



# ADVENTURE TRAVELLERS



## WHAT?

This tribe is made up of several generations who experienced the great recession and decided to invest in themselves through experiential tourism rather than spend their cash on “things”. The experiences and memories of an immersive holiday cannot be taken from them

## WHERE?

Expedition tourism is an offshoot of adventure tourism. There’s a different dynamic at play as the travel agency decides whether you can go on a trip or not, as some expeditions are physically demanding. One such agency is Secret Compass , which takes people who have undergone a medical check-up on desert or jungle hikes, to name but two. Another company with a similar approach is World Expeditions.

**INFLUENCERS:** Secret Compass, World Expeditions

**KIN TRIBES:** Experience driven travellers

**INDUSTRY:** Tourism and Travel, Retail and Marketing

**TAGS:** #adventuretravellers #experiencedriventravellers #tribes2018 #tourismtrends

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