



SOUTH AFRICAN TOURISM

# Adventure Travel Trend Report

Q3, 2024 | Oct - Nov



# OUR RESEARCH APPROACH.

This report explores innovations in the travel and tourism sector focused on creating a more inclusive experience.

Desktop research was used to identify current digital trends in tourism. The process followed a three-fold matrix to identify recent trends. The matrix assesses the popularity, activity, and freshness of each trend. Freshness relates to the relative newness of an article; Activity – the number of people interacting with an article, including social media postings; and Popularity – the scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

The selection of key trends was based on a relative score of 4 and above, with a high relative freshness.

Source: Trend Hunter



# Adventure Tourism.

"Adventure tourism is a type of tourism which usually takes place in destinations with specific geographic features and landscape and tends to be associated with a physical activity, cultural exchange, interaction and engagement with nature. This experience may involve some kind of real or perceived risk and may require significant physical and/or mental effort.

Adventure tourism generally includes outdoor activities such as mountaineering, trekking, bungee jumping, rock climbing, rafting, canoeing, kayaking, canyoning, mountain biking, bush walking, scuba diving. Likewise, some indoor adventure tourism activities may also be practiced."

~UNWTO



# TOP INSIGHTS.

## Elevated Outdoor Lodging and Glamping

There is a trend towards high-comfort outdoor lodging, highlighting a growing demand for luxury and convenience in camping, elevating traditional experiences with enhanced comfort and amenities. This shift is mirrored in the rise of tech-enabled camping solutions, indicating that modern travelers are seeking sophisticated options that blend mobility with advanced technology. Innovations like waterway-tracking systems and amphibious caravans further underscore a desire for versatile and adventurous travel experiences, capable of adapting to various environments and terrains.

## Digital and AI Integration in adventure Travel

There is a rising preference for personalised adventure travel, driven by technology. AI tools are enhancing customised trip planning and storytelling, while specialised apps cater to niche traveler groups and educational interests, showcasing a shift towards more tailored and immersive travel solutions.

## Adventure and Wellness-Focused Tourism

There is an increasing trend towards immersive adventure and wellness travel experiences. Consumers are seeking trips that emphasise mental well-being, offer adventure and cultural immersion, and promote outdoor activities with equitable access. This indicates a broader movement towards making adventure travel more accessible and inclusive.



# BENEFITS FOR TOURISM.



The South African tourism industry can enhance its competitive edge in adventure travel by exploring the following:

- **Enhanced Outdoor and Glamping Market:**

Strategic partnerships with glamping companies could boost South Africa's outdoor accommodations, attracting younger, adventure-focused travellers with luxury camping options in national parks and wilderness areas.

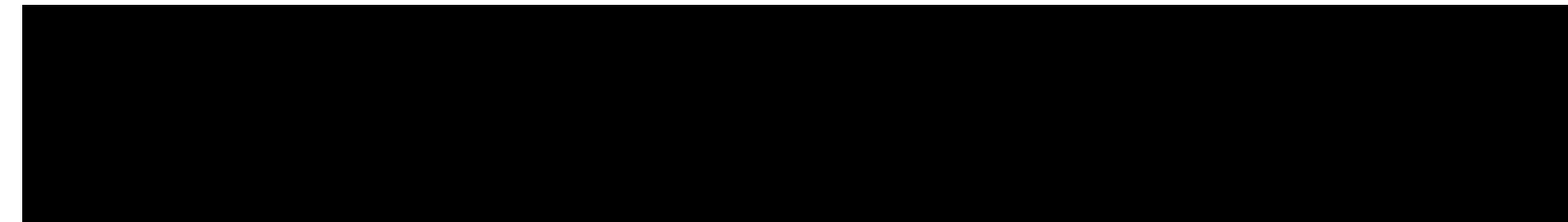
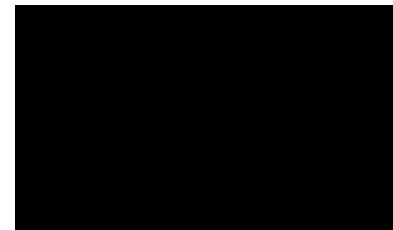
- **Integration of Digital Platforms:**

Implementing AI and app-based solutions can improve tourist itineraries and engagement. These solutions can offer interactive digital narratives of South Africa's diverse landscapes.

- **Focus on Wellness and Adventure Tourism:**

Developing wellness retreats and custom adventure tours in areas such as Drakensberg and Kruger National Park could position South Africa as a leading destination for immersive, educational, and authentic travel experiences.

# CONSUMER INSIGHTS.



SOUTH AFRICAN TOURISM



# ELEVATED OUTDOOR LODGING AND GLAMPING.

## TREND

There is a trend towards high-comfort outdoor lodging, highlighting a growing demand for luxury and convenience in camping, elevating traditional experiences with enhanced comfort and amenities

## INSIGHT

Modern travelers are increasingly seeking high-comfort, tech-enhanced outdoor lodging that combines luxury and convenience with adaptability to diverse environments, reflecting a preference for sophisticated, versatile travel experiences.



### Glamorous Camping Experiences

The LULU Glamping experience is an elevated version of camping outdoors with large tents and electricity.



### Off-Road-Ready Rooftop Tents

The ARB Altitude Rooftop Tent Has a Powered Lift Function



SOUTH AFRICAN TOURISM

# DIGITAL AND AI INTEGRATION IN TRAVEL.

## TREND

There is a rising preference for personalised adventure travel, driven by technology.

## INSIGHT

Technology is fueling a growing demand for personalised adventure travel. AI tools and specialised apps are making trip planning and storytelling more customised, while also catering to niche interests and educational needs, indicating a broader shift towards tailored and immersive travel experiences.



### Backpacker-Connecting Travel Apps

Cotravel Brings Backpackers from Around the Globe Together



SOUTH AFRICAN TOURISM



# Adventure and Wellness

## Focused Tourism.

### **TREND**

There is an increasing trend towards immersive adventure and wellness travel experiences. Consumers are seeking trips that emphasise mental well-being, offer adventure and cultural immersion, and promote outdoor activities with equitable access.

### **INSIGHT**

There is a significant shift in consumer preferences towards adventure and wellness travel that offers deep, immersive experiences. Travelers are increasingly seeking trips that not only provide physical challenges and adventure but also emphasise mental well-being and personal growth. This growing demand includes a focus on cultural immersion, allowing travelers to engage meaningfully with local traditions and communities. Additionally, there is a push for outdoor activities that are accessible to a wider range of people, highlighting a broader movement towards inclusivity and equity in travel.



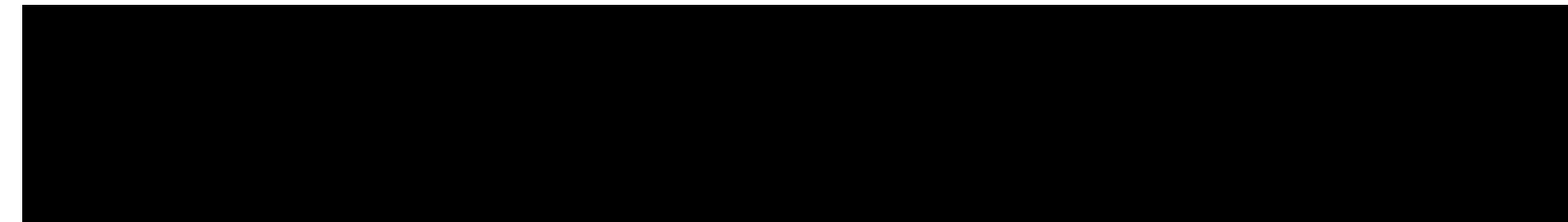
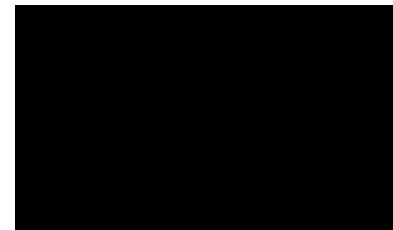
#### **Authentic Amazonian Jungle Tours**

This Tour Immerses Travelers In Amazonian Flora, Fauna & Culture



SOUTH AFRICAN TOURISM

# SPECIFIC EXAMPLES.



SOUTH AFRICAN TOURISM



# OUTDOOR-THEMED SUMMER SWEEPSTAKES.

CLIF BAR has introduced a summer sweepstakes that offers participants a chance to win a variety of outdoor-themed prizes. The two grand prize winners will receive trips from REI Co-op Adventure Travel, which offers guided outdoor experiences across the United States. Additional prizes include gear like GPS watches, camping tents, and daypacks, as well as thousands of other smaller prizes. The summer sweepstakes aligns with CLIF BAR's mission to promote outdoor activities and equitable access to nature. For the initiative, the brand has also partnered with organisations like Outdoor Afro and Climbing for Change to address barriers that prevent some groups from enjoying the outdoors. CLIF BAR's summer sweepstakes will surely resonate with contemporary consumers who value active lifestyles and environmental stewardship.

CLIF BAR Encourages More People to Spend Time Outdoors





# HIGH-TECH GLAMPING VANS.

The Mercedes-Benz V Class Marco Polo is a tech-packed camper van engineered with the needs of avid overlanding adventurers and camping enthusiasts alike to help them stay comfortable from anywhere. The vehicle is based on the Bermer Transporter and finished on the interior with all the essential amenities that travelers would need. This includes a kitchen unit with a folding tablet, comfortable sleeping quarters thanks to its pop-up roof and more. The van is also packed with an array of tech features for the driver to take advantage of when behind the wheel, while also featuring a series of app-based control features. The Mercedes-Benz V Class Marco Polo measures in at 16-feet in length to maximise interior space, while still being agile enough to make it over an array of terrain.

The Mercedes-Benz V Class Marco Polo is Based on the Bermer Transporter





# SEAFARING CAMPING

## TRAILERS.

The SealVans amphibious caravan is a hybrid travel trailer built with power, performance and versatility in mind to help adventurers easily take to any trip with ease. The caravan trailer is characterised by its ability to travel over land and sea, while still providing well-appointed amenities inside to help explorers maintain their comfort as they go. The caravan trailer is great for up to two adults with the Seal 4.20-meter model, while the Seal 7.50-meter option is suited for three adults or two adults with two children for a family-friendly experience. The SealVans amphibious caravan comes with either a 50-horsepower Honda outboard motor or an electric propulsion system to suit travel preferences and is capable of hitting a top cruising speed of 13-knots on the water.

The SealVans Amphibious Caravan Easily Travels on Land and Sea





# ELEVATED OUTDOOR LODGING EXPERIENCES.

Through a strategic partnership, Hilton and AutoCamp will offer elevated outdoor lodging experiences to guests. This venture may be appealing to individuals as it expertly blends the comfort of boutique hotels with the appeal of nature-focused adventures. The collaboration allows Hilton guests to book stays at AutoCamp locations through Hilton's channels, providing access to unique accommodations like custom Airstreams and luxury tents in areas near national parks such as Yosemite, Joshua Tree, and Zion. The elevated outdoor lodging experiences cater to the growing demand for adventure travel, especially among younger generations. AutoCamp locations offer a combination of comfort and outdoor experiences, featuring amenities like The Clubhouse, communal fire pits, and swimming pools in select locations. This initiative enhances Hilton's portfolio by introducing an outdoor hospitality experience without compromising on the high standards of comfort and service that Hilton guests expect.

Hilton Has Announced an Exclusive Partnership with AutoCamp



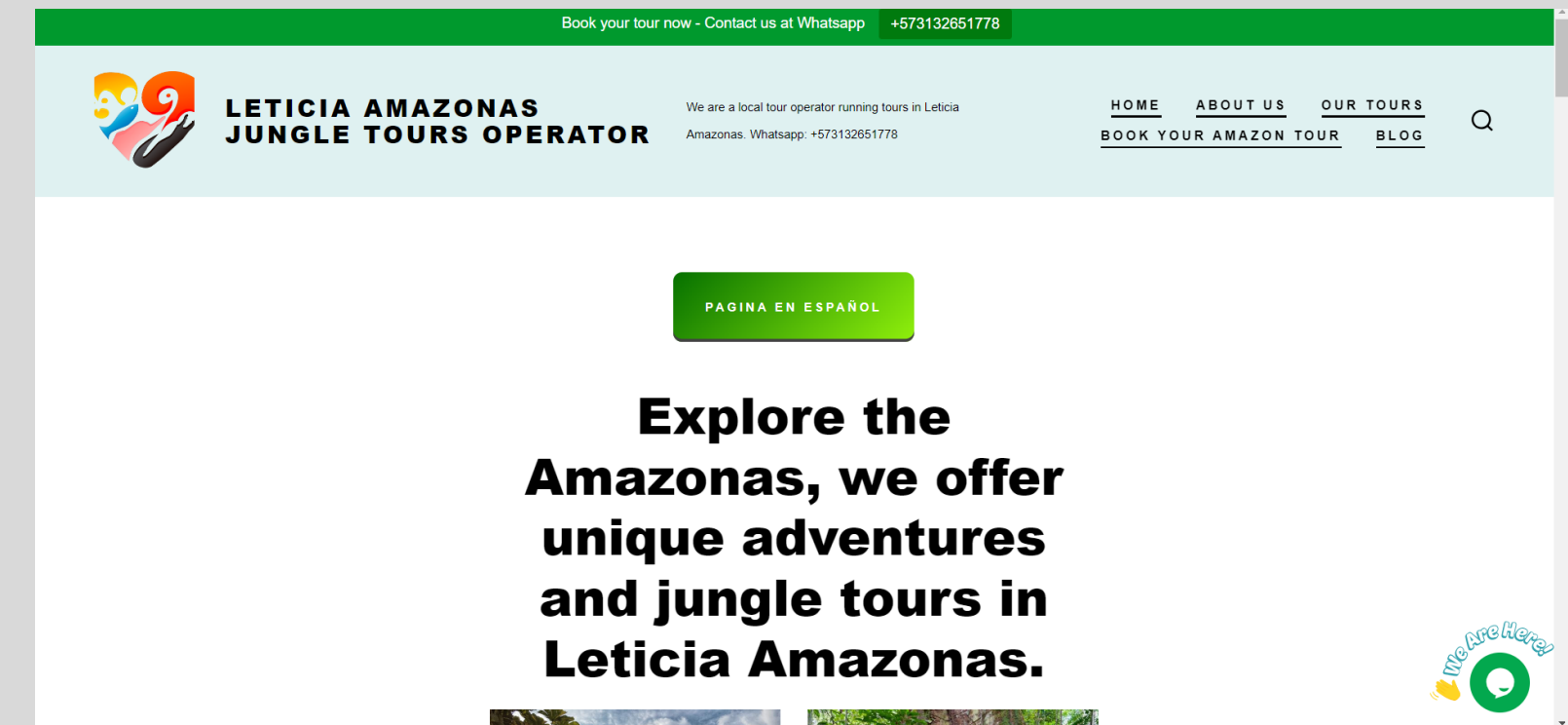
SOUTH AFRICAN TOURISM



# AUTHENTIC AMAZONIAN JUNGLE TOURS.

As the world's largest tropical rainforest that also happens to boast the world's largest river by volume, the Amazon has long held tremendous allure but also developed a reputation for being difficult to access for travelers, an issue that Amazonas Jungle Tours has addressed via its carefully curated three-day tour starting in the Colombian city of Leticia. From spotting pink dolphins in the river to witnessing gigantic tarantula in the forest and engaging with local villagers, the three-day package offered by Amazonas Jungle Tours makes for a marvelous way to engage with the natural and cultural riches of the Amazon. What's more, its duration makes it eminently accessible for travelers who don't have the time, money or ability to embark on multi-week expeditions into the depths of the jungle.

This Tour Immerses Travelers In Amazonian Flora, Fauna & Culture



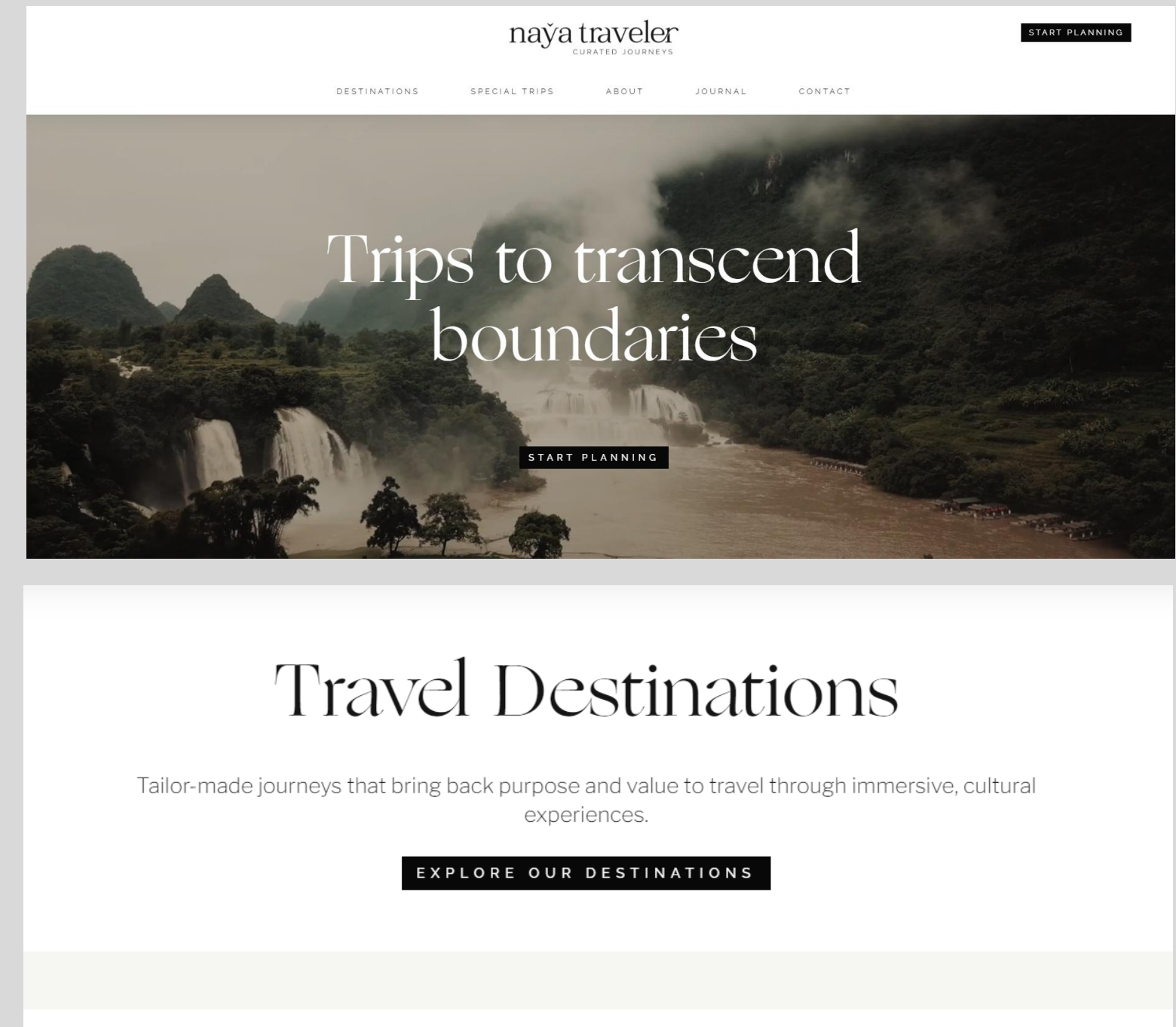


# BESPOKE WELLNESS TRIPS.

Naya Traveler takes the guessing game out of travel planning by offering bespoke journeys across Latin America that emphasise rest, wellness, and wonder. Travelers will have the option to indulge in immersive stargazing, an activity that offers a serene way to unwind and promote mindfulness, with proven benefits for sleep quality by regulating Circadian rhythms and reducing screen time. Naya Traveler offers trips to Patagonia where travelers can marvel at the Milky Way against the backdrop of snow-capped peaks and glaciers, complemented by guided treks and expert insights from astronomers. Tailored trips to Argentina start at \$ 1000 USD per person per day, with similar dark-sky adventures available in Chile, Bolivia, and Peru. Naya Traveler offers a 15% discount for first-time bookings and a 20% discount for returning travelers, with optimal stargazing conditions in Patagonia from November to February.

<https://www.nayatraveler.com/>

Naya Traveler Specializes in Crafting Bespoke Journeys Across Latin America



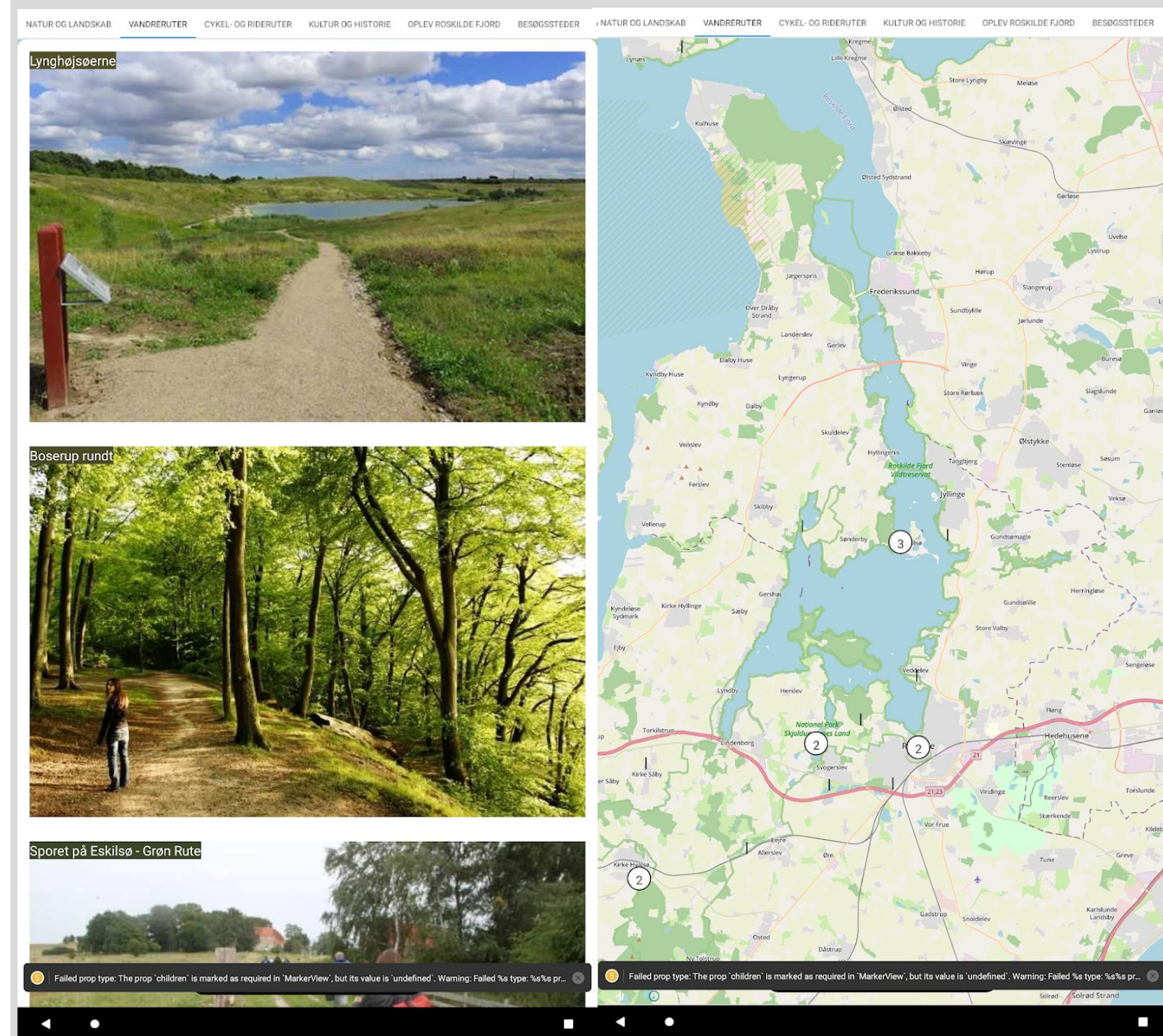


# AI Map-Making Tools.

Embark on a journey of storytelling with MapStory, the innovative tool that brings maps to life with AI technology. Whether a travel blogger, food enthusiast, or event organiser, MapStory offers a dynamic platform to create interactive map-based narratives. With this powerful tool, crafting compelling travel blogs or mapping out events becomes effortless. MapStory caters to all levels of expertise. Users can choose to follow a step-by-step guide for manual creation or harness the power of AI to automatically generate their map stories. This versatility ensures that whether you're a seasoned map enthusiast or a beginner, MapStory has something to offer. What sets MapStory apart is its ability to merge the precision of maps with the creativity of storytelling. Users can plot their adventures, mark favorite food spots, or showcase event locations with ease.

<https://www.mapstory.tech/homepage/>

MapStory is Perfect for Bloggers or Adventurers to Create Interactive Maps





# AI Road Trip **Planners.**

Huuk is a groundbreaking AI-powered platform designed for road trip travelers, offering a seamless, personalised planning experience. Dubbed the "Canva for road trip travelers," Huuk harnesses cutting-edge technology to create customised itineraries based on user interests and preferences. This innovative tool eliminates the hassle of endless planning, allowing travelers to focus on the excitement of their journeys. By inputting destinations and interests, users receive detailed, tailored plans that highlight must-see attractions, dining options, and unique experiences along their routes. Huuk not only streamlines the planning process but also enhances the overall travel experience, making it easier to explore America's diverse landscapes and cultures. With Huuk, unforgettable adventures are just a few clicks away, enticing travelers of all kinds.

Huuk Describes Itself as "Canva for Road Trip Travelers"

## Create Your Dream Trip in Minutes!

Tired of planning a trip? Sit back and let's us do the rest for you!

Plan a Road Trip

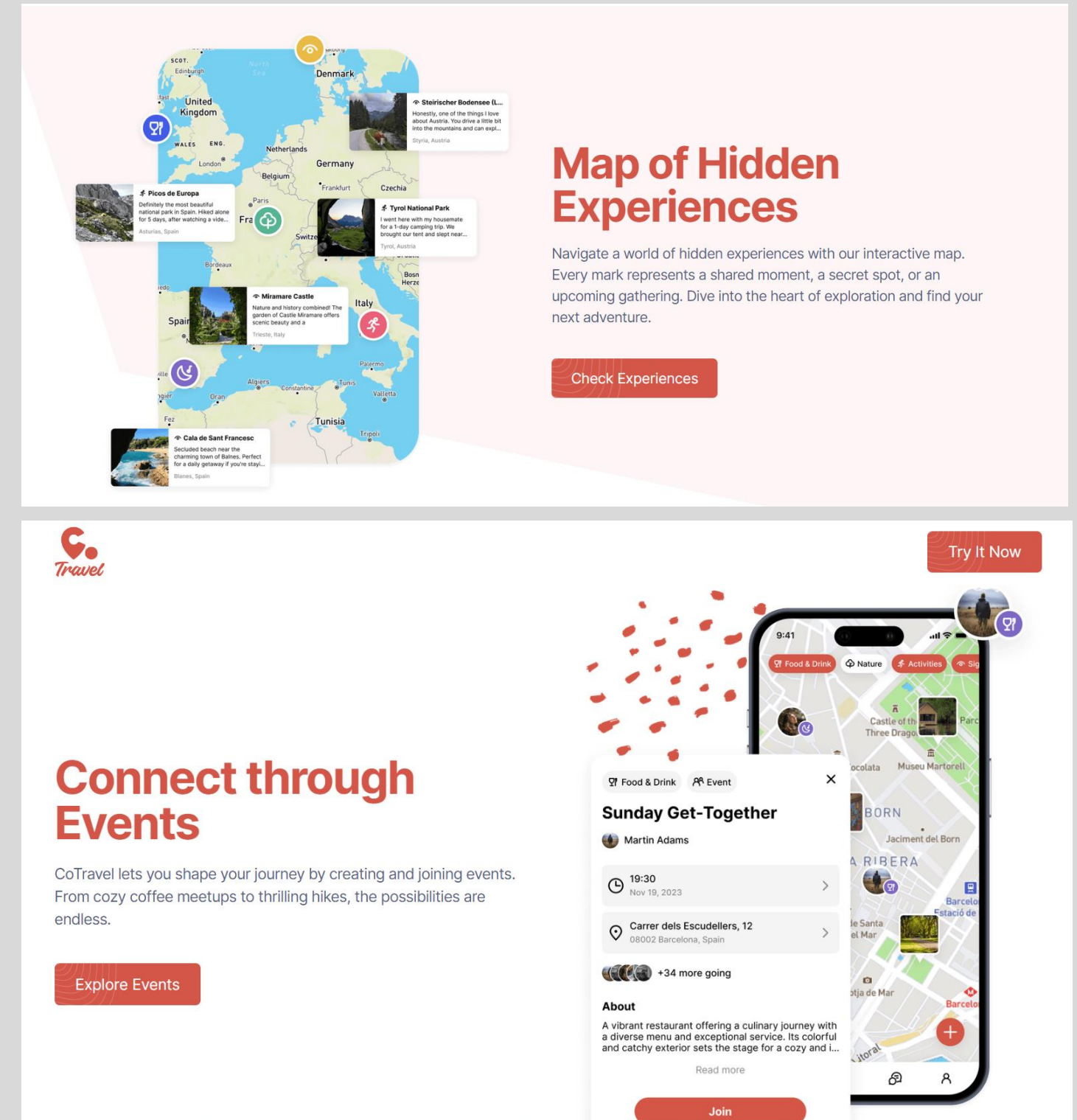


# BACKPACKER-CONNECTING TRAVEL APPS.

Embark on an adventure off the beaten path with Cotravel, the ultimate companion for uncovering hidden gems and connecting with like-minded backpackers. With Cotravel's interactive map, discover unique experiences away from tourist hotspots, immersing yourself in authentic culture and local charm. Craft your own journey by creating and joining travel plans, shaping your itinerary to suit your interests and preferences. Build a personalised profile that showcases your travel story, highlighting your past adventures, language skills, and unforgettable experiences. Cotravel isn't just a travel app – it's a community of explorers, bringing together backpackers from around the globe to share their passions and insights. Whether you're seeking hidden trails, secret spots, or off-the-beaten-path encounters, Cotravel empowers you to make meaningful connections and create unforgettable memories on your next adventure.

<https://cotravel.webflow.io/>

## Cotravel Brings Backpackers from Around the Globe Together



**Map of Hidden Experiences**

Navigate a world of hidden experiences with our interactive map. Every mark represents a shared moment, a secret spot, or an upcoming gathering. Dive into the heart of exploration and find your next adventure.

[Check Experiences](#)

**Connect through Events**

CoTravel lets you shape your journey by creating and joining events. From cozy coffee meetups to thrilling hikes, the possibilities are endless.

[Explore Events](#)

**Sunday Get-Together**

Martin Adams

19:30  
Nov 19, 2023

Carrer dels Escudellers, 12  
08002 Barcelona, Spain

+34 more going

**About**

A vibrant restaurant offering a culinary journey with a diverse menu and exceptional service. Its colorful and catchy exterior sets the stage for a cozy and i...

[Read more](#)

[Join](#)



**For more information contact:**

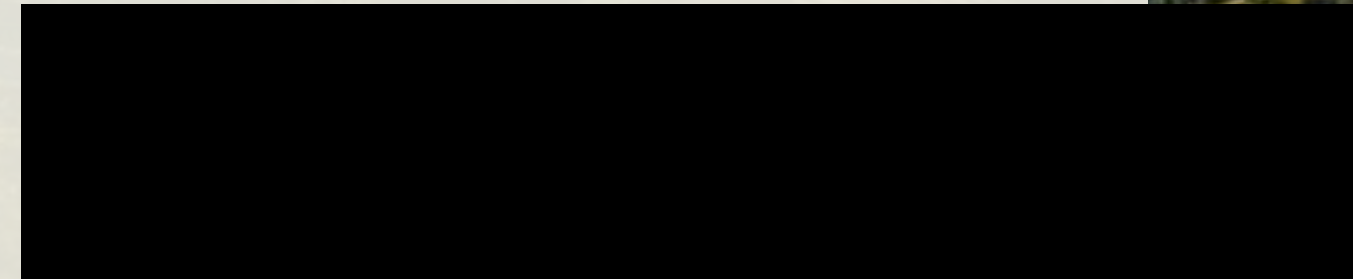
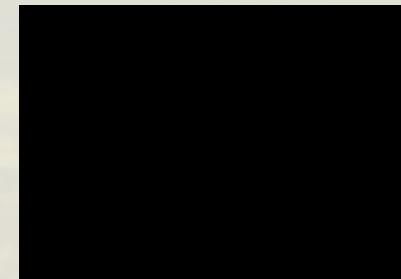
**Vongani Sambo**

vongani@southafrica.net

**Neesha Pillay**

neesha@southafrica.net

**CONTACT DETAILS.**



SOUTH AFRICAN TOURISM