	
Cycling	15			7	
MTB		1			
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	3			2	
Ski & varios					
Snowshoeing	4				
Birdwatching					
Cultural activities	28	16		15	
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	3	4
Cycling	1	1
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		3
Horseback riding		
Safaris & Wildlife		
Volunteer		



Products

Birdwatching ✓

Name	NABU-Reisen – Birdingtours
Address	Kreuzmattenstr. 10a
Post code	79423
Town	Heitersheim Germany
Country	0049 76345049845
Telephone	info@birdingtours.de
E-Mail WEB	www.nabu-reisen.de
Page	

Observations

Foundation: 2002

Client type: Adult & Family & Seniors **Product**

type: Guided **Commercialization on-line:** Yes

Sustainability communication: Yes. A page about Sustainable Travel. They work with the Association for Bird Protection in Bavaria. And one tree is planting in Reserva Bosque La Tigra for every air traveler

Highlights: Specialised in birdwatching quality trips around the world

Social Network No

Newsletter Yes

Observations

- Website in German with a search engine to filter the products. Client can look for a travel by searching "bird species".
- Classification of products: bird trips, nature trips and photo. They offer customized tours.
- They offer other activities associated with ornithology: kayaking, cycling and hiking.
- Brochure on-line and paper.
- Link to www.travel-to-nature.de, travel agency specialised in Latin America.
- It participates and collaborates in birding conservation projects.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
				Europe	
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching				3	
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia

Name	Natours
Address	Potsdamer Straße 51
Post code	49088
Town	Osnabrück Germany
Country	0049 541 34751894
Telephone	info@natours.de
E-Mail WEB	www.natours.de
Page	

Products

Active tourism ✓
Snow ✓ Canoeing
✓ Walking ✓
Cycling ✓

Observations

Foundation: 1984

Client type: Adult & Family **Product**

type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. TourCert Certification (contribution of the company to sustainable development by assuming a social and ecological responsibility beyond legal requirements). Member of Forum Anders Reisen and Atmosfair.

Highlights: Nature active tours for all targets

Social Network Facebook Twitter Blog

Newsletter Yes

Observations

- Website in German with a search engine to filter the products. Main menu clients can search by activity (cycling, walking, canoeing/kayak, winter, walking with dogs and "breaks) or by destination. They offer also self-guided tours.
- They have a section "Free Spots", where clients can have a look at the available places on the guided trips. It is also a calendar.
- Brochure on request
- The webpage gives a lot of information about the required equipment for the activities, concerning the diets, and other practical information.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	World			World	
Walking/Trekking	3			3	
Cycling					
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia

Name	ONE WORLD. Reisen mit Sinnen
Address	Erfurter Str. 23
Post code	44143
Town	Dortmund Germany
Country	0049 2315897920
Telephone	info@reisenmitsinnen.de
E-Mail WEB	www.reisenmitsinnen.de
Page	

Products

Culture & Gastronomy ✓
Discovery ✓
Nature Walking
✓
Canoeing/kayak

Observations

Foundation: 1995

Client type: Adult & Family **Product**

type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. TourCert Certification (contribution of the company to sustainable development by assuming a social and ecological responsibility beyond legal requirements). Member of Forum Anders Reisen and Atmosfair. They signed the "children protection code" and the "Commitment for Human Rights in Tourism". Specific page to explain their engagement with "sustainability" and "responsible" tourism. Involved in different ecological and social projects around the world.

Highlights: Immersion in other cultures **Social**

Network Facebook Twitter Youtube

Newsletter Yes

Observations

- The translation of the brand is "Travel with sense". Very focused on sustainable tourism and on developing fair, environmentally friendly and socially responsible travel, with a high level quality and experiences.
- Website in German with a search engine to filter the products. In the main menu, clients can search by type of activity and destination.
- Classification of products: individual and groups. And for typology: travel treasures, walking, "time trips", nature travels, veggie travel, photo trip and ecovolunteer. "Time Trips" include different activities and experiences and meeting local people.
- They have a new brand just for hiking www.activida.de.
- Brochure on request
- Some of their products could be classified as "Slow tourism" <https://www.reisenmitsinnen.de/afrika/kapverden/reisen/cultura-real/>

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	7			9	
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	3			2	
Horseback riding					
Wildlife				1	
Volunteer				1	

No products in Puglia or Catalonia



Name **Pura Aktiv Reisen Am**
Address **Felde 1**
Post code **22765**
Town **Hamburg**
Country **Germany**
Telephone **0049 4038089445**
E-Mail WEB kontakt@pures-reisen.de
Page www.pures-reisen.de

Products

Snow ✓
Walking/Trekking ✓
Mountaineering
Cycling ✓

Observations

Foundation: 2004

Client type: Adult

Product type: self-guided

Commercialization on-line: No. Client ask for more information.

Sustainability communication: No

Highlights: Specialised in pilgrim routes and the Way of Saint James

Social Network Facebook Twitter

Newsletter Yes

Observations

- Website in German, simple and useful and focused on pilgrim trips. The main menu is also their product classification: walking, cycling and pilgrim.
- Travel specialised in Pilgrim tours, but they offer also other kind of walking and cycling trips. They look for the best of the country.
- The webpage includes a "comments" page about Saint James Way.
- Brochure on request.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	16			46	
Cycling				4	
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canooning					
Rafting/Canyoning					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & various					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
		Europe
Walking/Trekking		2
Cycling		
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canooning		
Rafting/Canyoning		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & various		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name	Radissimo
Address	Hennerbergstrasse 6
Post code	76131
Town	Karlsruhe Germany
Country	0049 7213548180
Telephone	info@radissimo.de
E-Mail WEB	www.radissimo.de
Page	

Products

Cycling ✓

MTB ✓

Observations

Foundation: 2004

Client type: Adult & Family

Product type: Self-guided

Commercialization on-line: No. Clients ask for more information.

Sustainability communication: Yes. TourCert Certification (contribution of the company to sustainable development by assuming a social and ecological responsibility beyond legal requirements). Member of Forum Anders Reisen and Atmosfair.

Highlights: They want to get closer to the culture and people of a country by bike. **Social**

Network Facebook Twitter Google+ Instagram Pinterest Blog **Newsletter** Yes

Observations

- Specialised in cycling tours with a lot of options and different kind of bike tours: leisure cycling, mountain biking and road biking.
- Website in German. Attractive and intuitive.
- Classification of products: destination or type (individual, group, family, boat and bike, gastronomy, mountain biking, tailor-made, electric bicycles, star itineraries from a single accommodation and others).
- Brochure on-line and paper

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking					
Cycling	33			4	
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	
Walking/Trekking		
Cycling	1	
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Wildlife		
Volunteer		



Name **ReNatour**

Address **Brunner Hauptstr. 2 a**

Post code **90475**

Town **Nürnberg Germany**

Country **0049 911890704**

Telephone info@renatour.de

E-Mail WEB www.renatour.de

Page

Products

Snow ✓ Wellness
✓ Walking ✓
Cycling ✓

Observations

Foundation: 1994

Client type: Adult & Family **Product**

type: guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. TourCert Certification (contribution of the company to sustainable development by assuming a social and ecological responsibility beyond legal requirements). Member of Forum Anders Reisen and Atmosfair. Specific page to explain their engagement with "sustainability" and "responsible" tourism",

Highlights: Sustainable tourism for families with children and teenagers **Social**

Network Facebook Youtube Instagram Youtube Blog **Newsletter** Yes

Observations

- Trips for adults, families, single-parent families, hiking, cycling, donkey trekking, themed holidays (art, meditation, yoga, bio-cooking), holidays with pets, snow.
- Website in German with a search engine to filter the products.
- Renatours received awards for their travel offers and for ReNatour as a tour operator, related to sustainability but also to the products www.renatour.de/auszeichnungen.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	12			4	
Cycling	1				
MTB					
Gastronomy & Culinary					
Yoga & Wellness				3	
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	2			3	
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding	1				
Wildlife				1	
Volunteer					

No products in Puglia or Catalonia



Name	Schulz aktiv reisen Bautzner
Address	Strasse 39
Post code	01099
Town	Dresden Germany
Country	0049 351266255
Telephone	info@schulz-aktiv-reisen.de
E-Mail WEB	www.schulz-aktiv-reisen.de
Page	

Products

- Walking/Trekking ✓
- Mountaineering
- Cycling ✓
- Adventure ✓
- Sports
- Horse Riding Snow ✓
- Wildlife observation ✓

Observations

Foundation: 1995

Client type: Adult & Family **Product**

type: Guided **Commercialization on-**

line: Yes **Sustainability**

communication: No

Highlights: Immersion in other cultures **Social**

Network Facebook Twitter Youtube

Newsletter Yes

Observations

- Main office in Dresden and two more offices, one in Berlin and the other in Oberhof.
- Website in German with a search engine to filter the products. In the main menu, clients can search by destination, typology (24 activities/themes).
- Classification of products: hiking/trekking, canoe/kayaking, cross-country skiing, husky, wildlife observation, 4x4 tours, multiactivity, boat trips, running marathon, sport travel, relax/slow, trail running, adventure, summit tours, snowshoe, winter, desert, cycling, train, horse riding, ski marathon, ice swimming, water activities, photo trip.
- They offer a wide range of activity levels and make a difference when the product could be classified as "sport tourism". Then, they present the product as "Portugal at Schultz sportreisen", for example.
- Brochure on request
- Some of their products are classified as "Slow tourism" (Relax/Slow). <https://www.schulz-aktiv-reisen.de/?do=aktivitaet&id=22>

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Asia		Europe	
Walking/Trekking	12	1		12	
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness	1				
Kayaking/Canoening	1				
Rafting/Canyoning					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	1			1	
Ski & varios	2				
Snowshoeing					
Birdwatching					
Cultural activities		1			
Horseback riding					
Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	1	1
Cycling		
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoning		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Wildlife		
Volunteer		



Name
UNTERWEGS

Address
Bültenweg 93

Post code
38106

Town
Braunschweig Germany

Country
0049 531347427

Telephone
reisen@unterwegs.eu

E-Mail WEB
www.unterwegs-reisen.de

Page

Products

Cycling Walking
 ✓ Sailing
 Kayaking/canoening ✓
 Culture ✓
 Snow ✓

Observations

Foundation: 1981

Client type: Adult & Family

Product type: Guided & self-guided

Commercialization on-line: No. Clients ask for information.

Sustainability communication: Yes. Member of Atmosfair.

Highlights: Bus agency specialized in responsible travel **Social**

Network No

Newsletter No

Observations

- Website in German with a search engine to filter the products. In the main menu, clients can search by destination and activity. It includes a News page.
- Classification of products: canoeing, city, skiing, family, cycling, hiking, camping, distant destinations, sailing and garden tours.
- Brochure on request.
- It has been observed that they sell the same product in collaboration with Weltweit Wandern, Lupe Reisen and Schulz Aktiv Reisen, a walking and group itinerary of 12 days from Barcelona to Bilbao.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	World			World	
Walking/Trekking	10			8	
Cycling				1	
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	2			1	
Horseback riding					
Wildlife					
Volunteer					

	Puglia	Catalonia
		World
Walking/Trekking		2
Cycling		
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Wildlife		
Volunteer		



Name	Urlaub und Natur Schultheiß-
Address	Kiefer-Straße 23
Post code	76229
Town	Karlsruhe Germany
Country	0049 721 9463616
Telephone	info@urlaubundnatur.de
E-Mail WEB	www.urlaubundnatur.de
Page	

Products

Walking / Donkey walk ✓

Cycling Ecotourism

✓ Ornithological

Observations

Foundation: 1993

Client type: Adult & Family **Product**

type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. Great commitment with sustainable tourism policies. Corporate social responsibility and member of Anders Reisen Forum.

Highlights: Specialised in Donkey walking for families. They have 34 products.

Social Network Facebook Twitter Pinterest Instagram

Newsletter Yes

Observations

- Website in German with a search engine to filter the products. In the main menu, clients can search by destination or type of activities.
- Classification of products: walking, cycling, ornithology, kayaking/sailing, wildlife observation, nature adventure, encounter trips, donkey walking, cultural, photography, family and travel with dog.
- Brochure on request
- They are specialist on donkey trips

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking				1	
Cycling				1	
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching				5	
Cultural activities					
Donkey riding	1			3	
Wildlife				1	
Volunteer					

	Puglia	Catalonia
		Europe
Walking/Trekking		
Cycling		
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Donkey riding		1
Wildlife		
Volunteer		



Name	Wikinger Reisen
Address	Kölner Strasse, 20
Post code	58135
Town	Hagen Germany
Country	0049 23319046
Telephone	mail@wikinger.de
E-Mail WEB	www.wikinger.de
Page	

Products

Walking/Trekking ✓
 Cycling ✓
 Mountaineering
 Discovery ✓ Culture
 ✓
 Snow

Observations

Foundation: 1967

Client type: Adult & Family **Product**

type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. TourCert Certification (contribution of the company to sustainable development by assuming a social and ecological responsibility beyond legal requirements). It is a strategic partner of WWF Germany. It includes a "sustainable" page.

Highlights: Big variety of activities and destinations for adults

Social Network Facebook Twitter Pinterest Instagram Youtube

Newsletter Yes

Observations

- Website in German, clear and useful, with a search engine to filter the products. In the main menu, clients can search by destination or type of activities. Wikinger Travel News section and a "Wiki" community.
- Main classification of products: hike, trekking, cycling.
- Brochure on-line. 8 different brochures depending on the type of activity and public.
- Active vacation for solo travellers & singles.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Asia	Asia	Europe	Africa
Walking/Trekking	60	6	1	64	1
Cycling	17	1		19	
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios	3				
Snowshoeing	3				
Birdwatching					
Cultural activities	4	1		5	
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	1	1
Cycling	2	1
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		1
Horseback riding		
Safaris & Wildlife		
Volunteer		

UK		
Tour operator	Web	Products
Activities abroad	www.activitiesabroad.com	Families
Alpine Elements	www.alpineelements.co.uk	Families
Dive Worldwide	www.diveworldwide.com	Diving
Exodus Travels	www.exodus.co.uk	walking, cycling, snow
EXPLORE!	www.explore.co.uk	Adventure
Headwater	www.headwater.com	walking, cycling, snow, family
Hfholidays	www.hfholidays.co.uk	Adventure & Art
Inntravel	www.inntravel.co.uk	Walking, cycling, snow, family
INTREPID	www.intrepidtravel.co.uk	Adventure & Sailing
Macs Adventure	www.macsadventure.com	Adventure
Much Better Adventures	www.muchbetteradventures.com	Adventure, kayaking, rafting
Naturetrek	www.naturetrek.co.uk	Wildlife & Birtwatching
Planet Windsurf	www.planetwindsurfholidays.com	Windsurf
Pura aventura	www.pura-aventura.com	Adventure
Responsible Travel	www.responsibletravel.com	Adventure
Rock and Sun	www.rockandsun.com	Climbing
The Adventure People	www.theadventurepeople.com	Adventure
Walking Women	www.walkingwomen.com	Walking
World Expeditions	www.worldexpeditions.com	Adventure

Name **Activities abroad**

Address **Suite 2. Netherton Park. NE61**

Post code **6EF**

Town **Stannington United**

Country **Kingdom 0044**

Telephone **1670789991**

E-Mail WEB info@activitiesabroad.com

Page www.activitiesabroad.com

Products

Active Tourism ✓

Trekking/Walking ✓ Snow

✓ Kayaking/Canoening ✓

Canyoning

Snorkeling/Scuba diving

Observations

Foundation: 2002

Client type: Family

Product type: guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. Section about "Sustainable Tourism" on the website.

Highlights: Family specialist

Social Network Facebook Twitter Pinterest Instagram Youtube

Newsletter Yes

Observations

- Website in English with a search engine to filter the products. In the main menu, clients can search by "Sun holidays", "Snow holidays" or by "Calendar" according the school holidays.
- Main classification of products: 12 activities for "sun holidays", which include rock climbing, snorkelling, wildlife, mountain biking, walking among others. And 10 activities for "snow holidays", which include ice fishing, huskies, snowmobiling among others.
- Brochure edition on paper.
- Winner of Best Adventure Specialist for Families 2018. They had the British Travel Awards also in 2013, 2014 and 2015.
- They have two other brands: "Artisan Travel" and "Aurora Zone". The page Artisan Travel they offer products on the Mediterranean called "Mediterranean Collection" and the aim of the brand is "to put the experience at the heart of every travel".
- Slow Tourism: They work with local accommodation, which generates economic impact on the region, and with local guides, local taxis and companies.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	2			1	
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
		Europe
Walking/Trekking		
Cycling		
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		1
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name **Alpine Elements**
Address **York Court, Alt Grove.**
Post code **SW19 4DZ**
Town **London**
Country **United Kingdom 0044**
Telephone **20 3949 8353**
E-Mail WEB info@alpineelements.com
Page www.alpineelements.co.uk

Products

Snow ✓
 Walking ✓
 Kayaking/Canoening ✓

Observations

Foundation: 1998

Client type: Adults & Families **Product**

type: guided & self-guided

Commercialization on-line: Yes

Sustainability communication: No.

Highlights: Alps Specialist

Social Network Facebook Twitter Pinterest Instagram Youtube LinkedIn

Newsletter Yes

Observations

- Website in English with a search engine to filter the products. In the main menu, clients can search by "Ski", "Summer Holidays" or by "Beach". It is possible to filter by "calendar" or "destination"
- Once filtering for "Beach", the web resend the client to another website: <https://www.oceanelements.com/beach-holidays>, specialised in Beach Clubs with water sports activities, cycling, hiking and yachting.
- Main classification of products: ski and activities in summer in the Alps.
- Independent ski touroperator
- Brochure on line or paper on request.
- ABTTA Member
- Award of Customer Service. They have a "comment section" directly on the website.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia



Name	Dive Worldwide
Address	Long Barn South, Sutton Manor Farm SO24
Post code	0AA
Town	Alresford, Hampshire UK
Country	+44 1962 302087
Telephone	reservations@diveworldwide.com
E-Mail WEB	www.diveworldwide.com
Page	

Products

Diving / Snorkelling ✓

Observations

Foundation: 2000 **Client**

type: Adult **Product type:**

guided

Commercialization on-line: Yes.

Sustainability communication: Yes. They have a small section about conservation and sustainable diving in the section "why us".

Highlights: tour operator specialised in diving and diving customised products

Social Network Facebook Twitter Instagram Blog

Newsletter Yes

Observations

- Website in English). In the main menu, clients can search by Destination (interactive map), Resorts, Liveonboard, Interests.
- They have a "Guest reviews" section. It's difficult to find a travel by calendar or by activity.
- They focus basically in the kind of fishes clients can see and also the target groups. They are specialist in small groups and tailor made programs for friends or families.
- They offer holidays for beginners and for experienced divers..
- Brochure on-request or online.
- They have two other specialized websites, specialized in adventure for families, wildlife and photography:
 - <https://www.wildlifeworldwide.com/>
 - <https://www.familiesworldwide.co.uk/>

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
		Red Sea		Europe	
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoning					
Sailing					
Diving/Snorkeling		4		1	
Climbing					
Surfing					
Multi-activity					
Ski & various					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia



Name Exodus Travels
Address DST House St. Marks Hill KT6
Post code 4BH
Town Surbiton, Surrey
Country United Kingdom
Telephone 0042031314177
E-Mail WEB info@exodus.co.uk
Page www.exodus.co.uk

Products

Walking/Trekking ✓
 Cycling ✓
 Snow ✓
 Mixed activities ✓
 Ecotourism
 Culture
 Mountaineering Photo

Observations

Foundation: 1974

Client type: Adult & Family **Product**

type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. It includes a "sustainable" section. **Highlights:** They

work in 171 countries. Promotion of responsible tourism principles **Social Network** Facebook

Twitter Pinterest Instagram Youtube

Newsletter Yes

Observations

- Website only in English with a search engine to filter the products. In the main menu, clients can search by destination, type of activities, ways to travel, offers. Main classification of products: walking, cycling, mixed- activities (Kayaking, canoeing, climbing, canyoning, snorkeling, zip lining), winter/snow, culture, family, small- cruises.
- They have a section dedicated exclusively to families with proposals for school holidays integrating visits to centers of cultural interest. They divide the holidays in different rate of ages. They have a travellers community section.
- They have a section called "Exodus Edits", which offers trips for busy people form 30-40 years old, designed to maximise their annual leave and with adventurous and active itineraries
- Brochure on-line. 8 different brochures depending on the type of activity and public.
- Exodus belongs to the Travelopia group. Main office in England. They collaborate with different travel agencies around the world, which sell their products.
- Foundation Exodus Travel: the mission is to harness the power of travel to improve life in hard-to-reach places. Clients can donate directly to the foundation.
- 2019 British Travel Awards for best activity sports company, adventure holiday company, wildlife and nature holiday company, best holiday company in sub-Saharan Africa. They have also the Readers Award 2019 of National Geographic.

Name	Explore!
Address	55 Victoria Road GU14
Post code	7PA
Town	Farnborough, Hants
Country	United Kingdom 0044
Telephone	01252882426
E-Mail WEB	res@explore.co.uk
Page	www.explore.co.uk

Products

Walking / Trekking ✓
 Cycling ✓
 Ecotourism ✓ Active
 family tourism ✓
 Snow Culture
 Gastronomy
 Wildlife

Observations

Foundation: 1981

Client type: Adult & Family **Product**

type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. It includes a "sustainable" section. Promotion of responsible tourism. CO2 compensation for all products. It is one of the largest nature tourism agencies in which sustainability issues are most visible.

Highlights: Product diversity: 600 in 130 countries

Social Network Facebook Twitter Instagram Youtube

Newsletter Yes

Observations

- Website in English with a search engine to filter the products. In the main menu, clients can search by destination or type of activities. In the main menu, clients can search by destination, activities.
- Main classification of products: discovery holidays, walking and trekking, cycling, polar, wildlife, multi-activity, festival tours, food and drink, boat journeys, winter, explore beyond. According to the target, they offer small groups, solo travellers holidays and family holidays.
- Headquarter in UK but they have phone numbers for USA, Australia, Canada, New Zealand.
- Brochure on-line. 5 different brochures depending on the type of activity and public.
- Collaborate with different charity projects around the world.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East	Middle East	Europe	
Walking/Trekking	22	1		18	
Cycling	11	1	1	8	
MTB					
Gastronomy & Culinary	3			1	
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	2			1	
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	7	5	2	3	
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	2	
Cycling	2	1
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		1
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities	1	
Horseback riding		
Safaris & Wildlife		
Volunteer		

Name **Headwater Holidays**
Address **The Old School House, Chester Road CW8**
Post code **1LE**
Town **Cheshire**
Country **United Kingdom 0044**
Telephone **01606369193**
E-Mail WEB sales@headwater.com
Page www.headwater.com

Products

Walking ✓

Cycling ✓

Snow ✓

Observations

Foundation: 1985

Client type: Adult & Family **Product**

type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. It includes a "sustainable" section.

Highlights: Products combine activity with the discover of cultural and natural heritage

Social Network Facebook Twitter Instagram Youtube Pinterest

Newsletter Yes

Observations

- Headquarter in UK, but they have offices in Australia, USA/Canada and New Zealand
- Website in English with a search engine to filter the products. Very easy to use, as client can filter for activity and destination. In the main menu, clients can search by destination or type of activities.
- Main classification of products: walking, cycling, snow. They focus on families.
- Brochure on-line. 3 different brochures
- Customer reviews section for each type of activity.
- Collaborate with Exodus Travel Foundation, as they belong to Travelopia group.

Name **Hf Holidays**

Address **Catalyst House, 720 Centennial CourtCentennial Park**

Post code **WD6 3SY**

Town **Elstree**

Country **United Kingdom 0044**

Telephone **02039748865**

E-Mail WEB info@hfolidays.co.uk www.hfolidays.co.uk

Page

Products

Walking ✓

Cycling ✓

Discovery ✓

Adventure ✓

Snow ✓ Active

tourism

Observations

Foundation: 1913...more than 100 years

Client type: Adult & Family **Product**

type: guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. It includes a "sustainable" section. They work with the organization "Green Tourism"

Highlights: Experienced travel agency with a big range of products **Social**

Network Facebook Twitter Instagram Youtube **Newsletter**

Yes

Observations

- Cooperative formed by more than 35,000 members
- Website in English with a search engine to filter the products. In the main menu, clients can search by destination, walking, special interest, country houses.
- Main classification of products: hiking, cycling, skiing and many other sports activities, as well as ballroom dancing, photography, tai chi, bridge. Incorporate a section for families and singles.
- They manage and rent 18 country houses in different regions in United Kingdom. Some of the houses have a certification from "Green Tourism" and three of them support the beekeepers of the region.
- Brochure on-request. 5 different brochures.
- In the UK, HF Holidays supports the work of Ramblers, Air Ambulances and Mountain Rescue Teams, as well as the nominated charity Mind. They also have their Pathways fund which helps providing assisted holidays, as well as supporting projects in the countryside where they take their guests.
- Searching for "slow tourism", it appears all travels related to arts, photography, singing and bridge.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Africa & Middle East		Europe	
Walking/Trekking	28	1		17	
Cycling					
MTB					
Gastronomy & Culinary	2				
Yoga & Wellness	1				
Kayaking/Canooning					
Rafting/Canyoning					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	2	3
Cycling		
MTB		
Gastronomy & Culinary	1	
Yoga & Wellness		
Kayaking/Canooning		
Rafting/Canyoning		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

PDF Agency



Name	Inntravel
Address	Whitewell Grange, nr Castle Howard YO60
Post code	7JU
Town	York
Country	United Kingdom 0044
Telephone	1653617001
E-Mail WEB	inntravel@inntravel.co.uk
Page	www.inntravel.co.uk

Products

Walking ✓ Cycling

✓ Discovery ✓

Snow Gastronomy

Observations

Foundation: 1984

Client type: Adult & Family **Product**

type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. It includes a "sustainable" section. They work with the organization "Green Tourism"

Highlights: Slow Tourism

Social Network Facebook Twitter Instagram Youtube Pinterest

Newsletter Yes

Observations

- Leading UK travel agency combining cultural and gastronomic activity and discovery
- Website in English with a search engine to filter the products. Easy and clear website. In the main menu, clients can search by destination, walking, cycling, snow, journeys.
- Main classification of products: walking, cycling, snow, journeys. Journeys includes trips by rail and boat and trips by car.
- Brochure on-line. 3 different brochures (walking, cycling, journeys)
- They have an on-line magazine called "Slow Lane" and have a section of "Slow films" (videos) and "Slow moments" (photo competition). They have a "comments" section from the travellers.
- Charity project: Yorkshire Wildlife Trust, which helps fund the management of nature reserves in the county..
- The slogan is "The Slow Holiday" people.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	35			59	
Cycling	13			11	
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios	1				
Snowshoeing					
Birdwatching					
Cultural activities	10			8	
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	1	11
Cycling	2	5
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities	1	
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name	INTREPID
Address	1 Cross and Pillory House GU34
Post code	1HL
Town	Alton
Country	United Kingdom 0044
Telephone	2033089757
E-Mail WEB	ask@intrepidtravel.com
Page	www.intrepidtravel.com

Products

Discovery ✓
 Kayaking/Canoeing ✓
 Walking/Trekking ✓
 Mountaineering
 Cycling ✓

Observations

Foundation: 1989

Client type: Adult & Family **Product**

type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: Yes. It includes a "sustainable" section. Certification of "Carbon neutral travel company" since 2010

Highlights: Creation of unique trips, focused on active holidays and based on responsible tourism

Social Network Facebook Twitter Instagram Youtube Pinterest Blog

Newsletter Yes

Observations

- Headquarter in Australia, but all the mailing is done by the UK office.
- Website in English with a search engine to filter the products. Easy and clear website. In the main menu, clients can search by destinations and themes (activities and target groups).
- Main classification of products by type: adventure cruising, cycling, food, polar, sailing, walking/trekking, active, day tours, expeditions, festivals, short-breaks, wildlife. They also focus their product to two main targets: young people from 18-29s and families. They have also WomenTravels.
- Gastronomy and local experienced guides as a strong point of travel.
- Intrepid Foundation is the not-for-profit for Intrepid Group. They work with local organizations around the world to improve the livelihoods of vulnerable individuals and communities through sustainable travel experiences.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East		Europe	Africa
Walking/Trekking		1		1	
Cycling	1	2		1	
MTB					
Gastronomy & Culinary	4	2		3	
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing	4				
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	3			1	
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	16	8		11	1
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking		
Cycling	1	
MTB		
Gastronomy & Culinary		1
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing	1	
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities	5	11
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name	Macs Adventure
Address	Skypark 5, 45 Finnieston Street G3
Post code	8JU
Town	Glasgow
Country	United Kingdom 0044
Telephone	1415305407
E-Mail WEB	hello@macsadventure.com
Page	www.macsadventure.com

Products

MTB
 Mountaineering
 Walking/Trekking ✓
 Cycling ✓

Observations

Foundation: 2003

Client type: Adult & Family **Product**

type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: No, but their travels promote the sustainable principles.

Highlights: Cross-selling with US and the rest of the world, like South-Africa for English speaking and also with German clients (website in German)

Social Network Facebook Twitter Youtube Pinterest

Newsletter Yes

Observations

- Headquarter in UK, but they have one office in US and another one in Germany (www.abenteuerwege.de)
- Website in English with a search engine to filter the products. Easy and clear website. It contains a "travellers comment" section. In the main menu, clients can search by destinations and adventures (walking, cycling and Camino tours). Interactive map with all the destinations.
- Main classification of products by type: cycling, walking and Camino Tours.
- ATTA member

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	26			34	
Cycling	14			9	
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	2	6
Cycling	3	3
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

Name	Much Better Adventures
Address	8th Floor Becket House 36 Old Jewry EC2R
Post code	8DD
Town	London
Country	United Kingdom 0044
Telephone	2039667597
E-Mail WEB	hello@muchbetteradventures.com
Page	www.muchbetteradventures.com

Productes

MTB ✓
 Snorkeling
 Kayaking/Canoeing ✓
 Walking ✓ Moutaineering
 ✓ Sailing
 Cayoning

Observations

Foundation: 2012 **Client**

type: Adult **Product type:**

Guided

Commercialization on-line: Yes

Sustainability communication: Yes. Their mission is to build the world's most positive impact adventure company in the world. Section about "sustainability" on the webpage.

Highlights: Adventure products focused on multi-activity products

Social Network Facebook Twitter Instagram

Newsletter Yes

Observations

- Headquarter in UK, but they have a phone number for North American clients.
- Website in English with a search engine to filter. It contains a "travellers comment" section. In the main menu, clients can search by type of activity and by destinations. Easy and clear website with icons.
- Main classification of products. Epic weekends, big adventures, wild hikes, kayak journeys, summit fever, adventure tapas, rapid rafting, aurora hunting, adventure school, sub zero, remoterides
- ATTA member

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Asia		Europe	
Walking/Trekking	2	1		3	
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening	1			1	
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia

Name	Naturetrek
Address	Wolf's Ln Chawton
Post code	GU34 3HJ
Town	Alton Hampshire
Country	United Kingdom
Telephone	0044 1962733051
E-Mail WEB	info@naturetrek.co.uk
Page	www.naturetrek.co.uk

Products

Wildlife ✓
 Birdwatching ✓
 Walking
 Photo

Observations

Foundation: 1986

Client type: Adult & Family **Product**

type: Guided **Commercialization on-**

line: Yes

Sustainability communication: Yes. Big section about "Sustainable Tourism" and the projects they are involved in.

Highlights: Birdwatching products and high quality of wildlife products

Social Network Facebook Twitter Instagram

Newsletter Yes

Observations

- Agency specialized in birdwatching and nature, trips related to ornithological observation, fauna, flora, ecotourism, etc. Products focus on wildlife observation around the world: the program includes birdwatching, botanical tours and wildlife watching such as whales or tigers, although they also offer trekking, worldwide expedition cruises or sightseeing tours, among others.
- Website in English with a search engine to filter the products. In the main menu, clients can search by tour focus (type of animals), by destinations, by calendar and customized programs. It includes "News" and "Travellers Comments" sections.
- Main classification of products. Tours separated by type of animals. But also for other typologies, like "eclipses" or "walking" and for target group (families).
- Brochures on-line and on request. Two brochures (Group Tours and Tailormade).
- Naturetrek Reserve: forest corridor linking the Sangay and Llanganates National Parks, with a protected area reached of 1,389 acres. They support also "Butterfly Conservation". Associated sponsor of Birdfair. Some tours support specific projects, like Tiger and Orangutan tours which part of the client price goes to aid the conservation of these endangered species.
- They have a section of Go Slow Wildlife Holidays: trips to enjoy the natural world at a more leisurely pace than on one of our conventional wildlife holidays.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East		Europe	Africa
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching	3			20	
Cultural activities					
Horseback riding					
Wildlife	14	1		26	1
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking		
Cycling		
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Wildlife	1	1
Volunteer		



Name	Planet Windsurf
Address	1st Floor Marine House, 130 Albion Street BN42
Post code	4DP
Town	Southwick
Country	UK
Telephone	+44 1273 921 001
E-Mail WEB	info@planettravelholidays.com
Page	www.planetwindsurfholidays.com

Products

Windsurf ✓

Multi-sports

Observations

Foundation: 1997

Client type: Adult

Product type: self-guided & guided

Commercialization on-line: Yes.

Sustainability communication: No.

Highlights: surf specialist tour operator. They offer all kind of surf types.

Social Network Facebook Twitter Instagram Google +

Newsletter Yes

Observations

- Website in English with a search engine. In the main menu, clients can search by Destination, Guided Trips, Types, Specials. They have a search engine to filter products, by dates and level.
- They focus basically in the type of surfs, but also in target. For example, they offer "tours for singles". They offer all levels, from beginners to experts.
- Hotels are very important on the website, having a section of "top hotels". As well as the surfing resorts.
- The website has a "comments section".
- They have a traveler's community, which offers discounts.
- There is a client space with login, like a community of clients.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing	1			6	
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking		
Cycling		
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		1
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name	Pura Aventura
Address	18 Bond Street, Brighton BN1
Post code	TRD
Town	East Sussex United
Country	Kingdom
Telephone	00441273676712
E-Mail WEB	info@pura-aventura.com
Page	www.pura-aventura.com

Products

Walking ✓
 Wildlife ✓ Multi-
 activity ✓ Self-
 drive

Observations

Foundation: 1999 **Client**

type: Adult **Product type:**

Guided

Commercialization on-line: No. Client requests for more information and customizes the tour.

Sustainability communication: Yes. Section about "sustainability" and "travel positive" on the webpage, explaining their commitment with the countries they travel.

Highlights: Active, comfortable and responsible holidays, specialists in Spain and Latin America.

Social Network Facebook Twitter Instagram Pinterest Vimeo

Newsletter Yes

Observations

- Website in English. It contains a "travellers stories" section that is like a blog and news. In the main menu, clients can search mainly by destination. It has a "reviews" section.
- Main classification of products: walking holidays, wildlife holidays, self-drive holidays, crossing borders and multiactivity. They have programs focused on families.
- Family business, managed by two families (one English and the other Spanish).

Name	Responsible Travel 6
Address	Old Steine
Post code	BN1 1EJ
Town	Brighton
Country	United Kingdom 0044
Telephone	01273823700
E-Mail WEB	rosy@responsibletravel.com
Page	www.responsibletravel.com

Products

- Gastronomy ✓
- Walking/Trekking ✓
- Cycling ✓
- Active Tourism
- Culture
- Discovery ✓
- Others

Observations

Foundation: 2001

Client type: Adult & Family **Product**

type: Guided & self guided

Commercialization on-line: Yes.

Sustainability communication: Yes. Section about "Sustainable Tourism". All the products have a section to explain the highlighted strengths about sustainability.

Highlights: big diversity of sustainable holidays (more than 6000) **Social**

Network Facebook Twitter Instagram Youtube **Newsletter**

Yes

Observations

- It is not a travel agency but an important portal for international travelers. It commercialises products designed by diverse operators (many of them incoming), although it does not clearly indicate who they are.
- Website in English with a search engine to filter the products. In the main menu, clients can search Destination or Holidays type. It includes "News" and "Travellers Comments" sections.
- Main classification of products. 31 different activities, including: ecotourism, adventure travel, beach, family travel, train travel, cooking, hiking, cycling, volunteer travel ...
- They promote a "Trip for a Trip" scheme so that customers can decide to cooperate to offer a disadvantaged child or young person on an inspiring day trip.
- They offer products for handicapped people. We have found 4 in Italy and 9 in Spain.
- It is one of the official sponsors of World Travel Market in the Responsible Tourism Awards (<https://responsibletourism.wtm.com/awards/>)

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East	Middle East	Europe	Africa
Walking/Trekking	60	8		128	
Cycling	22	3		25	
MTB	1				
Gastronomy & Culinary			1		1
Yoga & Wellness	1	2		25	
Kayaking/Canoening	2			1	
Rafting/Canyoning		1			
Sailing	10			9	
Diving/Snorkeling		2		1	
Climbing					
Surfing					
Multi-activity	3	3		12	
Ski & various	2			2	
Snowshoeing	2			2	
Birdwatching		1		3	
Cultural activities	33	41	9	26	2
Horseback riding	4			4	
Wildlife	1	1		2	
Volunteer	1			2	

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	2	7
Cycling	5	12
MTB		
Gastronomy & Culinary		
Yoga & Wellness	1	
Kayaking/Canoening		
Rafting/Canyoning		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		2
Ski & various		
Snowshoeing		1
Birdwatching		
Cultural activities	8	3
Horseback riding		2
Wildlife		
Volunteer		2



Products

Climbing ✓

Name	Rock & Sun
Address	274 Whitchurch Lane BS13 7TD
Post code	Bristol UK
Town	+44 2033 900 351
Country	info.rockandsun@gmail.com
Telephone	www.rockandsun.com
E-Mail WEB	
Page	

Observations

Foundation: 2002

Client type: Adult

Product type: self-guided **Commercialization**

on-line: Yes. **Sustainability communication:**

No.

Highlights: tour operator specialised in climbing

Social Network Facebook Instagram Youtube Blog

Newsletter Yes

Observations

- Website in English. In the main menu, clients can search by Holidays, Courses and Locations. Holidays has a submenu with Destination or Type. Courses a submenu with levels. And Locations has a submenu with destinations where are divided in destinations again.
- They focus basically in the type of climbing. They offer 4 different climbing products and offer also short- breaks or holidays (a week or more).
- They have two main destinations: Costa Blanca (Spain) and Thailand.
- They have a "comments sections" on the website.
- At the end of the webpage there is a list with the "next climbing events/holidays" and a calendar.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
				Europe	
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoning					
Sailing					
Diving/Snorkeling					
Climbing				3	
Surfing					
Multi-activity					
Ski & various					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia



THE ADVENTURE PEOPLE

Name	The Adventure People
Address	Unit 5, the Viaduct, Cold Harbour Lane SW9
Post code	8PL
Town	Brixton
Country	United Kingdom 0044
Telephone	02080048886
E-Mail WEB	hello@theadventurepeople.com
Page	www.theadventurepeople.com

Products

Gastronomy
Walking/Trekking ✓ Cycling
✓
Active Activities ✓
Culture Discovery
Climbing

Observations

Foundation: non specified

Client type: Adult

Product type: Guided & self-guided

Commercialization on-line: Yes.

Sustainability communication: No

Highlights: More than 5,000 small group adventure holidays and tours **Social**

Network Facebook Twitter Instagram Youtube Blog **Newsletter**

Yes

Observations

- Website in English with a search engine to filter the products. In the main menu, clients can search Destination, Activities, Solo Traveller. It includes "News" and "Travellers Comments" sections.
- Main classification of products by type: 24 different activities from cycling, culinary, multi-activity, snorkelling, surfing, safaris, rafting, among others. They also focus their products to solo travellers with an exclusively page about it. They have also family tours.
- Brochures on-line. 5 different brochures (World adventures, Utracks Active Europe, Middle East/Central Asia/India, Polar Voyages, Guide to Camino).
- They have a youtube channel where the experts explain each tour. Example: https://www.youtube.com/watch?time_continue=315&v=ykCBXHx4A&feature=emb_logo
- They collaborate with "Surfers Against Sewage (SAS)", an environmental charity protecting the UK's oceans.
- 2019 Finalist in Agent Achievement Awards
- ATTA Member

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East		Europe	Africa
Walking/Trekking	91	6		65	
Cycling	46	4		22	
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening	3			1	
Rafting/Canyoing					
Sailing	8				
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	8	1		5	
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	47	25		35	1
Horseback riding					
Wildlife				1	
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	6	5
Cycling	6	6
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		1
Rafting/Canyoing		
Sailing	2	
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity	1	2
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities	11	13
Horseback riding		
Wildlife		1
Volunteer		



Name Walking Women
Address 112, Sandgrate Drive, Kippax LS25
Post code 7QR
Town Leeds
Country United Kingdom 00
Telephone 44 7850604465
E-Mail WEB queries@walkingwomen.com
Page www.walkingwomen.com

Products

Sailing Snow
 Birdwatching
 Walking ✓
 Cycling

Observations

Foundation: 2000 **Client**

type: Women **Product**

type: Guided

Commercialization on-line: Yes.

Sustainability communication: No

Highlights: specialised in women

Social Network Facebook Twitter Instagram

Newsletter Yes

Observations

- Website in English. It includes "Travellers Comments" sections (tripadvisor). It includes a "Guide" section, which introduces their female guides.
- Main classification of products: walking, cycling, natural history, Nordic walking, photography, orienteering, sailing, skiing, trekking, yoga, wild swimming, city breaks, hiking + gastronomy.
- Further classifications are by Walk difficulty (Easy access, Gentle, Low intermediate, Intermediate, Long Distance, High Intermediate, Slow High walking, High Walking, High Alpine and Multiple Walk grades), specialist breaks, weekend breaks, lesbian holidays, Late Availability and Dogs welcome holidays.
- Many of the holidays can be considered or are described as "slowholidays"

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	World			World	
Walking/Trekking	1			2	
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia



Name	World expeditions
Address	1B Osiers Road, Wandsworth SW18 1NL
Post code	London
Town	United Kingdom 0044
Country	2088755060
Telephone	enquiries@worldexpeditions.co.uk
E-Mail WEB	www.worldexpeditions.com
Page	

Products

Discovery ✓
Kayaking/Canoeing ✓
Walking/Trekking ✓
Mountaineering
Cycling ✓

Observations

Foundation: 1975

Client type: Adult & Family **Product**

type: Guided & selfguided

Commercialization on-line: Yes.

Sustainability communication: Yes. On the website there is a big section about "Responsible and Sustainable Tourism".

Highlights: Big diversity of sustainable holidays (more than 6000)

Social Network Facebook Twitter Instagram Youtube LinkedIn Blog

Newsletter Yes

Observations

- Headquarter in UK, but they have offices in United States, Canada and Australia.
- Website in English with a search engine to filter the products. In the main menu, clients can search Destination, Activities, Private Groups. It includes "News" and "Travellers Comments" sections.
- Main classification of products by type: 22 different activities from cycling, culinary, multi-activity, gest led trips, safaris, rafting, among others. They also focus their product to four main targets: family, women, over 55 adventures, youth adventures.
- Brochures on-line. 5 different brochures (World adventures, Utracks Active Europe, Middle East/Central Asia/India, Polar Voyages, Guide to Camino.
- World Expeditions belongs to World Expeditions Travel Group, like Utracks, Sherpa or World Youth Adventures.
- 2019 Award of the Best Adventure Travel Wholesaler of the Year.
- World Expeditions Foundation (WEF) is to raise donations for education oriented projects in underprivileged communities across the globe. On the webpage there is a big section about charity projects and initiatives.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East		Europe	
Walking/Trekking	45	2		34	
Cycling	21	1		9	
MTB					
Gastronomy & Culinary				1	
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing	1	1			
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities		6			
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	2	2
Cycling	1	2
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

NORWAY		
Tour operator	Web	Products
Carpe Diem Singelreiser	www.carpe-diem.no	Cycling and walking with culture
Jomfrureiser	www.jomfrureiser.no	Women active and culture travel
Merlot Reiser	www.merlot.no	Cycling and walking
Oliven Reiser	www.olivenreiser.no	Cycling and walking
Penguin Travel	www.penguintravel.no	Adventure



Name	Carpe Diem
Address	Fredrik Selmers vei 6
Post code	0603
Town	Oslo
Country	Norway
Telephone	0047 22464848
E-Mail WEB	post@carpe-diem.no
Page	www.carpe-diem.no

Products

Cycling
Walking ✓
Wellness ✓
Kayak Cruises
Snow Culture
✓

Observations

Foundation: 2000

Client type: Solo Travellers / Single

Product type: Guided

Commercialization on-line: Yes

Sustainability communication: No

Highlights: Specialised in travels for singles and solo travellers

Social Network: Facebook

Newsletter Yes **Observations**

- Website in Norwegian. Difficult to find the travel by destination or activity. Search engine not in the home, to filter by destination, attraction, month and others.
- Main classification of products by period of the year, active tourism or destination. They have travels focused to people of less than 45 years old.
- Company that belongs to Escape Travel AS, a Norway organizer of special travel.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	World			World	
Walking/Trekking	2				
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing	1				
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	5			1	
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia



Name	Jomfrureiser
Address	Pbox 12, RaadmaanHalmrastv.10 1300
Post code	Sandvika Norway
Town	0047 67558080
Country	jomfru@jomfrureiser.no
Telephone	www.jomfrureiser.no
E-Mail WEB	
Page	

Products

- Cycling ✓
- Walking ✓
- Wellness ✓

Observations

Foundation: 1991 **Client**

type: Women **Product**

type: Guided

Commercialization on-line: Yes.

Sustainability communication: Yes. On the website there is a big section about "Responsible and Sustainable Tourism".

Highlights: Specialised in women travels, groups or customized

Social Network Facebook Instagram Blog

Newsletter Yes

Observations

- Website in Norwegian with a search engine to filter the products. In the main menu, clients can search by type of product. In the home, there is a calendar with the next travels. The webpage includes a "Travellers Comments" section.
- Main classification of products by type: training, yoga/wellness, walking, culture.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	World	World		World	
Walking/Trekking	2			5	
Cycling					
MTB					
Gastronomy & Culinary					
loga & Wellness	4	1		7	
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	1				
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
		World
Walking/Trekking		1
Cycling		
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

PDF Agency



Products

Name **MERLOT**
Address **Akersgat, 43**
Post code **0158**
Town **Oslo Noruega**
Country **0047 22404747**
Telephone info@merlot.no
E-Mail WEB www.merlot.no
Page

Cycling ✓
Walking ✓
Snow/Cross country

Observations

Foundation: 1995

Client type: Adult

Product type: Guided & self-guided

Commercialization on-line: Yes

Sustainability communication: No

Highlights: Specialised in cycling **Social**

Network Facebook Instagram

Newsletter Yes

Observations

- Website in Norway with a search engine to filter the products. It includes an interactive map with all the destinations.
- Classification of products: cycling, boat and bike, hiking, pilgrimage tours, cross-country and getaway weekend.
- Photo contest on Instagram for 2020

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	8			11	
Cycling	12			6	
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing	2				
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	1	2
Cycling	1	2
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

Name	Oliven Reiser
Address	Holbergsgate 14
Post code	3717
Town	Skien
Country	Norway
Telephone	0047 35502730
E-Mail WEB	info@olivenreiser.no
Page	www.olivenreiser.no

Products

Cycling ✓

Walking ✓

Observations

Foundation: 2001

Client type: Adult

Product type: Guided & self-guided

Commercialization on-line: No. Client fulfil a form to send the booking.

Sustainability communication: No

Highlights: high quality products

Social Network Facebook Instagram Youtube Blog

Newsletter Yes

Observations

- Website in Norwegian. In the main menu, clients can search by Destination or Group Calendar. When entering into "all travels" it appears a search engine to filter the product.
- Main classification of products by type: walking and cycling
- Brochure on-line and on-request

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	World			World	
Walking/Trekking	3			4	
Cycling	29			16	
MTB	2				
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoning					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	3				
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	World	World
Walking/Trekking		3
Cycling	3	2
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoning		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name	Penguin Travel Gammel
Address	Mønt 19A, 3.
Post code	1117
Town	Copenhagen Denmark
Country	0045 89883684
Telephone	info@penguintravel.dk
E-Mail WEB	www.penguintravel.dk
Page	

Products

- Walking ✓
- Cycling ✓
- Nature ✓
- Discovery ✓
- Culture Train
- Snow Birdwatching

Observations

Foundation: 1989

Client type: Adult & Family

Product type: guided & self-guided

Commercialization on-line: No. Clients ask for more information.

Sustainability communication: No

Highlights: Cross-selling Scandinavian countries

Social Network Facebook

Newsletter Yes **Observations**

- Touroperator based in Denmark but with a big quantity of Norwegian. It is the biggest touroperator for Scandinavian countries.
- Website in different languages but with the national URL:
 - Norway (www.penguintravel.no)
 - Bulgaria (www.penguin.bg)
 - English (www.penguintravel.com)
 - Danish (www.penguin.dk)
 - Swedish (www.penguin.se)
- Main office is in Denmark from where they managed Sweden and Norway. They have another office in Sofia (Bulgaria).
- Classification of products: cultural trips, horse riding, expeditions, guided and self-guided hiking, guided and self-guided cycling, mountain biking, nature, fishing, driving, family, safaris, photography, cruises, culture, adventure, train and skiing.
- Member of ATTA

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	World	World	World	World	
Walking/Trekking	13			15	
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities		1	2		
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
		World
Walking/Trekking		2
Cycling		
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

US		
Tour operator	Web	Products
Adventure Women	www.adventurewomen.com	Women
Austin Adventures	www.austinadventures.com	Adventure
Breakaway Adventures	www.breakaway-adventures.com	Walking and Cycling
Field Guides	www.fieldguides.com	Birdwatching
Greenloons	www.greenloons.com	Ecotourism
Mountain Travel Sobek	www.mtsobek.com	Adventures
Pure Adventures	www.pure-adventures.com	Cycling, walking, multiactivity
Rei Adventures	www.rei.com/adventures	Adventure
Wilderness Travel	www.wildernesstravel.com	Adventure
Wildland Adventures	www.wildland.com	Adventure



Name **Adventure women**
Address **10 Mt. Auburn St. Suite#2 MA**
Post code **02472**
Town **Watertown**
Country **USA**
Telephone **+1 800 804 8686**
E-Mail WEB trips@adventurewomen.com
Page www.adventurewomen.com

Products

Culture
Walking/Trekking ✓
Wildlife ✓
Rafting
Multiactivity Snow

Observations

Foundation: 1982

Client type: Women

Product type: guided & self-guided

Commercialization on-line: Yes

Sustainability communication: No **Highlights:**

specialized in women

Social Network Facebook Twitter Youtube Instagram Blog

Newsletter Yes

Observations

- Website in English with interactive map to choose the destination, but it is not possible to choose by activity. It includes a video gallery.
- Brochure on request

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	World	World		World	
Walking/Trekking	1			2	
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities		1*			
Horseback riding					
Safaris & Wildlife					
Volunteer					

*Cultural with photography and river cruiser

No products in Puglia or Catalonia



Name	Austin Adventures 4336
Address	Christensen Road
Post code	59101
Town	Billings
Country	USA
Telephone	+1 800 575 1540
E-Mail WEB	info@austinglehman.com
Page	www.austinadventures.com

Products

Gastronomy ✓ Culture
 ✓ Kayaking/Canoeing
 Walking ✓
 Cycling ✓
 Multi-activity ✓

Observations

Foundation: 1974

Client type: Adult & Family **Product**

type: guided & selfguided

Commercialization on-line: Yes.

Sustainability communication: Yes. Section about "Sustainable Tourism" on the webpage. **Highlights:**

Travels with an important adventure component with 46 years of experience **Social Network**

Facebook Twitter Instagram Youtube

Newsletter Yes

Observations

- Website in English with a search engine to filter the products. It is very clear and well organised. In the main menu, clients can search Destination, Activities (divided in activities or themes) and Travellers (divided into different target groups: adults, solo, family, friends, couples). It includes "News" and "Travellers Comments" sections.
- Main classification of products by activity: biking, culture, hiking, multisport, safari/wildlife, small shipcruises.
- They have their own blog of photos
- Participation in the project "Namibian Conservancy Tourism Exchange" with the WWF. And the company has supported US National Park preservation by selecting a recipient National Park program and donating a portion of its profits.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	1				
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity	3			2	
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
		Europe
Walking/Trekking		
Cycling		
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		1
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Breakaway Adventures

Name	Breakaway-adventures 328
Address	Bridgetown Pass
Post code	SC 29464
Town	Mount Pleasant USA
Country	+1 800 567 6286
Telephone	info@breakaway-adventures.com
E-Mail WEB	www.breakaway-adventures.com
Page	

Products

Active Tourism

Snow ✓

Walking ✓

Cycling ✓

Observations

Foundation: 1997

Client type: Adult & Family **Product**

type: guided & selfguided

Commercialization on-line: No

Sustainability communication: Yes. Section about "Sustainable Tourism" on the webpage.

Highlights: Walking and Cycling tours specialized in Europe

Social Network Facebook Twitter Pinterest

Newsletter Yes

Observations

- Website in English with a search engine to filter the products. It is very clear and well organised. In the main menu, clients can search walking, cycling, canoeing, snow, culture, destination.
- Specialised in Europe, but in unknown areas/territories. But they have travels around the world.
- Brochure on request

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	38			23	
Cycling	32			8	
MTB					
Gastronomy & Culinary					
oga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity				1	
Ski & varios	1				
Snowshoeing	2			1	
Birdwatching					
Cultural activities	7			2	
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	2	3
Cycling	5	5
MTB		
Gastronomy & Culinary		
oga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		1
Birdwatching		
Cultural activities	2	
Horseback riding		
Safaris & Wildlife		
Volunteer		

Name **Field Guides**

Address **9433 Bee Cave Rd #2-105**

Post code **Texas 78733 Austin**

Town **USA**

Country **+1 800 728 4953**

Telephone fieldguides@fieldguides.com

E-Mail WEB www.fieldguides.com

Page

Products

Birdwatching ✓

Observations

Foundation: 1985 **Client**

type: Adult **Product type:**

guided

Commercialization on-line: No **Sustainability**

communication: No **Highlights:** specialised in

Birdwatching

Social Network Facebook Twitter Pinterest Blog

Newsletter Yes

Observations

- Website in English. In the main menu, clients can search Destination or Tours, in which page a search engine is available. They offer customized tours for private Groups. It includes "News" section.
- The webpage includes a section called "Triplist and Pics", with photos and list of the birds for each tour.
- Details of each tour available on the website on PDF.
- Brochure on-request

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
				Europe	
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching				1	
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia

Name **Greenloons**

Address **4938 Hampden Ln. #107**

Post code **Maryland 20814 Bethesda**

Town **USA**

Country **+1 877 570 7373**

Telephone **info@greenloons.com**

E-Mail WEB **www.greenloons.com**

Page



Products

Walking ✓
 Cycling ✓
 Water sports ✓
 Birding
 Culture
 Horse Riding ✓
 Photography
 Safari/Wildlife
 Sailing Wellness

Observations

Foundation: 2010

Client type: Adult & Family **Product**

type: guided & selfguided

Commercialization on-line: Yes.

Sustainability communication: Yes. On the website there is a big section about "Responsible and Sustainable Tourism".

Highlights: Connection with entities specialized in ecotourism/sustainable tourism

Social Network Facebook Instagram LinkedIn Blog

Newsletter Yes

Observations

- Website in English with a search engine to filter the products. It includes an "Ecoblog". All the webpage focuses on the importance of the "ecotourism".
- Main classification of products by type: 23 different activities from cycling, culinary, riding, rainforest stays, surfing, among others. All the products are based on the ecotourism. They offer conservation volunteer programs, student guide, green holiday collection, adventure tourism for families and groups.
- They work with operators with eco-certifications and sustainable tourism accommodation providers.
- Their slogan is "Authentic Ecotourism Supporting Conservation, Culture & Communities"
- Certifications and quality awards: National Geographic a "50 tours of a lifetime". "World tourism award" (Sustainable Community Development). Award of "Responsible Travel & Tourism forum Leadership". Collaboration with "Climate Care" and "Rain Forest Alliance".
- Slow Tourism: there is no a category of "slow tourism" but a big range of products can be classified as "slow tourism".

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
		World			
Walking/Trekking					
Cycling					
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities		1			
Horseback riding					
Safaris & Wildlife					
Volunteer					

No products in Puglia or Catalonia



Name	Mountain Travel Sobek 1266
Address	66th Street, Suite 4
Post code	California 94608 Emeryville
Town	USA
Country	+1 888 831 7526
Telephone	info@mtsobek.com
E-Mail WEB	www.mtsobek.com
Page	

Products

Cruising Cultural ✓
 Walking/Trekking ✓
 Active Tourism ✓
 Wellness ✓
 Wildlife/Safari

Observations

Foundation: 1969

Client type: Adult & Family **Product**

type: guided & self-guided

Commercialization on-line: Yes.

Sustainability communication: Not very specific. They have a section about "Giving back" and most of the tours are based on the sustainable principles.

Highlights: experienced mountain touroperator

Social Network Facebook Twitter Instagram Youtube Blog

Newsletter Yes

Observations

- Emphasis on the mountain and adventurous spirit, mainly guided tours.
- Website in English with a search engine to filter the products. In the main menu, clients can search by Trips or Adventure Finders (icon searching). It includes an "Events" section.
- Main classification of products: cruising, cultural, hiking and trekking, rafting and kayaking, wellness, wildlife and safari. They are also focused in two groups target: family and women.
- Support organizations like "Galapagos Conservancy", "The fund for the tiger" and "Alaska conservation foundation".
- 10Best Readers' Choice Award 2019 Best Adventure Travel Company Finalist

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East	Middle East	Europe	
Walking/Trekking	9	1	1	2	
Cycling					
MTB					
Gastronomy & Culinary					
Yoga & Wellness	1				
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	1	1
Cycling		
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

Name **Pure Adventures**

Address **16447 N 91st St Ste 101**

Post code **AZ 85254**

Town **Scottsdale USA**

Country **+1 800 960 2221**

Telephone info@pure-adventures.com

E-Mail WEB www.pure-adventures.com

Page



Products

Cycling ✓

Observations

Foundation: 1994

Client type: Adult & Family **Product**

type: guided & self-guided

Commercialization on-line: No

Sustainability communication: No

Highlights: Quality products for self-guided combined with gastronomy

Social Network Facebook Instagram Blog

Newsletter Yes

Observations

- Website in English with a search engine to filter the products. In the main menu, clients can search by destination or activity.
- Main classification of products: walking, cycling, multi-sport and foodie. They offer products for families and short breaks.
- Different levels of cycling and walking from soft to more sportive.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	4			2	
Cycling	9			7	
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity				1	
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking		
Cycling	1	4
MTB		
Gastronomy & Culinary		
Ioga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		1
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name **Rei adventures PO**

Address **Box 1938**

Post code **98390**

Town **Sumner USA**

Country **+1 844 551 6884**

Telephone travel@rei.com

E-Mail WEB www.rei.com/adventures

Page

Products

Multi-activity ✓

Walking/Trekking ✓

Mountaineering

Cycling ✓

MTB

Backpacking

Cruising

Kayaking Safaris

Snowshoeing

Observations

Foundation: 1938

Client type: Adult & Family **Product**

type: guided & selfguided

Commercialization on-line: Yes.

Sustainability communication: Yes. Section about "Sustainable Tourism".

Highlights: Outdoor specialist with a Rei Co-op community (+18,000 members) with discounts

Social Network Facebook Twitter Instagram Youtube Pinterest

Newsletter Yes

Observations

- Website in English with a search engine to filter the products. In the main menu, clients can search Destination or Holidays type. It includes "News" and "Travellers Comments" sections.
- Main classification of products: 11 activities. Some of the activities have travels only in US, for example Backpacking or Mountain Biking, They offer travels to different target groups: under 35, women, families. They offer Volunteer Vacation and private departures.
- They have more than 13,000 employees and 162 stores in 39 states and the District of Columbia. They sell also equipment for outdoor activity.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe			Europe	
Walking/Trekking	14			3	
Cycling	1			1	
MTB					
Gastronomy & Culinary					
Yoga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities					
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
		Europe
Walking/Trekking		1
Cycling		
MTB		
Gastronomy & Culinary		
Yoga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		
Horseback riding		
Safaris & Wildlife		
Volunteer		

Name	Wilderness Travel
Address	1102 Ninth Street
Post code	CA 94710
Town	Berkeley USA
Country	+1 800 368 2794
Telephone	info@wildernesstravel.com
E-Mail WEB	www.wildernesstravel.com
Page	

Products

Adventuresports ✓
Walking/Trekking ✓

Observations

Foundation: 1978

Client type: Adult & Family **Product**

type: guided & self-guided

Commercialization on-line: Yes.

Sustainability communication: Yes. Section about "Sustainable Tourism". They support many conservation projects.

Highlights: big diversity of sustainable holidays (more than 6000) **Social**

Network Facebook Twitter Instagram Youtube **Newsletter**

Yes

Observations

- Emphasis on the adventurous spirit and wildlife, mainly guided tours.
- Website in English with a search engine to filter the products. In the main menu, clients can search Destination or Ways to Go (divided into Inspirations, Trip Types, Activities). It includes "News" and "Travellers Comments" sections.
- Main classification of products. 13 different activities, including: snorkeling, trekking, culinary, sea kayaking, safaris, walking, cycling, among others.
- Brochure on-line and on-request.
- 2019: Best Hiking and Walking trips from AFAR Magazine holds the Travelers' Choice Awards, letting readers vote on the top travel experiences around the globe.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
	Europe	Middle East		Europe	Africa
Walking/Trekking	16			3	
Cycling					
MTB					
Gastronomy & Culinary					
loga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity				1	
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities	1	4		1	1
Horseback riding					
Safaris & Wildlife					
Volunteer					

	Puglia	Catalonia
	Europe	Europe
Walking/Trekking	1	1
Cycling		
MTB		
Gastronomy & Culinary		
loga & Wellness		
Kayaking/Canoening		
Rafting/Canyoing		
Sailing		
Diving/Snorkeling		
Climbing		
Surfing		
Multi-activity		1
Ski & varios		
Snowshoeing		
Birdwatching		
Cultural activities		1
Horseback riding		
Safaris & Wildlife		
Volunteer		



Name **Wildland Adventures**

Address **3516 NE 155th St**

Post code **WA 98155**

Town **Seattle USA**

Country **+1 800 345 4453**

Telephone info@wildland.com

E-Mail WEB www.wildland.com

Page

Products

Adventure ✓

Walking/Hiking ✓

Culinary ✓ Cultural ✓

Observations

Foundation: 1987

Client type: Adult & Family **Product**

type: self-guided **Commercialization**

on-line: Yes.

Sustainability communication: Yes. Wildland Adventures was founded on the principle that culturally and environmentally responsible travel can be a powerful force for change. They have a section about "Giving back" and another about "Travelers against plastic".

Highlights: private tours with culture and active tourism

Social Network Facebook Twitter Instagram Youtube Blog

Newsletter Yes

Observations

- Website in English with a search engine (not in the main menu). In the main menu, clients can search by Destination (interactive map) and Travel styles. They have a "Guest reviews" section. It's difficult to find a travel by calendar or by activity.
- They focus basically in the target groups, rather the activities. They offer products for: family, honeymoon, cruises, private and customized groups. They also promote the "culinary tours" as a main product. The other products by type of activity are cultural, hiking/walking, photography.
- Brochure on-request. Clients can download a PDF of each itinerary.
- They have a traveler's community, which offers discounts.

Products in Medusa Countries

	Italy	Jordan	Lebanon	Spain	Tunisia
		Middle East		Europe	
Walking/Trekking		1			
Cycling					
MTB					
Gastronomy & Culinary					
Ioga & Wellness					
Kayaking/Canoening					
Rafting/Canyoing					
Sailing					
Diving/Snorkeling					
Climbing					
Surfing					
Multi-activity					
Ski & varios					
Snowshoeing					
Birdwatching					
Cultural activities		1		1	
Horseback riding					
Wildlife					
Volunteer					

No products in Puglia or Catalonia



APPENDIX 2.

FACTSHEETS PRODUCTS



[illegible]

Agency: CAVALIERS DU MONDE

Agency Country: FRANCE



Title: THE WADI RUM RIDING

Product link: <http://www.cavaliers-du-monde.com/randonnee-equestre-jordanie/la+chevauchee+du+wadi+rum/19>

Main product: Horse riding

Type of activities: Cultural guided visits

Target group: Adult

Level: Moderate

Destination: Wadi Rum (Jordan)

Tour type: Guided

Nights: 8

Meals: Full-board **Accommodation:**

Hotels, camps **Itinerancy:** Yes

Possibility of extension: Yes

Protected area: Yes

Key words: desert, horse, culture, camp

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 2.290€/person

Single supplement hotel: 150€

Season supplement: 200€

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Flight to Amman. Meeting with guides	
2	Transfer to Petra and guided tour	
3	Through the Um Ishrin Valley to Abu Hassaran Mountain	5 h. on horseback
4	Rash Rasha Valley and the canyons of Um Raza	5 h. on horseback
5	djebel Swebit cannon to Swebit bivouac	5 h. on horseback
6	Through the Serdhan valley	5 h. on horseback
7	Through the Burdha natural arch and the Mangour massif	5 h. on horseback
8	Crossing the Barrah canyon	4 h. on horseback
9	Amman airport transfer	



ADDITIONAL INFORMATION

- Flights from Paris included
- Arab and Anglo-Arabian horses



COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ taking place in one of the Medusa countries
 - ✓ very specialised product, focused clearly to a niche group target
- ✓ The main activity is horse riding, and usually clients don't want anything else, except local and good gastronomy. Sometimes the horse riding is combined with yoga or wellness.
- ✓ Target group: 95% of horse riding clients are women, travelling alone.
- ✓ Age: 25 to 75 years old, mainly 45 to 70.
- ✓ 99% of horse riding trips are guided.
- ✓ The most important thing for a horse riding trip is the horse. It's basic that horses were in good conditions and if there is a national breed, like Spanish breed or Arabian, clients prefer to ride with those kind of horses.
- ✓ There are international groups. It means that the supplier has to fix a calendar and send it to different touroperators around the world. The group could be "composed" by clients from different nationalities.
- ✓ Single room option is important
- ✓ Main source markets: UK, Germany, Scandinavian countries and US


PROGRAMME

Jour 1 : vol vers Amman, accueil à l'aéroport et transfert à l'hôtel à Madaba. Première rencontre avec nos guides.

Jour 2 : transfert à Petra (2h30 de route) pour la visite de ce site sublime. Abrité par le Siq, un étroit canyon, le site de Petra a été construit par la tribu des Nabatéens entre -500 et 500. Les façades creusées dans le grès rose, de styles grec et romain, ornent des chambres funéraires. Après une visite guidée (en anglais) de 2h, nous pouvons déambuler parmi les magnifiques vestiges de cette culture étonnante. Nuit à l'hôtel à Petra.

Jour 3 : transfert jusqu'au désert du Wadi Rum (1h30 de route) où nous attendent l'équipe du désert et les chevaux. Nous partons à cheval dans la vallée d'Um Ishrin. Nous nous arrêtons à la "Fontaine de Lawrence", en fait les ruines d'un temple Nabatéen, qui se trouve au pied du djebel Kum, le plus haut sommet Jordanien (1784m). Après le pique-nique, nous parcourons le désert de sable rose jusqu'à notre bivouac au pied de la montagne d'Abou Hassarar. Environ 5h à cheval.

Jour 4 : nous partons dans la vallée de Rasha Rasha jusqu'au djebel Qatar où nous trouvons une source dans le désert. Dans l'après-midi, nous nous fauflons dans les canyons d'Um Raza, jusqu'au lieu de notre bivouac. Environ 5h à cheval.

Jour 5 : nous nous dirigeons plein sud à l'arrêt des itinéraires fréquentés... Nous traversons le canyon du djebel Swebit et passons près des caves d'Arab Antar. Nous croisons parfois des troupeaux de chameaux, des bergères avec leurs moutons. Depuis le défilé de Nogra, nous voyons les montagnes d'Arabie Saoudite, la frontière est proche... Bivouac à Swebit. Environ 5h à cheval.

Jour 6 : nous traversons la vallée de Serdhan et passons près d'un puits millénaire toujours utilisé par les Bédouins. Dans l'après-midi, nous nous glissons dans un labyrinthe de canyons, jusqu'à notre bivouac. Environ 5h à cheval.

Jour 7 : nous partons vers la célèbre arche naturelle de Burdha et faisons la pause de midi au centre du massif de Mangour, qui offre une ombre salvatrice en période de chaleur et des bivouacs protégés du vent en période hivernale. Après-midi sur de belles pistes permettant de bons galops, jusqu'à notre bivouac. Environ 5h à cheval.

Jour 8 : traversée du canyon de Barrah entouré d'impressionnants sommets rappelant des pyramides. Pause au milieu du canyon près d'un ancien barrage Nabatéen, témoin du souci de ces tribus de conserver l'eau... Nous passons à proximité du village de Dizi, avant de retrouver nos écuries. Environ 4h à cheval. Adieu à l'équipe Bédouine et transfert dans l'après-midi vers Madaba (environ 3h30 de trajet). Nuit à l'hôtel à Madaba.

Agency: CHAMINA VOYAGES

Agency Country: FRANCE



Title: CHARMING NATURE TRIP TO MADEIRA

Product link: <https://www.chamina-voyages.com/randonnee-liberte-madere-nature>

Main product: Nature

Type of activities: Walking, visits, swimming

Target group: Family

Level: Easy

Destination: Madeira (Portugal)

Tour type: Self-guided

Nights: 6

Meals: B&B + 3 dinners

Accommodation: Hotels **Itinerancy:** Yes

Possibility of extension: Yes

Protected area: Yes

Key words: island, nature

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 680€/person

Single supplement hotel: 140€

Season supplement: Not specified

Children price: 330€

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Arrival Madeira. Car rental collection. Accommodation in Sto. da Serra	
2	Walk through Ribeiro Frio and Porto da Cruz	
3	Hike through Pico Ruivo and Sao Jorge	
4	Funchal, city tour. New accommodation in Estreito de Calheta	
5	Discover southwest coast and its remote villages	
6	Walk through Rabacal and Paul da Serra	
7	End of stay	

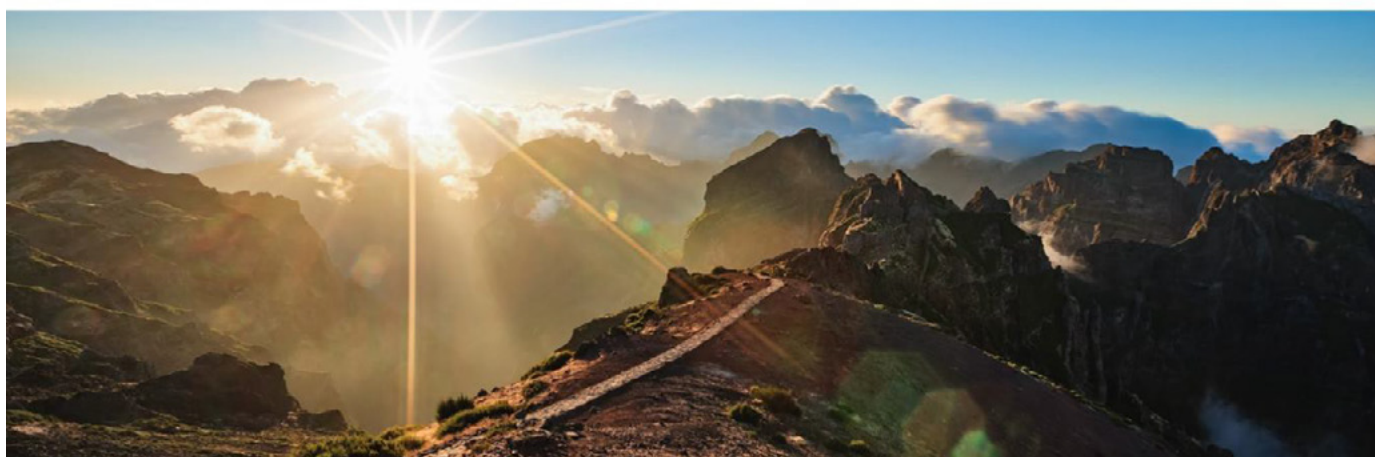
ADDITIONAL INFORMATION

- Flights not included
- Visit to a winery with tasting of two Madeira wines included
- Car rental included
- Catamaran trip optional

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ classified as a "nature" program
 - ✓ combination of self-guided walks with culture and gastronomy (wine tasting and dinners included)
 - ✓ rental car
- ✓ 7-night leisurely self-guided walking
- ✓ Different levels of walks to choose from. Clients can choose between easy or moderate walks, so from 5km to 15km
- ✓ Target group: walkers but not in a hurry and families as they have a price for children
- ✓ Age: as the main activity are easy walks and culture, but with the possibility of challenge walkings, the age range is quite huge.
- ✓ The product is offered all year round without seasonal supplements
- ✓ Only two hotels but they are sustainable hotels integrated into the nature. Wellness activities are also included as one of the hotels has a Spa.
- ✓ Discount from 4 participants
- ✓ Possibility of solo traveller with extra cost

VOYAGE NATURE DE CHARME À MADÈRE



LIBERTÉ

NOTES CLIENTS



(10 NOTES)

7 JOURS ET 6 NUITS

TOUTE L'ANNÉE. RÉSERVATION TRÈS À L'AVANCE CONSEILLÉE.



RECEVOIR LA
FICHE TECHNIQUE

À PARTIR
DE **680 €**

Code voyage : CCCC07N

RÉSERVER



Agency: TERRES D'ADVENTURE

Agency Country: FRANCE



Title: THE GATES OF THE LEVANT

Product link: <https://www.terdav.com/ps-liban/tp-circuit-accompagne/at-randonnee/lib004--portes-levant>

Main product: Walking

Type of activities: Cultural visits, winery

Target group: Adult **Level:**

Easy – moderate

Destination: Lebanon **Tour**

type: Guided **Nights:** 8

Meals: Full-board except lunches day 1 and day 9 and dinner day 8

Accommodation: Hotel, hostel, guest houses and monasteries

Itinerancy: Yes

Possibility of extension: Yes

Protected area: Yes

Key words: landscape, culture, palaces, cedar

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 1.790€/person

Single supplement hotel: Not specified

Season supplement: 200€

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Arrival Beirut	
2	Visit Beirut. Byblos transfer through the Nahr el Kalb valley	
3	Visit Byblos. Hike to the sacred Qadisha valley	1,30 h. walk
4	Valley of the Saints – cedar region	5 h. walk
5	Tannourine – Baskinta	3 h. walk
6	Baskinta – Maasser Chouf o Khreibe	3 h. walk
7	Maasser Chouf o Khreibe – Deir el Qamar	2 h. walk
8	Beirut. Free time	
9	Return flight	

ADDITIONAL INFORMATION

- Flights included from Paris
- Group from 5 to 15 pax
- Transfers included
- Entrances to sites included
- Winery visit included

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ taking place in one of the Medusa countries
 - ✓ walking guided tour in Africa & Middle East
 - ✓ guided walks with culture and nature (wine tasting and cultural visits)
- ✓ 8-night leisurely guided walking
- ✓ Target group: moderate walkers
- ✓ Small groups and guaranteed depart from 5 participants
- ✓ Two nights in two different Monasteries and one night without private bathroom
- ✓ Local guide and driver. Transfers with a private car/minibus
- ✓ Transfers every day between 1h and 4h, to move from one point to the other
- ✓ Advices about the traditions of the country, how to wear and the respect once the clients want to take photos
- ✓ The price does not include some dinners (around 40€)
- ✓ Good-value price with flights and meals included

LES PLUS TERDAV

- La découverte de Byblos, l'une des plus anciennes cités du pays
- La réserve de Chouf et ses cèdres centenaires
- L'accueil chaleureux des Libanais
- La vallée sainte

Tant d'histoires, de richesses humaines et de paysages sur un territoire si restreint ! A la croisée des chemins, le Liban est sans conteste une introduction privilégiée à l'histoire plurimillénaire du Proche-Orient et à son mélange humain et géographique. En neuf jours, découvrez ce beau pays dont les habitants sauront gagner votre cœur par leur gentillesse et leur hospitalité.



Activités

Randonnée

Hébergements

En hôtel (4), en auberge (2), en maison d'hôtes (2)

Transferts

Véhicule

Itinérance

Voyage itinérant

Environnement

Patrimoine et Nature, Montagne

Agency: TERRES D'ADVENTURE

Agency Country: FRANCE



Title: NOUVEL AN SUR LES CRÊTES DU JURA

Product link: <https://www.terdav.com/ps-france/rn-alpes-nord/tp-circuit-accompagne/at-raquette/fraw58--nouvel-an-cretes-jura>

Main product: Snowshoeing **Type of**

activities: Snowshoeing **Target**

group: Adult

Level: Easy – moderate **Destination:**

Bois d'Amont (France) **Tour type:**

Guided

Nights: 3

Meals: Full-board except drinks

Accommodation: Hotel **Itinerancy:** No

Possibility of extension: Yes

Protected area: Yes

Key words: landscape, snow, Alpes

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 730€/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Reception and transfer to the hotel	
2	The crests of Mont Tendre (1679m)	12 km
3	La Dôle	10 km
4	Les fruitières de Nyon (1333m)	10 km

ADDITIONAL INFORMATION

- Flights not included
- Loan of snowshoes, poles and safety equipment
- New year's eve special menu
- Group from 6 to 12 pax

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ It is a snow product
 - ✓ Snowshoeing tour
 - ✓ Short-break for New Year's Eve
- ✓ 3-night guided activity
- ✓ Target group: medium-intermediate level
- ✓ Small groups and guaranteed depart from 6 participants
- ✓ It includes a special dinner to celebrate the New Year's Eve
- ✓ Explanations about how to arrive at the hotel

Nouvel an sur les crêtes du Jura



Neige dans le Jura - France

À partir de **730 €**
Prochain départ 30/12/2020

Circuit accompagné

4 Jours

Niveau

Altitude

Code : FRAW58

Note voyage (16 notes)

> Pas encore d'avis sur ce voyage

> Voir les avis sur cette destination (4101)

S'INSCRIRE / POSER UNE OPTION >

> ou contacter directement nos conseillers
au 01 70 82 90 00

Ajouter à ma sélection

Recevoir la fiche technique

Agency: HUWANS Agency

Country: FRANCE



Title: DISCOVERY OF THE ALBANIAN RIVIERA BY HIKE AND KAYAK

Product link: <https://huwans.com/voyage/voyage-actif/albanie/ealbkay>

Main product: Kayak & trek

Type of activities: Kayak, trek, cultural visits

Target group: From 12 years old

Level: Easy **Destination:**

Albania **Tour type:** Guided

Nights: 8

Meals: Full-board

Accommodation: Hotels and bivouac

Itinerary: Yes

Possibility of extension: Yes

Protected area: Not specified **Key**

words: Kayak, culture, swim

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 1.175€/person

Single supplement hotel: 100 – 150€

Season supplement: 120€

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Arrival Tirana	
2	Visit Gjirokastra, Butrint and Saranda	
3	Kayaking from Saranda to Krorez Bay	
4	Kayaking from Krorez to Playa Bunec	
5	Kayaking from Playa Bunec to Qeparo	
6	Qeparo to Berat trip and visit	
7	Trip from Berat to Tirana and visit	
8	Return flight	

ADDITIONAL INFORMATION

- Flights included from Paris
- Group de 5 a 12 pax
- Transfers included
- 3 days of kayaking
- Tickets to all activities

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ combination of kayak and cultural walks, but they are selling it as “walking & kayak”
 - ✓ sea kayaking & trekking as main activities
- ✓ 7-night leisurely guided
- ✓ Target group: active people and quite sportive
- ✓ Not specified the time/kms on the kayak. Three consecutive days on the kayak with 2 nights of bivouac in the middle of the tour
- ✓ Walks are all guided cultural visits
- ✓ Accommodation: 5 nights in 3* hotels and 2 nights bivouac
- ✓ Small groups and guaranteed depart from 5 participants
- ✓ Local guide and driver. Transfers with a private car/minibus
- ✓ There is a charge of 5€ for the Carbon emission to Albania, not included in the price
- ✓ Good-value price with flights and meals included (drinks not included)

Agency: NOMADE AVENTURE

Agency Country: FRANCE



Title: IRISH DECLIC

Product link: <https://www.nomade-aventure.com/voyage-aventure/irlande/voyage-photo-irlande-connemara/irl40>

Main product: Photo & walk

Type of activities: Photo, walk, cultural visits

Target group: From 12 years old

Level: Easy **Destination:**

Ireland **Tour type:** Guided

Nights: 6

Meals: Full-board (picnic for lunch)

Accommodation: B&B **Itinerary:** Yes

Possibility of extension: Yes

Protected area: Yes

Key words: Landscape, towns, culture, photography

Months (not specified)

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 2.499€/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

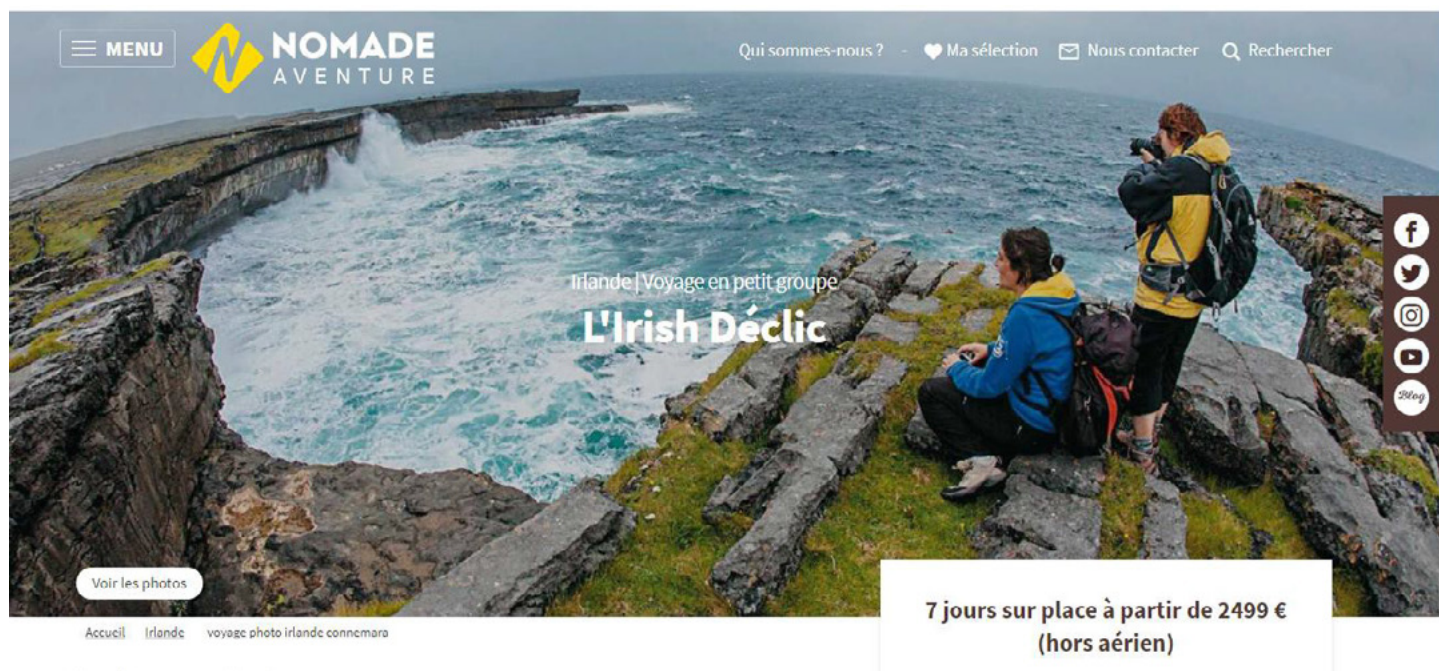
Day	Activities	Notes
1	Arrival in Cork and transfer to the Dingle Peninsula	
2	Dingle Peninsula: Capture Coastal Landscapes	
3	Dingle - Portmagee - The tallest Irish mountains	!
4	Dingle - Portmagee - The tallest Irish mountains	!
5	Portmagee - Kenmare - Killarney National Park	
6	Kenmare - Allihies - Wild landscapes and Gaelic culture	
7	Allihies - Cork and end of the trip	

ADDITIONAL INFORMATION

- No fixed dates. You have to ask to be notified when there is a departure
- Flights not included
- Group de 4 a 8 pax
- Transfers included
- Professional photographer during all the tour

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ photographic tour
 - ✓ very specialized product, focused clearly to a niche group target
- ✓ 6-night leisurely guided
- ✓ Target group: amateurs and passionate of photography with a good physical condition
- ✓ Not specified the time/kms for the walking tours. Most of the photographic tours include walking tours to find the best place to take photos.
- ✓ Professional photographer guiding the group and taking advices about how to use the camera and how to take the best photo. It is like a lived-class.
- ✓ Guided small group, maximum 8 participants, but they don't specify the minimum to guarantee the departure
- ✓ Price quite expensive, taking into consideration that it doesn't include flights



The screenshot shows the homepage of the Nomade Aventure website. The header includes a menu icon, the company logo, and navigation links: "Qui sommes-nous?", "Ma sélection", "Nous contacter", and "Rechercher". The main banner features a photograph of two people on a rocky cliff overlooking the ocean. Text on the banner reads "Irlande | Voyage en petit groupe" and "L'Irish Déclic". A button "Voir les photos" is visible. A white box at the bottom right of the banner states "7 jours sur place à partir de 2499 € (hors aérien)". The footer shows a breadcrumb trail: "Accueil > Irlande > voyage photo irlande connemara". On the right side, there is a vertical social media sharing bar with icons for Facebook, Twitter, Instagram, YouTube, and a Blog link.

Agency: UCPA

Agency Country: FRANCE



Title: DES CANYONS DU MONT PERDU À LA SIERRA DE GUARA

Product link: <https://www.ucpa.com/sejour/sfaslam40-des-canyons-du-mont-perdu-a-la-sierra-de-guara-circuit>

Main product: Canyoning

Type of activities: Canyoning, rappel, swim

Target group: Adults **Level:** All

levels **Destination:** France,

Spain **Tour type:** Guided

Nights: 6

Meals: Full-board **Accommodation:**

Camping, hostel **Itinerancy:** Yes

Possibility of extension: Yes

Protected area: Yes

Key words: Canyon, rappel, rocks, jumps, landscape

Months (not specified)

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 620€/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Arrival day. Informative welcome	
2	Mont-Perdu massif .Rappel Discovery	
3	Sierra de Guara. Vero river	
4	Canyon Bassender, canyon Chimiachas, canyon Portiachia	
5	Canyon Peonera, gorges of Tamara	
6	Canyons Foz de la Canal, Trigoniero, Barossa and Miraval	
7	end of the trip	

ADDITIONAL INFORMATION

- Flights not included
- Specific equipment included
- Personal equipment not included
- Transfers included
- 5 days of canyoning

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ canyoning tour
 - ✓ very specialised product, focused clearly to a niche group target
- ✓ 6-night guided tour
- ✓ Target group: lovers of canyoning with a good physical condition. It is not necessary to have any experience to join the group
- ✓ Group of young adults from 18 to 40 years old
- ✓ Centre based for the accommodation but itinerancy for the activity. Each day, the group goes to different canyons to practise the activity.
- ✓ Additional activities during the tour, like fauna and flora discovery
- ✓ Professional guide leading the group.
- ✓ Good-value price

UCPa

Communauté Mon Compte Aide

ACTIVITÉS DESTINATIONS ADULTES COLOS EN FAMILLE BONS PLANS

Accueil > toutes nos activités > Canyoning > Des canyons du mont Perdu à la Sierra de Guara

Des canyons du mont Perdu à la Sierra de Guara

Saint-Lary Soulan

Le must du Canyoning : massif du mont Perdu et Sierra de Guara

Bouhhh... C'est complet !

[VOIR LES SÉJOURS ÉQUIVALENTS](#)

* Prix indicatif, hors option, hors taxe de séjour

[Le séjour](#) [Le programme](#) [Le lieu](#) [Les formalités](#)

Agency: BIKE TOURING

Agency Country: GERMANY



Title: MTB-Reise Sizilien

Product link: <https://www.bike-touring.de/mountainbike-sizilien-8/>

Main product: Mountain Bike

Type of activities: Cultural visits, cellars

Target group: Adults **Level:**

Moderate - high **Destination:**

Sicily (Italy) **Tour type:** Self-

guided **Nights:** 7

Meals: B&B

Accommodation: Hotels, pensions and cabin

Itinerancy: Yes

Possibility of extension: Yes

Protected area: Yes

Key words: Volcano, mediterranean, Sicily, MTB

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 758€/person

Single supplement hotel: 180€

Season supplement: 100€

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Arrival at Catania airport. Transfer to Nicolosi	
2	Nicolosi - Linguaglossa	35 o 55 km
3	Linguaglossa - Randazzo	30 km
4	Randazzo - round trip Floresta	40 o 55 km
5	Randazzo - round trip to Admiral Nelson Castle	45 o 55 km
6	Randazzo - Giardini Naxos	45 o 60 km
7	Giardini Naxos - round trip Taormina and Isola Bella	25 km
8	End of the trip	


ADDITIONAL INFORMATION







- Flights not included
- Transfer airport not included
- Two ride options: 220km or 280 km
- Luggage transfers included
- Half-board as optional
- Road book
- Bike and GPS rental optional
- Arrivals on Saturdays. Groups +4 pax other dates available.

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ mountain biking tour
 - ✓ specialized product, focused clearly to a niche group target
- ✓ 6-night leisurely self-guided
- ✓ Target group: experienced mountain bikers
- ✓ On 4 out of 6 MTB days clients can choose between a demanding and an easier day route. The routes on the sporty versions are between approx. 55-60 km long at approx. 1,200-1,800 m. The simpler routes have 25-45 km at approx. 75-1,000 m.
- ✓ Starting date only on Saturdays, to assure the minimum group of 4 (when it is possible). If there is a request of 4 riders, they can start at any date.
- ✓ Rides are mostly on slopes and forest roads, short sections on little-used sideroads.
- ✓ Good fitness and driving technique are required for the demanding variant.
- ✓ Mountain bike is one type of biking different from the leisure biking and it is very important to ride through paths off-road and with ups and downs. Clients need a mountain bike to practice the activity.
- ✓ Mountain bikers use to travel with their own bikes (like road cyclers) or want to rent high quality mountain bikes.
- ✓ For self-guided tours, they like to have GPS tracks, not only roadbooks
- ✓ Cultural entrances are not included
- ✓ Good-value price

TOURENRAD-Reisen
MTB-Reisen
RENNRAD-Reisen
RAD & SCHIFF-Reisen
WANDERREISEN




Reisetyp / Reisedauer
Individuelle Streckentour 8 Tage / 7 Nächte


Start / Ziel
Nicolosi / Giardini Naxos

Reisetermine
Anreise jeden Samstag (ab 4 Pers. auch andere Anreisetage möglich)
25.04.- 24.10.2020

Reiseroute

Level





ab 758,00 €

Agency: NATOURS
Agency Country: GERMANY



Title: SEA KAYAK CROACIA – BAHIA DE KVARNER

Product link: <https://www.natours.de/seekajakreisen/kroatien/seekajak-in-der-kvarner-bucht/>

Main product: Sea kayaking

Type of activities: Kayak, swim, snorkel

Target group: Adults **Level:**

Easy **Destination:** Croatia

Tour type: Guided **Nights:** 7

Meals: Accommodation only but common pot for preparing meals together **Accommodation:**

Campings

Itinerary: Yes

Possibility of extension: Yes

Protected area: Yes

Key words: Sea, Beach

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 1.098€/person

Single supplement hotel: 100€

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	From Rijeka transfer to Kvarner Bay	
2 – 8	Days of activity. The planning of the route is carried out in the site and, due to the numerous campings, can be flexibly designed.	
	It is offered that daily stages can be adapted to the wishes of the respective groups.	
	There are groups that want to swim more and paddle less	
9	The end of the trip	

ADDITIONAL INFORMATION

- Train Munich – Rieja – Munich included
- Transfers included
- Double kayak and full equipment included
- Supplement individual kayak 80€
- Tent 2 pax included
- Supplement individual tent 100€
- Group 4 to 12 pax


COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ sea kayaking for beginners
 - ✓ camping with 2-person tents
 - ✓ travel from Munich (origin) by train
- ✓ Only kayaking activity with snorkel as optional. There are a lot of kayaking tours that offers the snorkel equipment and when there is a stop, clients can swim and snorkel
- ✓ 9-night guided tour
- ✓ Target group: kayak beginners
- ✓ Fixed dates
- ✓ Tour guide experienced in kayaking on site. Not specified if there is a local guide or a guide from Natours
- ✓ Not specified the time/kms on the kayak. Kayaking from day 3 today 8 (6 days of activity)
- ✓ Shopping and preparing meals together. Meals are paid from the common pot per day approx. 10 - 12 euros

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Natours

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Details Termine Verlauf Galerie



Seekajak Kroatien
In der Kvarner Bucht

Agency: NATOURS

Agency Country: GERMANY

Title: NORWAY: CROSS-COUNTRY SKIING IN SLANGENSETER

Product link: <https://www.natours.de/skilanglauf-reisen/norwegen/langlaufreise-slangenseter/>

Main product: Ski

Type of activities: Cross-country skiing

Target group: Adults

Level: All levels

Destination: Slangen Seter (Norway)

Tour type: Guided

Nights: 10

Meals: Full-board

Accommodation: Cruiser, wooden house

Itinerary: Yes

Possibility of extension: Yes

Protected area: Yes

Key words: snow, cruiser, sauna, chimney

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 1.159€/person

Single supplement hotel: 300€

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Ferry Kiel – Oslo	
2	Transfer Oslo – Slangen Seter	
3 – 8	Introduction to cross-country skiing and guided ski tours	10 – 24 km
9	During the New Year's Eve trip, we organized a small party with a buffet in the evening	
10	Transfer Slangen Seter – Oslo and Ferry Oslo – Kiel	
11	The end of the trip.	

ADDITIONAL INFORMATION

- Cruiser Kiel – Oslo – Kiel included
- Transfers included
- Natours tourist guide
- Introduction to cross-country skiing
- Daily guided ski tours
- Use of the sauna
- Rental skis (skis, shoes, poles, cooking bags): € 85
- Equipment
- Group 12 to 24 pax

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ It is a snow product
 - ✓ Only cross-country ski activity
- ✓ 14-night guided tour or 11-night guided tours. Two starting dates
- ✓ Target group: cross-country ski beginners
- ✓ Introduction to cross-country skiing (both dates)
- ✓ Fixed dates (one date only for New Year Eve's)
- ✓ Small party with buffet in the New Years Eve's evening
- ✓ Tour guide experienced in cross-country. Guide from Natours
- ✓ Not specified the time/kms.

<div>Hiking trips ▾</div> <div>Cycling tours ▾</div> <div>Canoe trips</div> <div>Individual trips</div> <div>Winter travel</div> <div>Dog walking tours</div> <div>Free spots</div> <div>countries ▾</div> <div>Natour's blog</div> <div>Contact</div> <div>service ▾</div>	 <p>Norway: Cross-country skiing in SlangenSeter Winter fairy tale with a real log cabin feeling and color line crossing to Norway</p> <div> <div> <p>Special</p> <ul style="list-style-type: none"> • Exceptionally beautiful wooden house in a natural location with stylish furnishings • Mini cruise Kiel-Oslo-Kiel in 4-person cabins (shower / toilet) • 2 X 3 hours introduction to cross-country skiing technique • Accommodation only for our group • Daily guided ski tours (10 - 24 km) </div> <div> <p>Conditions:</p>  <p>Price from 1.159 € p. person Next travel date: Wed.23.12 - Wed.06.01.21</p> </div> </div>
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Agency: REISEN MIT SINNEN

Agency Country: GERMANY



Title: FROM OPORTO TO LISBON

Product link: <https://www.reisenmitsinnen.de/europa/portugal/reisen/von-porto-nach-lissabon/>

Main product: Culture

Type of activities: Cultural visits, boat

Target group: Adults **Level:**

Easy **Destination:** Portugal

Tour type: Guided **Nights:** 7

Meals: B&B+ 3 lunches & 4 dinners

Accommodation: Hotels **Itinerary:** Yes

Possibility of extension: Yes

Protected area: Not specified

Key words: Culture, boat, walk, fado

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 1.990€/person

Single supplement hotel: 430€

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Arrival at Porto airport. Visit to the city	
2	The baroque city of Porto and boat ride	
3	Ílvaho and the Portuguese fishing culture	5km walking
4	La Serra da Strela and its cheese. Meeting with artist Kerstin Thomas	8km walking
5	A trekking trip to Chiqueiro	11km walking
6	The university city of Coimbra and Nazare	
7	The multifaceted metropolis of Lisbon	
8	The end of the trip	

ADDITIONAL INFORMATION

- Flights Frankfurt – Oporto and Lisboa – Oporto included
- Transfers included
- Tickets to all activities
- Group 8 – 16 pax
- 10€ donation to the Biodiversity Foundation by Dirk Steffens

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ meeting with a fisherman and an artist
 - ✓ combination of culture and easy/moderate walking with local gastronomy
 - ✓ private visits out of the more touristic circuits, like the visit to Coimbra University and traditional visits like Fado evening in Lisbon
- ✓ 7-night guided cultural and walking tour
- ✓ Two moderate hikes of up to 8-11 km in length, max. 5 hours walking and up to 400 meters in altitude. Several walks.
- ✓ Target group: adult walkers but not in a hurry
- ✓ Small groups, from 8 to 14 participants
- ✓ One date only a year
- ✓ Hotels 4*, except for one night that they stay in a hostel.
- ✓ Travel CO2 neutral! Flight and land program compensation included
- ✓ 10 € donation to Biodiversity Foundation by Dirk Steffens included

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HIGHLIGHTS

RABELO BOAT TRIP ON THE DOURO - ON THE TRAIL OF PORT WINE

ON FOOT THROUGH THE GENTLE MOUNTAIN LANDSCAPE OF THE SERRA DA LOUSA

ENCOUNTER IN THE SLATE VILLAGES WITH ARTIST KERSTIN THOMAS

GUIDED TOUR OF COIMBRA UNIVERSITY, OVER 700 YEARS OLD

PORTUGUESE PASSION: A FADO EVENING IN LISBON

Agency: URLAUB UND NATUR

Agency Country: GERMANY



Title: DONKEY WALK GERMANY – GLAMPING IN THE BAVARIAN FOREST

Product link: <https://www.urlaubundnatur.de/blog/reisen/eselwanderung-deutschland-glamping-im-bayerischen-wald/>

Main product: Donkey walking holidays

Type of activities: Nature, walking

Target group: Families, children from 6 years

Level: Easy **Destination:**

Germany **Tour type:** Self-

guided **Nights:** 3

Meals: Accommodation only

Accommodation: Glamping (glamorous camping)

Itinerancy: Yes

Possibility of extension: Yes

Protected area: Not specified

Key words: Donkey, farm, shepherd, glamping

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 365€/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: 295€ (8-11 years)

Solo Traveller supplement: Not specified

Itinerary

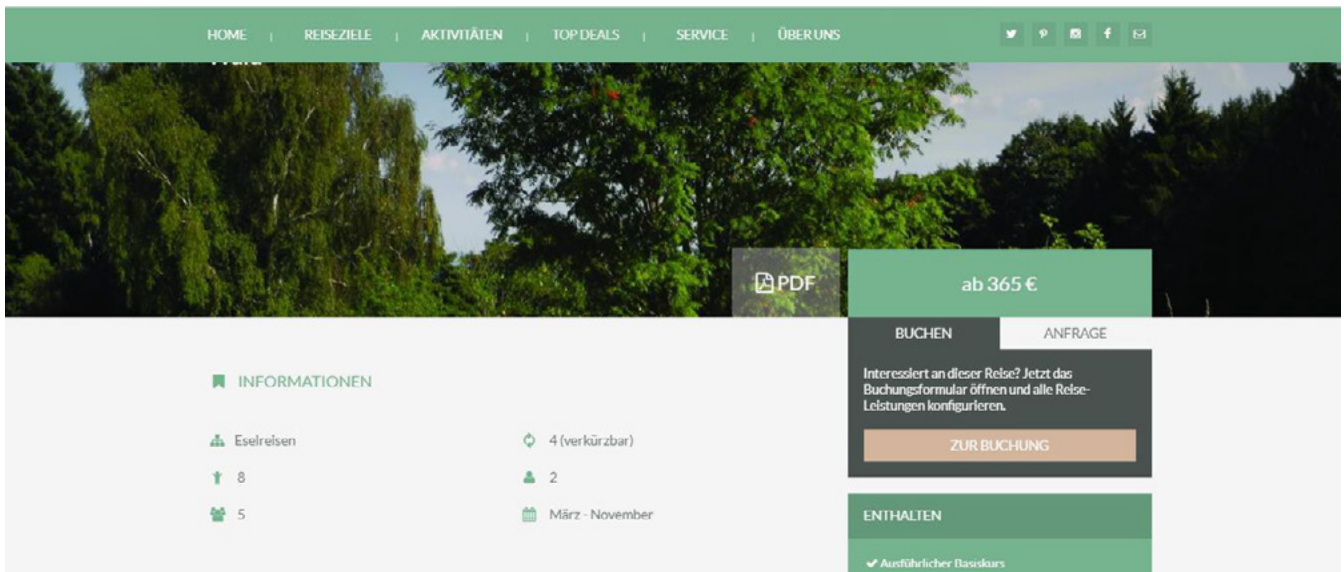
Day	Activities	Notes
1	Arrival at the farm. Donkey handling training	
2	Donkey walk around the farm	
3	Donkey hike. Sleeping in a shepherd's cart	
4	New hike and end of the trip	

ADDITIONAL INFORMATION

- Minimum 2 pax, maximum 5 pax
- Donkey driving course included
- Saddlebags included
- Luggage transfers included
- Donkey included

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ special walking product with donkey (which transfers the luggage)
 - ✓ accommodation in glamping in the middle of nature
 - ✓ family product
- ✓ 3-nights and 3 self-guided walking
- ✓ What is Glamping? Instead of a tent or bungalow, the accommodation is in a tiny yurt house, wooden hut or shepherd's wagon with kitchen and shower and toilet. Heated with a comfortable bed but in the middle of nature ... That is the glamorous camping.
- ✓ Target group: families with children up 6 years old
- ✓ Groups maximum of 5 participants.
- ✓ Donkey transfers the luggage from one point to the other. The first day, there is a course from 4:00 p.m. to approx. 6:00 p.m., during which clients are informed about how to use the donkeys and the programme in the next few days.
- ✓ Two donkeys per group.
- ✓ No meals are included in the price



The screenshot shows a website interface for 'URLAUB & NATUR ERLEBNISREISEN'. The top navigation bar includes links for HOME, REISEZIELE, AKTIVITÄTEN, TOP DEALS, SERVICE, and ÜBER UNS. Below the navigation bar is a large image of a forest. On the right side of the image, there is a green box with a PDF icon and the text 'ab 365 €'. Below the image, there is a section titled 'INFORMATIONEN' with details about the product: 'Eselreisen', '4 (verkürzbar)', '8', '2', '5', and 'März - November'. On the right side of the page, there is a dark grey box with the text 'BUCHEN' and 'ANFRAGE', followed by a call to action: 'Interessiert an dieser Reise? Jetzt das Buchungsformular öffnen und alle Reise-Leistungen konfigurieren.' Below this is a green button labeled 'ZUR BUCHUNG'. At the bottom right, there is a green box labeled 'ENTHALTEN' with a checkmark and the text 'Ausführlicher Basiskurs'.

Agency: WIKINGER REISEN
Agency Country: GERMANY



Title: IN STEP WITH THE BEDOUINS – CAMELTREKKING THROUGH THE SAHARA

Product link: <https://www.wikinger-reisen.de/wanderreisen/tunesien/l202.php>

Main product: Trekking with camels

Type of activities: Trekking, culture

Target group: Adults

Level: Moderate

Destination: Tunisia

Tour type: Guided

Nights: 7

Meals: Full-board

Accommodation: Hotels, bedouin tent

Itinerary: Yes

Possibility of extension: Yes

Protected area: Not specified

Key words: Desert, camel, bedouin

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 1.098€/person

Single supplement hotel: 800€

Season supplement: 100€

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Arrival in Djerba	
2	Sahara calls!	2 h. on camel
3	On unknown roads	5 h. on camel
4	Water in El Mida	6 h. on camel
5	Bedouin life	6 h. on camel
6	The inhabitants of the desert	6 h. on camel
7	Last stage of the desert	2 h. on camel
8	Transfer to the airport and return flight	

ADDITIONAL INFORMATION

- Minimum 5 pax - maximum 16 pax
- Flights included
- Transfers included
- Entrances fee to the cave
- 5 nights in a bedouin camp

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ taking place in one of the Medusa countries
 - ✓ camel trekking
 - ✓ Sahara (desert activity)
- ✓ 7-night guided tour with 5 days of activity
- ✓ Target group: adults
- ✓ Hikes: 5 x easy (2-6 hours). Hikes on foot or on the back of the camel (each client decides). 1 riding and transport camel per participant.
- ✓ 2 nights in a hotel (arrival and departure) and 5 nights in a bedouin camp with cooking and camping equipment (own sleeping bag necessary), without sanitary facilities
- ✓ German-speaking, qualified Wikinger tour guide and, on the 2nd - 7th day, additional local Bedouin guides, cook and accompanying team



Agency: ACTIVITIES ABROAD

Agency Country: UK



Title: MALTA – GOZO ISLAND ADVENTURE

Product link: <https://www.activitiesabroad.com/holidays/gozo-island-explorer#>

Main product: Families adventure

Type of activities: Nature, multiactivities

Target group: Families

Level: Easy **Destination:**

Malta **Tour type:** Guided

Nights: 7

Meals: B&B + 4 lunches, 4 dinners

Accommodation: Hotel **Itinerary:** No

Possibility of extension: Yes

Protected area: Yes

Key words: Families, fun, multiactivities, sea

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price – Currency UK Pounds

From: 1.145£/person

Single supplement hotel: not specified

Season supplement: 201€

Children price: 1,095£ (6-11 years)

Solo Traveller supplement: not specified

Itinerary

Day	Activities	Notes
1	Airport pickup and transfer to Funchal	
2	Lazy Boat Day and Snorkelling	6 h. approx
3	Eco-Day	6 h. approx
4	Sea Kayaking	7 h. approx
5	Free Day	
6	Mini B Diving or Snorkelling	7 h. approx
7	Climbing, Abseiling and Beach Afternoon	2 h. approx.
8	Transfer to the airport and end of the trip (optional)	

ADDITIONAL INFORMATION

- Minimum 4 pax – maximum 25 pax
- Flights not included
- Transfers not included
- Tickets to all activities
- Instructors included
- Possibility of upgraded accommodation

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ multiactivity product with sea and land activities
 - ✓ eco-day activity: Watch craftspeople following time-old trades and keeping cherished practices alive.
 - ✓ two examples of “multiactivity” products from the same tour operator to see the range of activities that “multiactivity products” offer
- ✓ 7 nights trip with multiactivities
- ✓ Target: Families. Children aged 6 years and over (younger children may join the holiday but may not be able to participate in all the activities).
- ✓ The following activities are included: Lazy boat day, Eco-day, sea kayaking, Mini-B diving, climbing and abseiling, afternoon at Ramla Bay Beach (order is subject to change)
- ✓ Some of the activities, like diving, can be changed to snorkelling, if children are younger than 10 years old
- ✓ Local guides
- ✓ The calendar for 2021 is already fixed and on the website
- ✓ Quite big groups but as the target group are families, it is normal because families meet each other and children have opportunity to meet other children.


SUN HOLIDAYS -
SNOW HOLIDAYS -
SCHOOL HOLIDAY PLANNER
ABOUT US -



Malta - Gozo Island Adventure

☆ Add to Shortlist
MAKE ENQUIRY
BOOK THIS TRIP

Family Activity Holiday On Gozo Island

Adult price from **£1,145pp**

HOLIDAY TYPE: Small Group VISITING: The Island of Gozo BROCHURE CODE: 4012

All prices include: transfers, accommodation, meals and guided activities; all as listed.

Agency: ACTIVITIES ABROAD

Agency Country: UK



Title: SPAIN – PYRENEAN FAMILY ADVENTURE

Product link: <https://www.activitiesabroad.com/holidays/Pyrenean-family-adventure#/agenda>

Main product: Families adventure

Type of activities: Nature, multiactivities

Target group: Families

Level: Easy

Destination: Catalonia (Spain)

Tour type: Guided

Nights: 7

Meals: B&B + 2 lunches, 2 dinners

Accommodation: Aparhotel

Itinerancy: No

Possibility of extension: Yes

Protected area: Yes

Key words: Families, fun, multiactivities, river

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price – Currency UK Pounds

From: 1.060£/person

Single supplement hotel: not specified

Season supplement: not specified

Children price: not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Arrival and Welcome	
2	Jeep Tour and Hike in National Park	6km. approx
3	White-Water Rafting	1-1,5h. approx
4	Canyoning	Not specified
5	Free Day	
6	Mountain Biking or Horse Riding	Not specified
7	Open Kayaking	1-1,5h. approx.
8	Departure	

ADDITIONAL INFORMATION

- Minimum 8 pax - maximum 25 pax
- Flights included
- Transfers included
- Tickets to all activities
- Instructors included
- Possibility of upgraded accommodation

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ taking place in one of the Medusa countries
 - ✓ multiactivity product with river activities and land activities
 - ✓ two examples of “multiactivity” products from the same tour operator to see the range of activities that “multiactivity products” offer
- ✓ 7 nights trip with multiactivities
- ✓ Target: Families. Children aged 8 years and over (younger children may join the holiday but may not be able to participate in all the activities).
- ✓ The following activities are included: Jeep tour and hike in a national park, white-water rafting, canyoning, mountain biking or horse riding, open kayaking (order subject to change)
- ✓ Possibility to choose from Mountain biking (starting point at Pla Beret, 1850 metres above sea level to follow an adventurous track popular with local biking enthusiasts) or Horse Riding (full riding tuition before a two- hour riding session in stunning scenery)
- ✓ Local guides
- ✓ Quite big groups but as the target group are families, it is normal because families meet each other and children have opportunity to meet other children.



☆ Add to Shortlist

MAKE ENQUIRY

BOOK THIS TRIP

Catalan Pyrenees Family Activity Holiday

Adult price from **£1,060pp**

HOLIDAY TYPE: Small Group VISITING: Spain BROCHURE CODE: 4003

All prices include: transfers, accommodation and meals, all as listed

Agency: EXPLORE Agency

Country: UK

EXPLORE!

Title: CYCLE LEBANON

Product link: <https://www.explore.co.uk/holidays/cycle-lebanon>

Main product: Cycling

Type of activities: Cycling, cultural activities

Target group: Adults **Level:**

Moderate - high **Destination:**

Lebanon **Tour type:** Guided

Nights: 7

Meals: B&B + 2 dinners **Accommodation:**

Hotel, Monasteries **Itinerancy:** Yes

Possibility of extension: Yes

Protected area: Yes

Key words: Bike, culture, wine, cedars

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency British pound

From: £1.440/person

Single supplement hotel: £295€

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Airport pickup and transfer to hotel in Beirut	
2	Cycle in the Chouf Mountains. Explore Sidon's Crusader Castle.	40 km.
3	Cycle descent into the fertile Bekaa Valley for wine-tasting	31 km.
4	Ride around Mount Sannine past ski resorts and mountain towns	46 km.
5	Discover the Qadisha Valley and walk in cedar forest	37 km.
6	Final ride down to the Mediterranean Sea. Discover Byblos	47 km.
7	Formations at Jeitta Caves. Return to Beirut for city tour	
8	Trip ends in Beirut	

ADDITIONAL INFORMATION

- Minimum 10 pax - Maximum 16 pax
- Flights not included.
- Transfers included
- Tickets to all activities
- Bike included
- Support vehicle

[illegible]

- [illegible]

[illegible]

Agency: INNTRAVEL Agency

Country: UK

Inntravel
The *Slow Holiday* people

Title: THE DORDOGNE VALEY

Product link: <https://www.inntravel.co.uk/cycling-holidays/france/dordogne/the-dordogne-valley>

Main product: Ebike Cycling

Type of activities: Cycling, cultural visits

Target group: Adults

Level: Moderate

Destination: Dordogne (France)

Tour type: Self-guided

Nights: 7

Meals: Half-board **Accommodation:**

Hotel, B&B **Itinerancy:** Yes

Possibility of extension: Yes

Protected area: Not specified

Key words: Bike, culture, cheese, caves

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency British pound

From: £960/person

Single supplement hotel: £245

Season supplement: £140

Children price: Not specified

Solo Traveller supplement: £30

Itinerary













Day	Activities	Notes
1	Arrival in Souillac	
2	Choice of routes from Souillac to Hospitalet	22 or 30 km
3	Circular route from Hospitalet	30 km.
4	Hospitalet to Loubressac	25 or 29 km
5	Loubressac to La Vaysse or to Lacave	26 or 37 km.
6	Choice of routes	18 or 34 km.
7	La Vaysse/Lacave to Souillac	27 km.
8	Trip ends	

ADDITIONAL INFORMATION

- Flights not included
- Luggage transfers included
- Bike included (Electric bikes available: add £80 per person)
- Road book and maps included
- Possibility of upgraded accommodation

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ classified as ebike tour
 - ✓ self-guided cycling tour
- ✓ 6-night self-guided tour with 5 days of cycling.
- ✓ Target group: adults
- ✓ Accommodation: 1-night comfortable convent, 5 nights comfortable hotel, 1 night in a simple monastery
- ✓ Leisure cycling with ebike or hybrid bike with saddlebags.
- ✓ Level moderate: average 30km per day along country roads and riverside lanes. It could be steady uphill sections.
- ✓ Some days, clients have the choice to do shorter cycling days
- ✓ Itinerary but with two days with circular routes. So, it allows to stay at the hotel instead to cycle.
- ✓ 24h emergency number in case of problems
- ✓ Half-board included (not optional)
- ✓ Clients can buy the flight through the tour operator.

 <p>GRADE 2</p> <p>ELECTRIC BIKE HOLIDAYS</p> <p>HOTEL-TO-HOTEL CYCLING</p> <p>J F M A M J J A S O N D</p>	<p>Italy</p> <p>The Realm of the Baroque</p> <p>From World Heritage architecture and intriguing archaeological sites, to fascinating wildlife and friendly people, south-east Sicily has it all.</p> <div> <div>  <p>2 dinners, 7 breakfasts</p> </div> <div>  <p>luggage transported</p> </div> <div>  <p>route notes and maps</p> </div> <div>  <p>high-quality bicycle</p> </div> </div> <div>  <p>save</p> </div> <p>View details ></p>	<p>7 nights</p> <p>From £1145pp</p> <p>excluding flights</p>
 <p>GRADE 2</p> <p>ELECTRIC BIKE HOLIDAYS</p> <p>HOTEL-TO-HOTEL CYCLING</p> <p>J F M A M J J A S O N D</p>	<p>France</p> <p>The Dordogne Valley</p> <p>Follow a fascinating route along the mighty River Dordogne to discover magnificent châteaux and pretty villages including amazing Rocamadour.</p> <div> <div>  <p>7 dinners, 7 breakfasts</p> </div> <div>  <p>luggage transported</p> </div> <div>  <p>route notes and maps</p> </div> <div>  <p>high-quality bicycle</p> </div> </div> <div>  <p>save</p> </div> <p>View details ></p>	<p>7 nights</p> <p>From £960pp</p> <p>excluding flights</p>

Agency: MUCH BETTER ADVENTURES

Agency Country: UK



Title: SAIL AND EXPLORE GREEK ISLANDS

Product link: <https://www.muchbetteradventures.com/products/9042-adventures-sail-and-explore-greek-islands/>

Main product: Sailing

Type of activities: Sailing, walking, paddle surf, swim

Target group: Adults

Level: Easy

Destination: Cyclades Islands (Greece)

Tour type: Guided

Nights: 4

Meals: Half-board

Accommodation: Private sailing yacht

Itinerary: Yes

Possibility of extension: Yes

Protected area: Not specified

Key words: Yacht, sailing, sea, culture

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 662€/person

Single supplement hotel: 300€

Season supplement: 73€

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

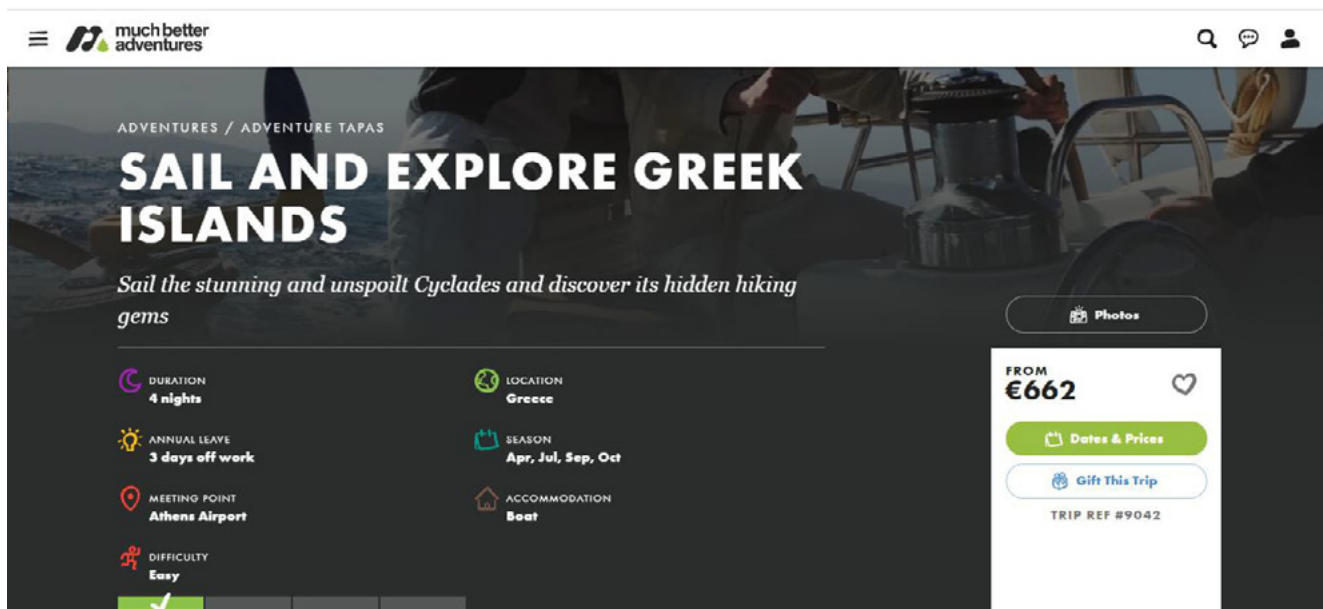
Day	Activities	Notes
1	Athens International Airport to Lavrio port	
2	Kea to Kythnos	
3	Kythnos to Serifos	
4	Serifos to Kythnos	
5	Kythnos to Lavrio Port	

ADDITIONAL INFORMATION

- Flights not included
- Transfers included
- Paddle surf board included
- Minimum 4 pax., maximum 15 pax

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ sailing activity
 - ✓ Hiking
 - ✓ Optional activities like Paddle surf & snorkeling
- ✓ 4-night on a private yacht
- ✓ Target group: adults
- ✓ Some lunches and dinners at local restaurants
- ✓ 56-foot sailing yacht with five cabins and five toilets. The boat has an indoor living room, kitchen and dining area, as well as an outdoor lounge and deck where you can relax when sailing. Cabins are either twin or triple share, same gender.
- ✓ Solo travellers looking for their own space, an optional private cabin can be booked for an extra charge
- ✓ Easy hikes every day (optional)
- ✓ Possibility of paddle surf or snorkeling
- ✓ Experienced, English-speaking captain and guides (local guides)
- ✓ Calendar for 2020 and 2021



The screenshot shows the product page for 'Sail and Explore Greek Islands'. The header includes the 'much better adventures' logo and navigation icons. The main title is 'SAIL AND EXPLORE GREEK ISLANDS' with a subtitle 'Sail the stunning and unspoilt Cyclades and discover its hidden hiking gems'. Below the title, there are six key features arranged in two columns:

- DURATION:** 4 nights
- ANNUAL LEAVE:** 3 days off work
- MEETING POINT:** Athens Airport
- DIFFICULTY:** Easy
- LOCATION:** Greece
- SEASON:** Apr, Jul, Sep, Oct
- ACCOMMODATION:** Boat

On the right side, there is a price box showing 'FROM €662' with a heart icon, a 'Dates & Prices' button, a 'Gift This Trip' button, and the trip reference 'TRIP REF #9042'. A 'Photos' button is also visible above the price box. At the bottom of the difficulty section, there is a progress bar with a checkmark in the first segment.

Agency: NATURETREK

Agency Country: UK



Title: TUNISIA

Product link: <https://www.naturetrek.co.uk/tours/tunisia>

Main product: Birdwatching

Type of activities: Bird and mammal-viewing, walking

Target group: Adults **Level:**

Easy **Destination:** Tunisia

Tour type: Guided **Nights:** 8

Meals: Full-board **Accommodation:**

Hotels **Itinerary:** Yes

Possibility of extension: Yes

Protected area: Yes

Key words: Nature, bird, desert, savannah

Months

Jan	Feb	March	April
May	June	Jul	Aug
Sept	Oct	Nov	Dec

Price - Currency Euro

From: Not specified

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

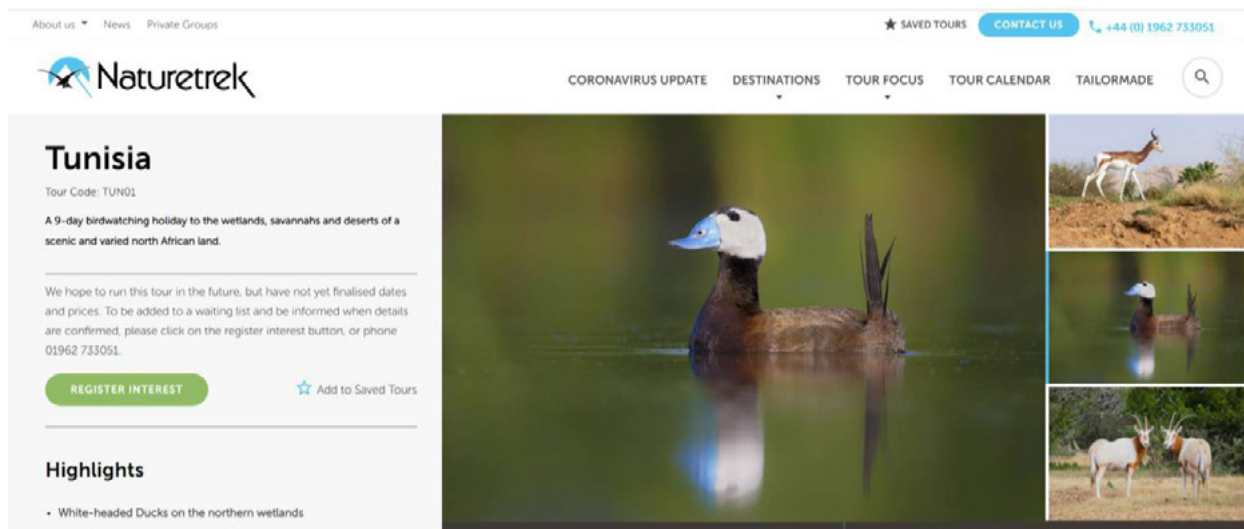
Day	Activities	Notes
1	Fly Tunis, transfer Bizerte	
2	Lake Ichkeul and Bizerte	
3	Cap Bon and Korba	
4	Cap Bon and Korba	
5	Gulf of Gabes and Mahres	
6	Bouhedma National Park and Mahres	
7	Jebil National Park from Douz	
8	Djerba or Tozeur	
9	Fly London	

ADDITIONAL INFORMATION

- There are no prices. Register to receive more information
- Flights included
- Transfers included

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ taking place in one of the Medusa countries
 - ✓ traditional birdwatching tour, though including some easy walking on most days
- ✓ A 9-day birdwatching holiday to the wetlands, savannahs and deserts of a scenic and varied north African land
- ✓ Target group: birdwatchers
- ✓ It's very important to explain which kind of birds offer the trip
- ✓ Comfortable tourist hotels with private facilities throughout.
- ✓ Minibus to visit each site, walking at a very gentle pace at each one, and over relatively short distances as they search for the birds
- ✓ Different areas to see the birds: wetlands, estuaries, savannahs and deserts
- ✓ Cultural visits included
- ✓ Guided by an expert ornithologist (English-speaking)



The screenshot shows the Naturetrek website interface. At the top, there's a navigation bar with links for 'About us', 'News', 'Private Groups', 'SAVED TOURS', 'CONTACT US', and a phone number '+44 (0) 1962 733051'. Below this is a secondary navigation bar with 'CORONAVIRUS UPDATE', 'DESTINATIONS', 'TOUR FOCUS', 'TOUR CALENDAR', and 'TAILORMADE'. The main content area features the 'Tunisia' tour page. It includes the tour code 'TUN01', a description of a '9-day birdwatching holiday to the wetlands, savannahs and deserts of a scenic and varied north African land.', and a note about future dates and a waiting list. There are two buttons: 'REGISTER INTEREST' and 'Add to Saved Tours'. A 'Highlights' section lists 'White-headed Ducks on the northern wetlands'. The page is decorated with images of a White-headed Duck, a Kudu antelope, and two gazelles.

Agency: DIVE WORLDWIDE

Agency Country: UK



Title: DIVE SANTA MARIA

Product link: <https://www.diveworldwide.com/trip-ideas/dive-santa-maria>

Main product: Diving

Type of activities: Diving, snorkeling

Target group: Adults **Level:**

All levels **Destination:**

Azores **Tour type:** Guided

Nights: 8

Meals: B&B

Accommodation: Hotel

Itinerary: No

Possibility of extension: Yes

Protected area: Yes

Key words: Nature, sea, dive, marine life

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price – Currency British pound

From: £1396/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

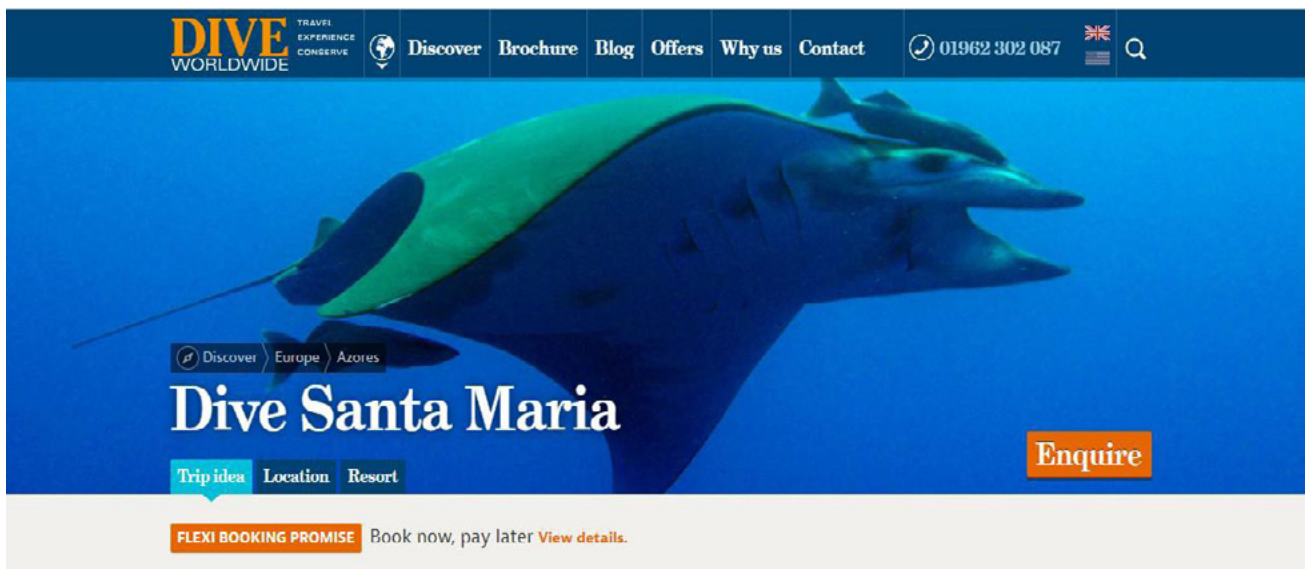
Day	Activities	Notes
1	Fly to The Azores	
2	Dive Santa Maria	
3	Dive Santa Maria	
4	Dive Santa Maria	
5	Dive Santa Maria	
6	Dive Santa Maria	
7	Day at leisure	
8	Fly to Lisbon	
9	Return to the UK	

ADDITIONAL INFORMATION

- Flights included
- Transfers included
- 5 days, 10 dive pack
- Tanks and weights inc.

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ Only diving product
 - ✓ Marine life observation
 - ✓ Very specialized product for a niche target group
- ✓ A 10-day trip with 5 days of activity, 10 dive pack
- ✓ Target group: expert divers
- ✓ It's very important to explain which kind of species could be observed during the trip. In this case, the tour is ideal for viewing sickle-fin devil ray, dusky grouper, yellowmouth barracuda, common dolphin, loggerhead turtle
- ✓ Comfortable hotel with private facilities and used to accommodatedivers
- ✓ Center based accommodation but itinerancy trip. Minibus to reach the diving area.
- ✓ One day off
- ✓ Certified guide (English-speaking)



Agency: ROCK & SUN Agency

Country: UK



Title: TODRA GORGE

Product link: <https://rockandsun.com/climbing-locations/morocco/todra-gorge/>

Main product: Climbing

Type of activities: Climbing, cultural visits

Target group: Adults

Level: F5 up to F7B

Destination: Morocco

Tour type: Guided

Nights: 7

Meals: B&B **Accommodation:**

Hotels **Itinerancy:** Yes

Possibility of extension: Yes

Protected area: Yes

Key words: Nature, Atlas mountains, desert

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price -

From: Not specified

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

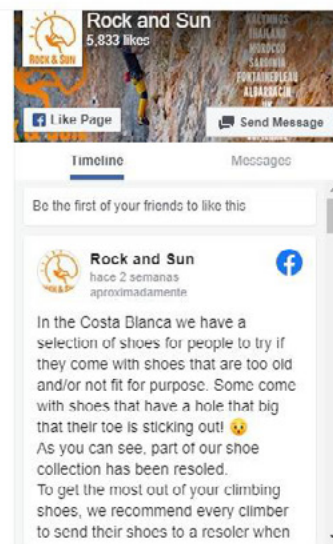
Day	Activities	Notes
1	Pick up from Marrakech airport	
2	Start travel to Todra Gorge. Possibly some climbing if time allows	
3	Single pitch sport climbing and coaching	
4	Single pitch sport climbing and coaching	
5	Single pitch sport climbing and coaching. Optional visit Berber family	
6	Single pitch sport climbing and coaching	
7	Single pitch sport climbing and coaching. Evening in Marrakech	
8	Taxi to Marrakech Airport	

ADDITIONAL INFORMATION

- There are no prices. Register to receive more information
- Transfers included
- Maximum instructor-client ratio is 1:6

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ Only climbing product
 - ✓ Very specialized product for a niche target group
 - ✓ 2 days visiting a charm city like Marrakech
- ✓ 8-days trip with 5 days of activity and two cultural days in Marrakech
- ✓ Target group: climbers. Best for those climbing F5 up to F7B (5.9 up to 5.12B)
- ✓ Center based accommodation. Hotel with private facilities throughout.
- ✓ Minibus to and from the crags
- ✓ Certified guide speaking English
- ✓ Maximum instructor-client ratio is 1:6



Agency: PLANET WINDSURF

Agency Country: UK



Title: WINDSURF XPERIENCE IN FUERTEVENTURA

Product link: <https://www.planetwindsurfholidays.com/guided-trips/windsurf-xperience-in-fuerteventura-293>

Main product: Windsurf **Type of**

activities: Windsurf **Target**

group: Adults

Level: Moderate

Destination: Fuerteventura – Spain

Tour type: Guided

Nights: 7

Meals: Half-board

Accommodation: Hotel

Itinerary: No

Possibility of extension: Yes

Protected area: Yes

Key words: Nature, sea, wind, sun

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency British pound

From: £1017/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Pick up from Fuerteventura airport	
2	Fantastic windsurf clinic	5 h. approx.
3	Fantastic windsurf clinic	5 h. approx.
4	Fantastic windsurf clinic	5 h. approx.
5	Fantastic windsurf clinic	5 h. approx.
6	Fantastic windsurf clinic	5 h. approx.
7	Fantastic windsurf clinic	5 h. approx.
8	Transfer to Fuerteventura Airport	

ADDITIONAL INFORMATION

- Transfers from and to the airport included
- Maximum instructor-client ratio is 1:8
- One week equipment rental
- Flights not included

[illegible]

- [illegible]

[illegible]

Agency: ALPINE ELEMENTS

Agency Country: UK



Title: HOTEL LE SKI D'OR

Product link: <https://www.alpineelements.co.uk/ski-holidays/france/tignes/hotel-le-ski-dor>

Main product: Ski

Type of activities: All activities in the snow

Target group: Everybody

Level: All levels

Destination: Val Claret (France)

Tour type: Self-guided

Nights: 7

Meals: Half-board

Accommodation: Hotel

Itinerary: No

Possibility of extension: Yes

Protected area: Yes

Key words: Snow, ski, snowboard, sauna, spa, hotel

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency British pound

From: £751,51/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Day of arrival	
2	All activities in the snow	
3	All activities in the snow	
4	All activities in the snow	
5	All activities in the snow	
6	All activities in the snow	
7	All activities in the snow	
8	The end of the trip	

ADDITIONAL INFORMATION

- Transfers airport included
- Flights included

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ It is a snow product
 - ✓ Only ski alpine product
- ✓ Very specialized product but for a big range of clients: families, beginners, experts.
- ✓ Tignes is presented as a destination and there are different products based, basically, on the hotels
- ✓ The product includes the hotel + forfait and snow activities + flights
- ✓ Company offers they "On the Snow" service

The screenshot shows the Alpine Elements website interface. At the top, there's a navigation bar with 'SKI', 'SUMMER', and 'BEACH' tabs. A search bar is present with a date of '13 Dec 2020' and a search button. Below the navigation bar, there's a large banner image of a snowy mountain scene. A red overlay on the right side of the banner displays the price 'FROM £727.50 PP' and mentions '7NTS W/FLIGHTS, SELF-TRAVEL AVAILABLE'. Below the banner, there's a red navigation bar with links: 'OVERVIEW', 'GALLERY', 'PRICES & OFFERS', 'LOCATION', 'THE RESORT', and 'REVIEWS'. At the bottom of the banner area, there's a breadcrumb trail: 'Home > Ski Holidays > France > Tignes > Hotel Le Ski d'Or'.

Hotel Le Ski d'Or

PREMIUM PLUS 27 ROOMS

★★★★★ TIGNES

Hotel Ski d'Or is a four star boutique hotel in the centre of Val Claret, doorstep to the ski shops, nouveau cafes and glammed up restaurants that make this exclusive resort such an exciting place to be in winter.



HOTEL HIGHLIGHTS

- Sleeps 60 in 25-ensuite rooms
- 4* Hotel (27 beautiful rooms)

RESORT HIGHLIGHTS

- Val Claret is always covered in snow!
- Large ski area: 300kms+

PACKAGE INCLUDES

- Flights & Transfers (3hrs)
- Hotel hosts; 24hr reception

Tignes Accommodation

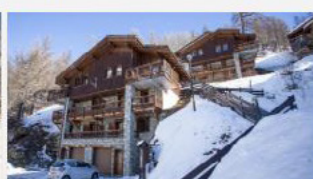


Chalet Napoleon ★★★★★ TIGNES

FROM £622.50 PP

WHATS INCLUDED?

VIEW

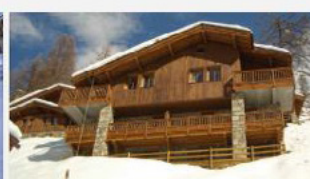


Chalet Waterloo ★★★★★ TIGNES

FROM £636.50 PP

WHATS INCLUDED?

VIEW



Chalet Josephine ★★★★★ TIGNES

FROM £641.47 PP

WHATS INCLUDED?

VIEW

Agency: REI
Agency Country: USA



Title: SONORAN DESERT, MTB & CAMPING

Product link: <https://www.rei.com/adventures/trips/namer/sonoran-desert-hiking-cycling-under-35.html>

Main product: Multiactivity

Type of activities: Hiking, rafting, MTB

Target group: 18 – 35 years old

Level: Moderate **Destination:**

United States **Tour type:**

Guided **Nights:** 3

Meals: Full board (except 1 dinner)

Accommodation: Camping **Itinerary:**

No

Possibility of extension: Yes

Protected area: Yes

Key words: Nature, desert, camping

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency US Dollars

From: \$999/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Al Fresco Dinner & Sunset Hike in a Sonoran Sanctuary	11 km. hiking
2	Epic Mountain Biking & Night Out in Old Town Scottsdale	40 km. MTB
3	Dutch Oven Cooking Class & Adventurer's Choice: Hike, Bike, Hammock or Float	
4	Summit Picnic, Valley View Hiking & Farewell to the Desert	6,5 km. hiking

OBSERVATIONS

- Discount for Rei members
- Flights not included
- Transfers included
- Bike included
- Tent & sleeping pad included
- Group 4 to 16 pax.

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ product taking place in US
 - ✓ specific target group from 18 to 35 years old
 - ✓ microadventure
- ✓ 3 nights trip with multiactivities & cooking class. Activities start in the first and finish after lunch in the last day
- ✓ Target: Young adults
- ✓ Accommodation in tents, in a private desert camp
- ✓ The following activities are included: Hiking, Mountain Biking, Rafting.
- ✓ Possibility to practice other activities: Salt River scenic float (additional cost)
- ✓ Dutch oven cooking with a hands-on backcountry cooking class
- ✓ Professional guide leadership
- ✓ Group meets at one point in Arizona and from them, the travel agency organises the transfer to the camp
- ✓ Calendar for 2020 and 2021
- ✓ Expensive trip



Sonoran Desert Hiking, Mountain Biking & Camping | Under 35

★★★★★ 5.0 (2)

Share this trip [f](#) [p](#) [t](#)

TRIP LENGTH
4 Days

GROUP SIZE
4-16

ACTIVITY LEVEL
3

Starting from
\$999 for REI Members
\$1,099 for non-members

Departures
Oct 2020-Mar 2021

Select dates

travel@rei.com 855-915-3455
Mon-Fri 6am-6pm PT

Agency: WILDERNESS TRAVEL

Agency Country: USA



Title: THE TURQUOISE COAST

Product link: <https://www.wildernesstravel.com/trip/turkey/turquoise-coast-cruise>

Main product: Walking & Sailing **Type of**

activities: Snorkelling, culture **Target**

group: Adults

Level: Easy – Moderate

Destination: Turkey **Tour**

type: Guided **Nights:** 13

Meals: Full-board (except 1 dinner)

Accommodation: Yacht, hotel

Itinerancy: Yes

Possibility of extension: Yes

Protected area: Not specified

Key words: Yacht ,Walking, Archaeology, Sea Kayaking, Snorkeling, culture

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency US Dollars

From: \$6.395/person

Single supplement hotel: \$450

Single supplement boat: \$800

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1 – 4	Istanbul / Ephesus / Kaunos / Göcek (Eastbound Itinerary)	
5 – 8	Lydae / Kaya Köy / Xanthos / Patara / Kas	
9 – 10	Kekova Island / Myra	
11 – 14	Chimaera / Termessos / Antalya / Istanbul	

ADDITIONAL INFORMATION

- Flights not included
- Airport transfers included
- Tickets to all activities
- Group 5 to 11 pax.
- Internal airfare: \$390 (subject to change)

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ sailing, walking & snorkelling as main activities
 - ✓ a 14-days trip
- ✓ 13-night trip. 9 nights aboard yacht (single cabins available), 4 nights first-class hotels.
- ✓ Target group: adults
- ✓ Level: Easy to Moderate. It is a relaxed cruising adventure, with hikes that should be “easy-to-moderate” for the average active traveler. Seven hikes during the trip, 2-4 hours each.
- ✓ All meals included except 2 dinners. The trip includes a home-cooked lunch with a family in a farming village.
- ✓ Activities: Small Boat & Yacht Cruising, Walking, Archaeology, Cultural Adventures, Sea Kayaking, Snorkeling
- ✓ Visits to heritage sites
- ✓ All cabins have a private toilet and shower
- ✓ Description of trip leaders scheduled for each journey
- ✓ Calendar 2020 and 2021



Wilderness Travel

REQUEST CATALOG

ENews

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1-800-368-2794

Destinations

Ways to Go

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The Turquoise Coast

A MEDITERRANEAN VOYAGE WITH HIKEs TO HIDDEN RUINS AND SEASIDE VILLAGES

↓ DETAILED ITINERARY

INQUIRE OR RESERVE

ITINERARY & MAP

PRICES & DATES

ARRIVAL & DEPARTURE

LODGING

LEADERS

WHAT THE TRIP IS LIKE

EXTENSIONS

CLIENT COMMENTS

TRAVEL DETAILS

OVERVIEW

Sun-drenched skies, a warm, translucent sea, a dream world of astounding Greek, Byzantine, and Roman treasures, bountiful, freshly made meals served on deck, and expert Trip Leaders who bring history alive—our idyllic voyage brings you all the pleasures of the Turquoise Coast. Traveling cove to cove by traditional gulet (motor-sailing yacht), we snorkel above the ruins of ancient Aperlae, hike to spectacular Lycian rock tombs, stroll the lanes of magnificent Ephesus, enjoy lunch with a family in Bezirgan village, and savor on-board cuisine that's beyond fabulous. Don't miss this trip—it will be one of the most delicious, fascinating, and relaxing vacations you can possibly have!



HIGHLIGHTS

Agency: MT SOBEK Agency

Country: USA



Title: A WALK IN COASTAL PUGLIA

Product link: <https://www.mtsobek.com/trips/europe/italy/a-walk-in-coastal-puglia/>

Main product: Walking

Type of activities: Walking, cultural visits

Target group: Adults **Level:**

Moderate **Destination:** Puglia

(Italy) **Tour type:** Guided

Nights: 7

Meals: Full-board (except 1 lunch and 2 dinners)

Accommodation: Hotels

Itinerancy: Yes

Possibility of extension: Yes

Protected area: Not specified

Key words: Art, architecture, food, walking

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency US Dollars

From: \$4,995/person

Single supplement: \$600

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

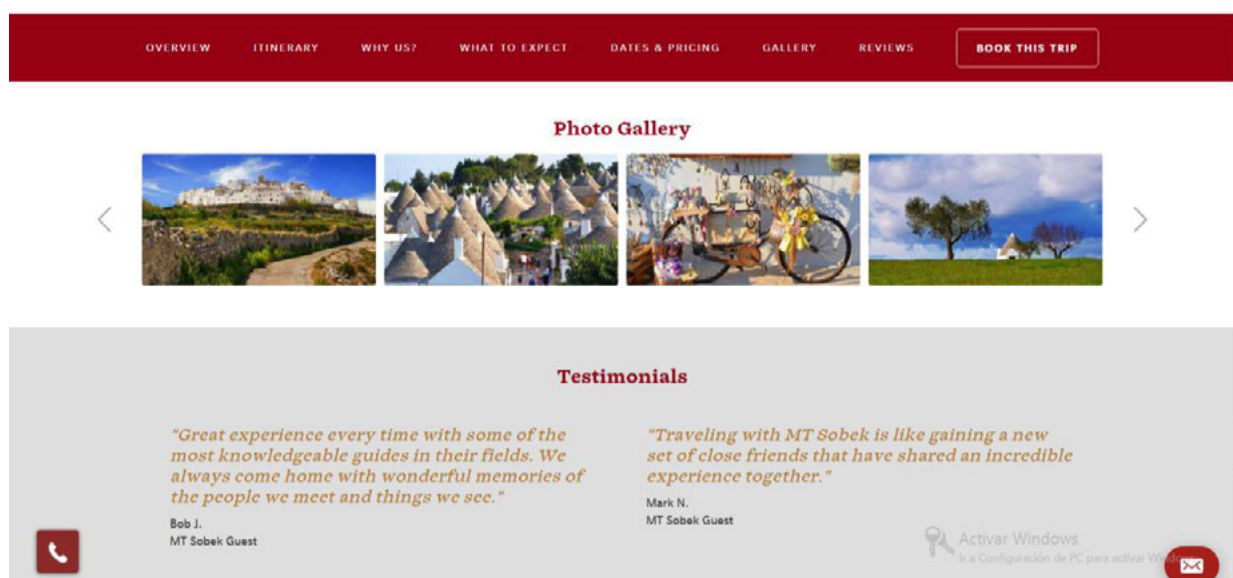
Day	Activities	Notes
1	Welcome to Puglia & hike on the Appian way	5 km. approx.
2	Hike the Murge Ostunesi & explore Ostuni	10 km. approx
3	Hike to magical Alberobello & taste olive oils	11 km. approx.
4	Discover Lecce guided walking tour	3 h
5	Hike from Orte to Palascia	6 km. approx.
6	Hike to Santa Maria Di Leuca	11 km. approx.
7	Explore Gallipoli & hike the Gravina di Riggio	3 km. approx.
8	Return to Brindisi airport	

ADDITIONAL INFORMATION

- Flights not included
- Transfers included
- Tickets to all activities
- Group 6 to 16 pax.

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ taking place in one of the Medusa countries
 - ✓ walking guided tour in Europe
 - ✓ it combines walks with culture and nature (wine tasting and cultural visits)
- ✓ 7-night leisurely guided walking
- ✓ Target group: moderate walkers
- ✓ Moderate hiking between 4 to 7 miles per day with marginal elevation gain and loss, and cultural walking tours
- ✓ Accommodation: a classic 19th-century hotel in Brindisi and boutique retreats including the luxurious Palazzo del Corso in Gallipoli (private bathrooms)
- ✓ Small groups and guaranteed depart from 5 participants
- ✓ Gastronomy activities with an olive oil tasting and local farm-to-table fare
- ✓ Local guide and driver. Transfers with a private car/minibus
- ✓ Transfers every day between 1h and 2h, to move from one point to the other
- ✓ High price



Agency: PURA ADVENTURES

Agency Country: USA



Title: CATALONIA CULINARY CYCLING TOUR

Product link: <https://pure-adventures.com/tour/catalonia-culinary-tour/>

Main product: Cycling & gastronomy

Type of activities: Cultural visits **Target**

group: Adults

Level: Moderate

Destination: Catalonia (Spain)

Tour type: Selfguided

Nights: 6

Meals: B&B + 3 dinners

Accommodation: Hotels **Itinerancy:** Yes

Possibility of extension: Yes

Protected area: Yes

Key words: Cycling, gastronomy, wine, landscape

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: 1.272€/person

Single suplement: Consult

Season suplement: 90€

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

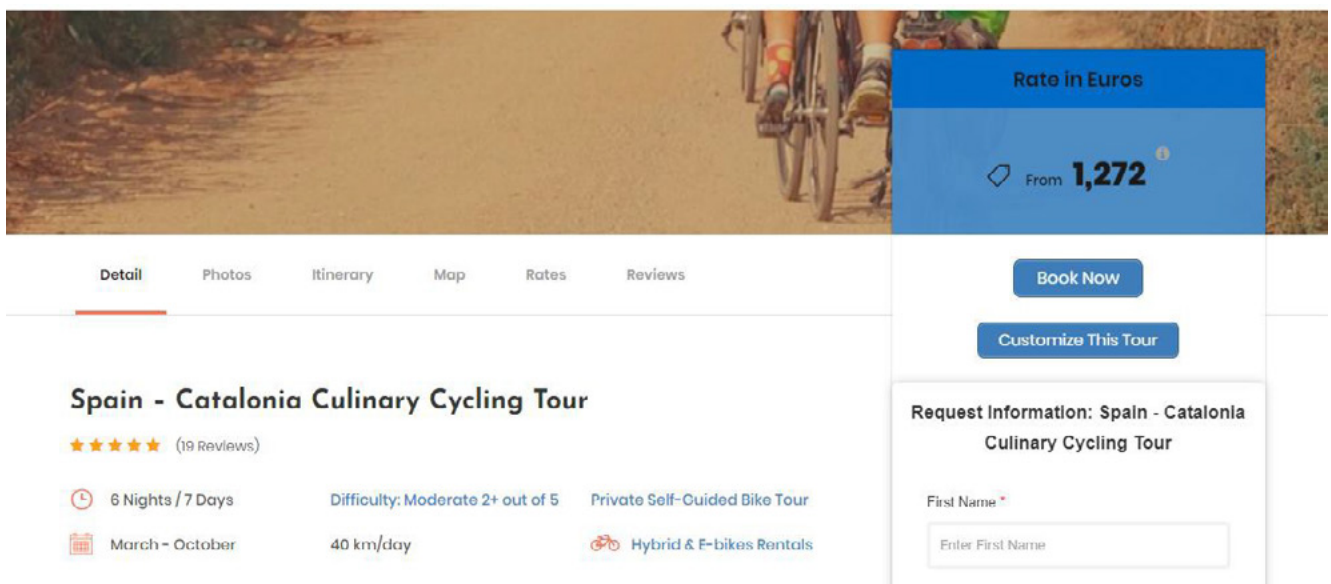
Day	Activities	Notes
0	Arrival Barcelona, Orientation Meeting, optional City Bike Tour	
1	Transfer from Barcelona to Romanya de la Selva	33 km.
2	Loop Ride Around Pals	40 km.
3	Pals - St Marti d'Empuries	35 km.
4	Loop Ride Sant Marti to Castello d'Empuries	51 km.
5	Ride to Madremanya	38 km.
6	Loop Ride to Medieval Villages	39 km.
7	Return to Girona o Barcelona	

OBSERVATIONS

- Flight not included
- Transfer in - out Barcelona included
- Luggage transfers included
- Road book & maps
- Bike and GPS rental option

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ it takes place in one of the Medusa countries
 - ✓ self-guided culinary cycling tour
- ✓ 7-night self-guided
- ✓ Easy-moderate. Average of 40km per day in rolling countryside, occasional hills, possible short gradients of low percents but with lower mileage. These are available to most people of some experience and average fitness.
- ✓ Target group: adults
- ✓ Culinary activities included: 3 top quality gastronomic dinners. Two more culinary activities are offered with an extra cost: Tapas Cooking Class in Barcelona and Private Wine Tasting on the tour and visits Jam Museum and Anchovy Museum.
- ✓ Hotel with charming or 4* minimum
- ✓ Private transfers and private luggage transfers
- ✓ Road Book per couple with riding route maps, cue sheets, and suggestions for visitation and dining
- ✓ Local emergency telephone support
- ✓ Private welcome orientation and bike set up on the arrival day
- ✓ High price for self-guided tour



Spain - Catalonia Culinary Cycling Tour

★★★★★ (19 Reviews)

6 Nights / 7 Days Difficulty: Moderate 2+ out of 5 Private Self-Guided Bike Tour

March - October 40 km/day Hybrid & E-bikes Rentals

Rate in Euros

From **1,272** €

[Book Now](#)

[Customize This Tour](#)

Request Information: Spain - Catalonia Culinary Cycling Tour

First Name *

Agency: CARPE DIEM Agency

Country: NORWAY



Title: UMBRIA, MAGNIFICENT FLOWERING – LA FIORITURA

Product link: <https://www.carpe-diem.no/reise/landsbyferie-i-umbria-italia-med-storslatt-blomstring-la-fioritura/>

Main product: Flower & culture

Type of activities: Cultural visits, walks, gastronomy

Target group: Adults

Level: Easy

Destination: Umbria (Italy)

Tour type: Guided **Nights:** 5

Meals: Full-board **Accommodation:**

Hotel **Itinerary:** No

Possibility of extension: Yes

Protected area: Yes

Key words: Flowers, gastronomy, wine, landscape

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency NOK

From: NOK 11,490 (around 1.054€/person)

Single supplement: NOK 1,280

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Oslo - Roma - Trevi (Umbria)	
2	Cooking class and free time	
3	Experience flowering, hiking and lunch	
4	The flower city of Spello and Infiorata, then Assisi	
5	Visit to Montefalco and vineyards	
6	Return to Norway	

ADDITIONAL INFORMATION

- Flights included from Oslo
- Transfers included
- Tickets to all activities

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ product with a special event (Infiorate di Spello and flowering) and culinary activities
 - ✓ Center-based product (1 accommodation only)
- ✓ 7-night guided tour
- ✓ Target group: adults
- ✓ Main activity is easy walk to see the flowering in different areas of Umbria. The flowering and spectacular colors take place at Castelluccio di Norcia and in the Valnerina Valley.
- ✓ Infiorate di Spello: event that takes place every year. Carpets and floral paintings that wind through the streets of the historic center, resulting a path about 1.5 km characterized by the alternation of extraordinarily expressive and refined floral paintings.
- ✓ Activities: visit the magnificent flowering, social cooking course and vineyard visits and tasting
- ✓ Center-based accommodation: Hotel with soul and lots of history in the walls. 6 lunches, 5 dinners (incl. Local wine).
- ✓ Local guides and travel guide from Carpe Diem
- ✓ 1 date/group, always during Infiorate di Spello event



Landsbyferie i Umbria, Italia med
storslått blomstring – la Fioritura

Nesten all inclusive!	
	Reiseleder

Agency: JOMFRUREISER

Agency Country: NORWAY



Title: JORDAN, YOGA & ADVENTUROUSTOUR

Product link: <https://www.jomfrureiser.no/jordan/yoga/rundreise>

Main product: Yoga & trek

Type of activities: Cultural visits, walks, yoga

Target group: Women

Level: Not specified

Destination: Jordan Tour

type: Guided **Nights:** 7

Meals: Half-board

Accommodation: Hotels, bedouin camp

Itinerary: Yes

Possibility of extension: Yes

Protected area: Yes

Key words: Yoga, desert, culture, sea

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency NOK

From: NOK 22.490/person

(around 2.062€)

Single supplement: NOK 3.000 (275€)

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

Itinerary

Day	Activities	Notes
1	Arrival to Amman	
2	Yoga in the genuine Bedouin camp at Wadi Rum	
3	Two wonderful days of yoga in the Red Sea	
4	Two wonderful days of yoga in the Red Sea	
5	Yoga and the fascinating rocky city of Petra	
6	Yoga, sun and bath in the Dead Sea	
7	Yoga, sun and bath in the Dead Sea	
8	Return to Copenhagen and Stavanger	

OBSERVATIONS

- Flights included. From Copenhagen and Stavanger
- Daily yoga sessions included
- Transfers included
- Tickets to all activities

COMMENTS/OBSERVATIONS

- ✓ We choose this product for many reasons:
 - ✓ it takes place in one of the Medusa countries
 - ✓ yoga as main activity
- ✓ 8-night guided tour with 6 days of activity. Yoga in surreal surroundings.
- ✓ Target group: women practising yoga
- ✓ Daily yoga sessions with Anne Siv, tour leader and yoga teacher. Yoga session every morning and evening.
- ✓ Other activities like cultural visits, jeep safari and easy walking trips
- ✓ Accommodation in hotels, except one night in a real Bedouin camp in Wadi Rum
- ✓ Half-board (evening meals)
- ✓ Calendar for 2020



Dato: 15 - 22 september 2020

Unik rundreise med yoga i Beduinenes rike

Bli med på oss på denne helt unike "once in a lifetime" reisen til flotte Jordan sammen med yogalærer og reiseleder Anne Siv Aasen. Et utrolig eventyr fra start til

Din leder: Anne Siv Aasen



Anne-Siv Aasen er vår emenente leder som tilbyr yoga reiser direkte fra Stavanger. Anne Siv bor i Stavanger og er eier av Solvikyoga. Hun har sin 2-årige yogalærer utdannelse i Patanjali Yoga. Patanjali er en yogastil so...

[Les mer >>](#)

Pris: 22 490,-

Agency: MERLOT REISER
Agency Country: NORWAY



Title: PUGLIA 5 NIGHTS

Product link: <https://www.merlot.no/puglia-5-netter>

Main product: Cycling

Type of activities: Cultural visits, cycling

Target group: Adult **Level:**

Moderate **Destination:** Puglia

(Italy) **Tour type:** Self-guided

Nights: 5

Meals: B&B **Accommodation:**

Hotels **Itinerancy:** Yes

Possibility of extension: Yes

Protected area: Yes

Key words: Culture, landscape, sea, bike

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price - Currency Euro

From: NOK 8.100/person (around 743€)

Single supplement: NOK 1.660 (152€ aprox.)

Season supplement: NOK 650 (60€ aprox.)

Children price: not specified

Solo Traveller supplement: not specified

Itinerary

Day	Activities	Notes
1	Arrival to Lecce	
2	Lecce - Gallipoli	50 km.
3	Gallipoli - Santa Maria di Leuca	50 km.
4	Santa Maria di Leuca - Otranto	50 km.
5	Otranto - Lecce	55 km.
6	The end of the trip	

ADDITIONAL INFORMATION

- Flights not included (possibility to buy the tour with flights from NOK 5,500)
- Luggage transfers included
- Hybrid bike included
- Road book and maps included in English
- Merlot Travelers GPX App
- Rental option Ebike (NOK 1.000)

COMMENTS/OBSERVATIONS

✓ We choose this product for many reasons:

- ✓ it takes place in one of the Medusa countries
- ✓ traditional self-guided cycling tour
- ✓ 5-night self-guided tour with 4 days of cycling.
- ✓ Target group: adults
- ✓ Leisure cycling with hybrid bike with saddlebags. Usually providers have men model and women model bikes, and different sizes as it's really important to set up the bike for each client.
- ✓ Level easy-moderate: average 50km per day along flat terrain, with some hills and / or slightly longer stages. This is a tour that can be done by anyone in normal goodshape.
- ✓ Hybrid bike is included in the price. It is possible to rent an ebike with extra cost.
- ✓ Accommodation: 3/4 stars. All rooms have private bathrooms, but not all have A/C. It is important to offer also "twin room" (with two separated beds).
- ✓ 24h emergency number in case of problems
- ✓ Half-board is not possible on this trip
- ✓ Price with flight included and without flight.
- ✓ Good explanation how to reach the departure hotel by public transport, from the main airports and train stations.

Puglia 5 netter

Innhold: Oversikt Priser Dag for dag Reisen til og fra Overnatting/måltider Sykkelen Ruteprofil Infomateriell Bestilling

2 / 13

Pris fra:

8 100,-

Dager: 6

5 netter på hoteller m/frokost, 2/-girs-sykkel m/styre- og sideveske, bagasjetransport, servicetelefon, kart og veibeskrivelser på engelsk, Merlot Reisers GPS- app.

Bestill reise

Kontakt oss

☎ Telefon: 22 40 47 47

✉ E-post: info@merlot.no

📘 Facebook: merlotreiser

Barokkbyen Lecce, blått hav og uberørt natur.

Puglia er en region i sør-østlige Italia som inkluderer hælen på støvelen. Området grenser til Adriaterhavet og det ioniske hav. Værelset er ideelt for par og familier som ønsker en avslappende ferie med cykling og sightseeing.

Agency: ASI REISEN Agency

Country: NORWAY



Title: THE BEST FREERIDE SPOT IN ST. MORITZ

Product link: <https://www.asi-reisen.de/r/CHZRH006>

Main product: Ski

Type of activities: Ski freeride

Target group: Adult

Level: Moderate

Destination: St. Moritz (Switzerland)

Tour type: Self-guided

Nights: 5

Meals: B&B + 2 dinner

Accommodation: Hotel

Itinerancy: No

Possibility of extension: Yes

Protected area: Yes

Key words: Landscape, glacier, Deep snow

Months

JAN	FEB	MARCH	APRIL
MAY	JUNE	JUL	AUG
SEPT	OCT	NOV	DEC

Price -

From: Not specified

Single supplement: not specified

Season supplement: not specified

Children price: not specified

Solo Traveller supplement: not specified

Itinerary

Day	Activities	Notes
1	Welcome to Engadin	
2	Enjoy deep snow between Corvatsch, Corviglia & Diavolezza	
3	Enjoy deep snow between Corvatsch, Corviglia & Diavolezza	
4	Enjoy deep snow between Corvatsch, Corviglia & Diavolezza	
5	Enjoy deep snow between Corvatsch, Corviglia & Diavolezza	
6	Take freeride hangings at closing day and say goodbye	

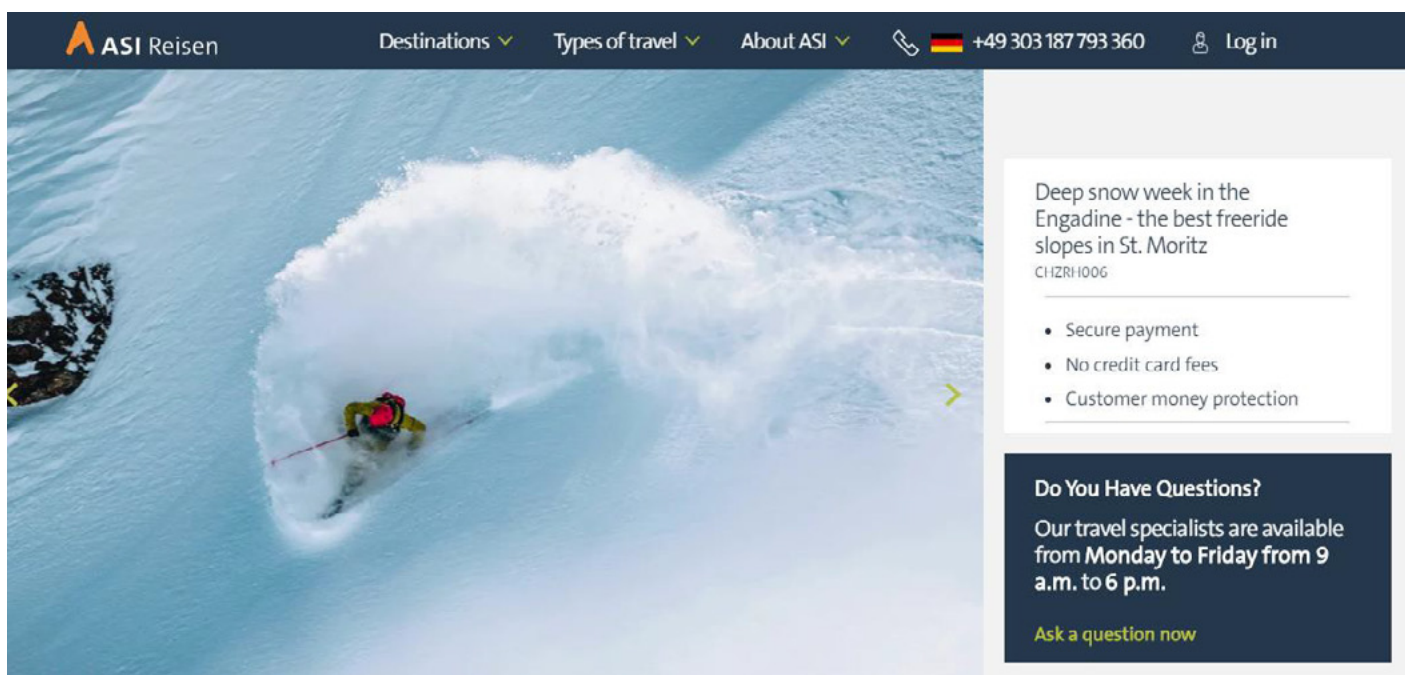
ADDITIONAL INFORMATION

- There are no prices. There are no dates. Register to receive more information
- 5 days ski pass
- Equipment rental
- Orientation and support of ASI mountain and ski guides
- ASI tour book

COMMENTS/OBSERVATIONS

✓ We choose this product for many reasons:

- ✓ It is a snow product
- ✓ Freeride product
- ✓ Very specialised target group. Knowledge of deep snow is absolutely necessary, safe skiing with different snow quality is required.
- ✓ 5-night self-guided tour with 5 deep snow days off-road
- ✓ Centre based accommodation
- ✓ Guided tour and support by state-certified ASI mountain and skiguide
- ✓ The price includes 5-day ski pass and rental equipment (avalanche transceiver, avalanche shovel and probe)



ASI Reisen Destinations ▾ Types of travel ▾ About ASI ▾ +49 303 187 793 360 Log in

Deep snow week in the Engadine - the best freeride slopes in St. Moritz
C11ZRH1006

- Secure payment
- No credit card fees
- Customer money protection

Do You Have Questions?
Our travel specialists are available from **Monday to Friday from 9 a.m. to 6 p.m.**
[Ask a question now](#)