

Wilderness Tourism - November 2014

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“Wilderness tourism is becoming increasingly sought after, as the world’s mountains, deserts and forests entice growing numbers of adventure tourists who are attracted to pristine landscapes, wild lands and uninhabited areas in order to enjoy a truly unique experience.”
- Jessica Rawlinson - Senior Tourism Analyst

This report looks at the following areas:

- How does wilderness tourism fit within the adventure tourism niche?
- Who is a wilderness tourist and how are they motivated?
- Where are the leading wilderness destinations in the world and what activities are commonly undertaken?
- How are some of the key organisations involved in the market?
- What are the key issues that will shape the sector over the next decade?

Well over a decade ago, the United Nations World Tourism Organization (UNWTO) held a conference in Portugal that focused on tourism to what were being called ‘the last frontiers’. These included travel up mountains, underwater, and ultimately into space. ‘Wilderness tourism’ covers the terrestrial element of what was being discussed at that conference.

Now, in 2014, wilderness destinations are still far from mainstream. However, they are becoming increasingly popular as tourists seek more challenging and off-the-beaten-track destinations. Virtually all the wilderness destinations covered in this report have experienced considerable growth in arrivals over the last decade, and in particular over the last five years. While this has positive economic benefits to some countries and tour operators, it does lead to pertinent questions being asked about sustainability and maintaining the visitor experience in wilderness destinations.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Australasia

Australia

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SNP Natuurreizen

Yule Reisen

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Long-term need to protect wilderness tourism destinations

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