



Creating Activity Products, Markets & Destinations

DEVELOPING ACTIVITY TOURISM

and encouraging greater access to the outdoors has become an important strand of public policy. Concerted action and effective collaboration is needed to connect the outdoor recreation and activity sectors to other policy agendas, specifically health and well-being.

Adventuretourism.tv is a new venture that builds on the strengths and experiences of two respected companies operating in the tourism, leisure and regeneration arena: Planning Solutions

Consulting Limited and Rubicon Regeneration. With over 30 years experience, the team has been involved in designing and delivering a range of services to both public and private sectors, to research, develop and enhance adventure tourism.

Our work has demonstrated that the key to success is the ability to respond to opportunities through destination making, new technology and developing products that build on strengths and respond to market demand.

Our services cover:

- > Destination planning
- > Market appraisal
- > Product development
- > Business planning
- > Strategic development

For more information or an informal discussion about our services, email david@adventuretourism.tv or call David Howells on 01273 726342 or visit www.adventuretourism.tv

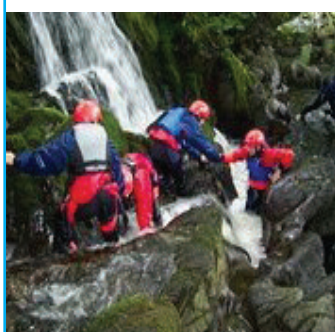
Latest Trends

Geocaching, kite surfing, base jumping and coasteering represent some of the exciting innovations in recent years for the outdoor activity sector which continues to develop its market appeal in the UK for leisure and tourism.

The growing interest in the environment, the expansion of the fitness sector and the desire among consumers to gain new experiences are all factors helping to drive the sector forward.

Our clients include:

- > Cumbria Tourism
- > North Wales Tourism Partnership
- > The Forestry Commission
- > South East Economic Development Agency
- > Tourism South East



THE FACTS:

Helping to drive the sector forward

> Activity holidays now account for nearly one in eight holidays taken by Britons.

> Over 4.3 million adults (9% of the adult population) have taken an activity break in the past 12 months.

> The value of the activity holidays was estimated at £5.2 billion in 2007.

> The domestic market is forecast to show stronger growth up to 2012.

> Tourism choices are influenced by growing interest in health, wellness and fitness.

Source: Mintel / Adventure Tourism

“The current strength of UK domestic tourism combined with the policy agenda shows there is strong potential in the outdoor sector. The adventure sector is a powerful tool for regeneration, generating jobs, supporting businesses as well as contributing to the health and well-being policy agenda.”

Dave Howells

Destination planning



Developing strong and distinctive destinations in terms of brand and product offer is critical to increase visitor numbers and encourage greater participation in outdoor pursuits.

North Wales Outdoor Sector Vision and Action Plan

CLIENT: **Tourism Partnership North Wales**

The team was commissioned by Tourism Partnership North Wales to prepare a new Vision and Action Plan for the outdoor sector in North Wales. The focus of the work has included a market review and assessment of the outdoor activity sector leading to the preparation of a challenging vision and action plan for the sector in North Wales. We have also advised on the form and function of a strategy forum to drive forward the plan.

Market appraisal



We continue to provide up-to-date analysis of trends and issues in activity tourism, planning and development including destination management, sustainability, strategic planning and forecasting from the macro to the micro level.

Adventure Capital UK

CLIENT: **Cumbria Tourism**

During 2009, we have been working with Cumbria Tourism and partners developing product opportunities for the adventure tourism sector in Cumbria, specifically a market review and appraisal to identify and assess best growth prospects. The focus of our work has been to review and assess the adventure tourism sector from a customer and market perspective, test and develop strategic priorities for the sector in Cumbria and provide a coherent framework with defined actions and interventions for developing adventure tourism products.

Product development



Adventure Tourism
Accommodation

CLIENT:

Forestry Commission

We were commissioned to research market opportunities for developing innovative accommodation modules linked with

adventure tourism within Forestry Commission managed forests. Research and site visits focused mainly around north and south Wales where we developed two different development scenarios. Our work also included identifying funding and marketing opportunities and preparing initial revenue forecasts for individual sites.

Business planning



Fowlmead Country Park,
Betteshanger Coalfield,
Kent

CLIENT: **SEEDA and the
Land Restoration Trust**

We are continuing to work with the Land Restoration Trust to deliver a unique leisure destination in East

Kent to help regenerate a former colliery site. The product is focused on cycling and as a first stage of development a 3.2 km cycle track has been introduced. Our work has involved carrying out an extensive leisure options review and business appraisal for SEEDA and the Land Restoration Trust to access funding to help deliver the product.

Strategic development



Coastal and Rural
Activity Tourism

CLIENT:

Tourism South East

We evaluated the specific activity tourism development potential of the Manhood Peninsula, in West Sussex, with a

particular focus on water based activities and identifying opportunities to develop land based activities to create a combined offer with broader appeal. The recommendations were incorporated within the emerging Local Development Framework to ensure that activity tourism received a 'fair hearing' as part of the strategic planning process.