



RIVERWAYS

Üdenstürisma kā dabas un aktīva tūrisma
komponentes attīstība LATVIJĀ un IGAUNIJĀ



Linking Estonia and Latvia
Part-financed by the European Regional Development Fund



European Union



soomaa.com

Trends in adventure tourism, collaboration between players

Aivar Ruukel, Viis Aastaaega OÜ, Estonia

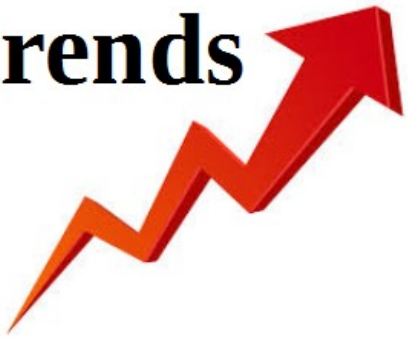
Final Conference of the Riverways Project

May 25-26, 2015

Haapsalu, Estonia

- 1) About Soomaa and my business
- 2) Why collaborate?
- 3) Some trends in 2015

trends



Soomaa : Land of Mires



Soomaa Tourist Destination and the National Park



Five Seasons









Soomaa.com is a local private tourism operator



Who are our customers?

- 50% domestic 50% inbound
- Individuals
- Small groups & families
- Study tours



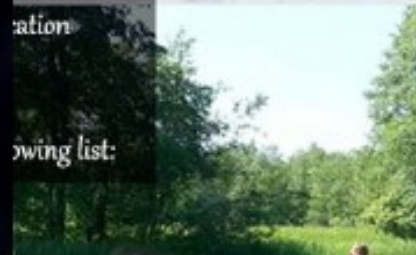
- canoeing on the river
- hiking on the bog
- paddling dugout canoe
- picking and tasting mushrooms and wild berries
- tracking wildlife
- kick-sledding
- snowshoeing
- back-country skiing

Prices

- 1 person 130,-
- 2 persons 150,-
- additional person 50,-



les:
ation
wing list:



- canoeing on the river
- hiking on the bog
- paddling dugout canoe
- picking and tasting mushrooms and wild berries
- tracking wildlife
- kick-sledding
- snowshoeing
- back-country skiing



Experience Soomaa National Park
during Five Seasons

365 days

Guided trips every day

Meet: 9:00 am at your location

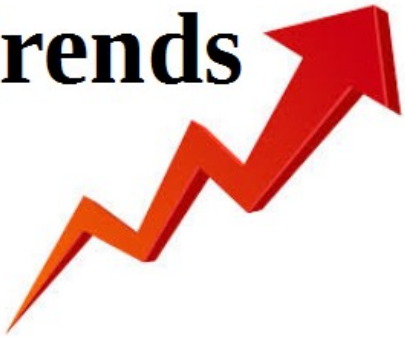


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Consumers are demanding more individual and authentic travel experiences

trends





ESTONIAN

FARMS ACCOMMODATE YOU IN 1994

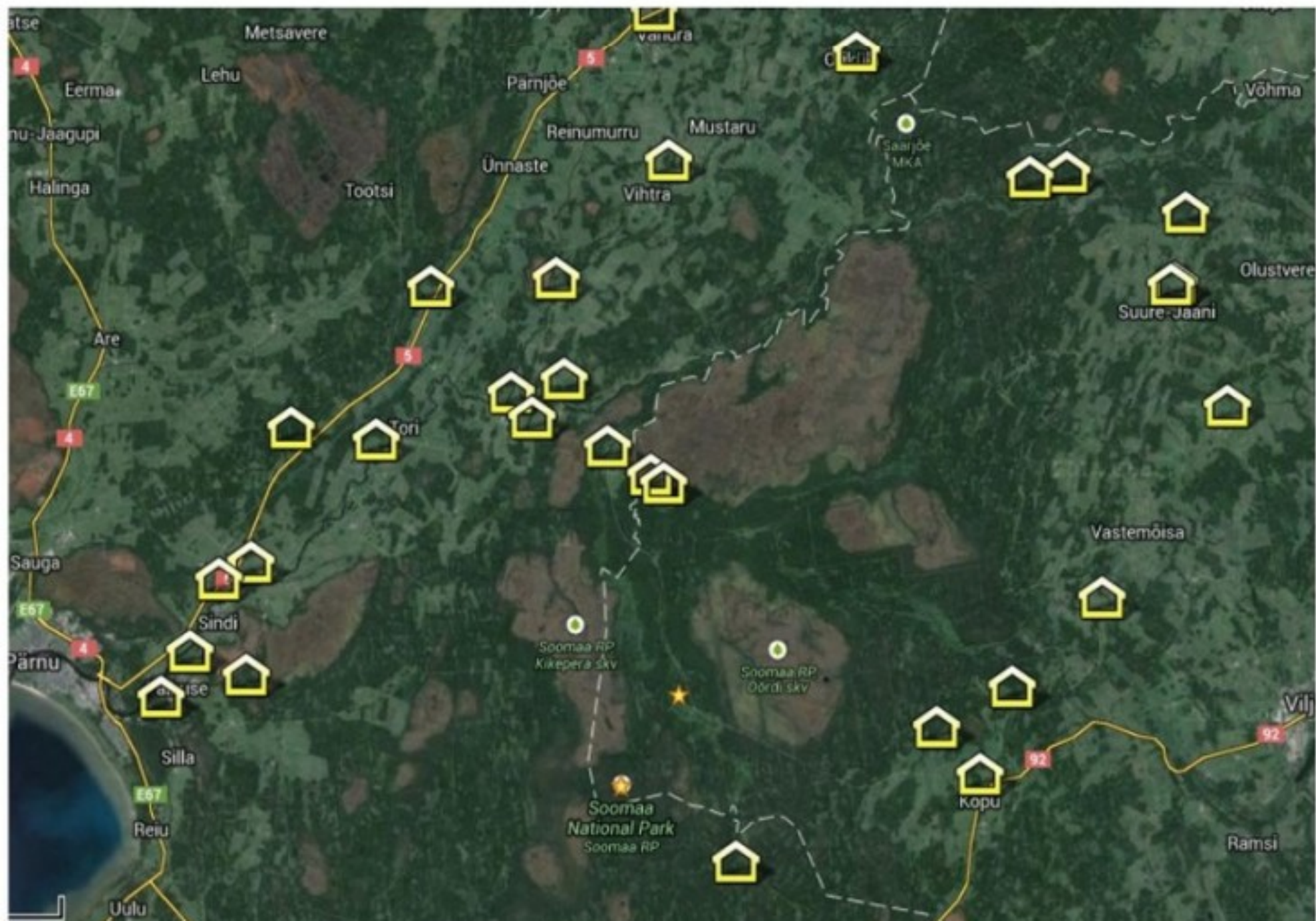


Map indicates holiday farms located all across Estonia



Bed & Breakfast
Self Catering

700+ beds



Soomaa national park

- Established 1993
- RAMSAR site since 1997
- IBA site (assessed 2003)
- Natura 2000 area
- PAN Park certified 2009
- EDEN award 2009



SOOMAA
RAHVUSPARK

Main Actors in Soomaa



KESKKONNAAMET



**SOOMAA
TOURISM
DMO**

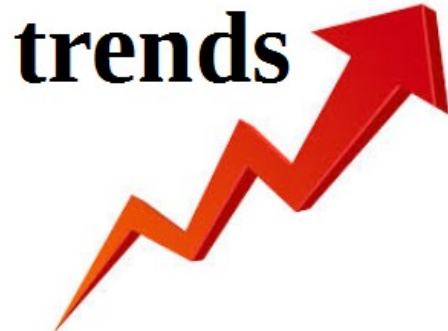
***Soomaa
Cooperation
Panel***

**SOOMAA
RAHVUSPARK**



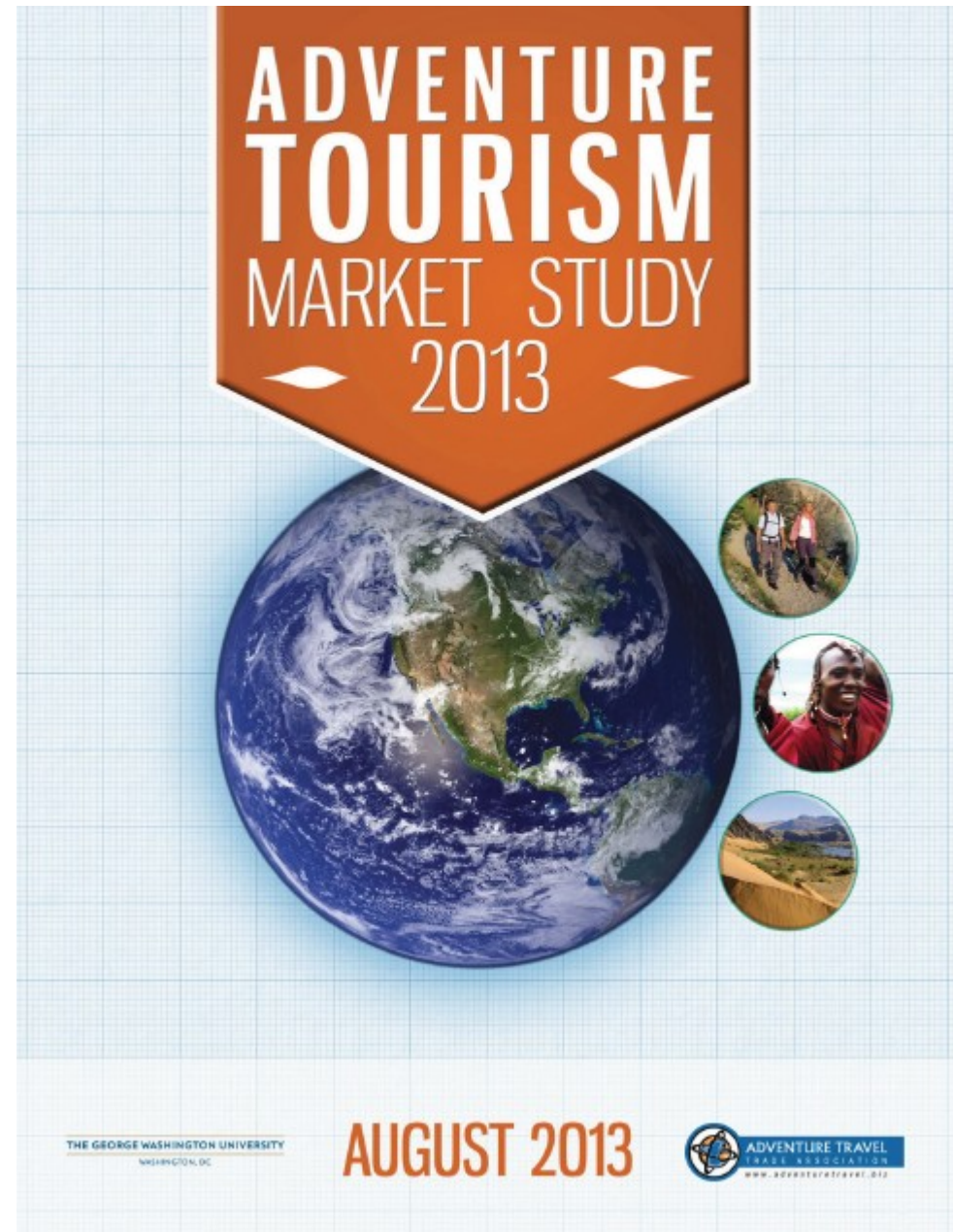
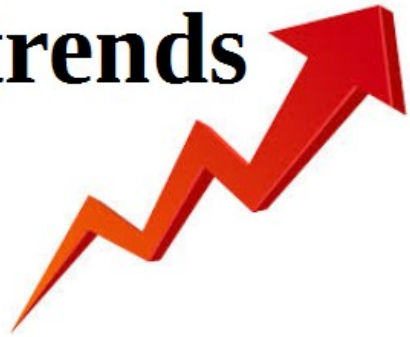
Green travel is here to stay!

local-travel
soft-tourism
ecotourism
experiential
sustainable green-travel
responsible
slow-travel

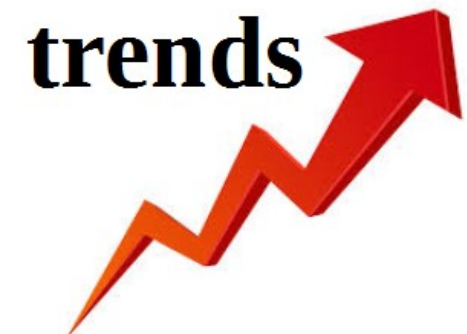
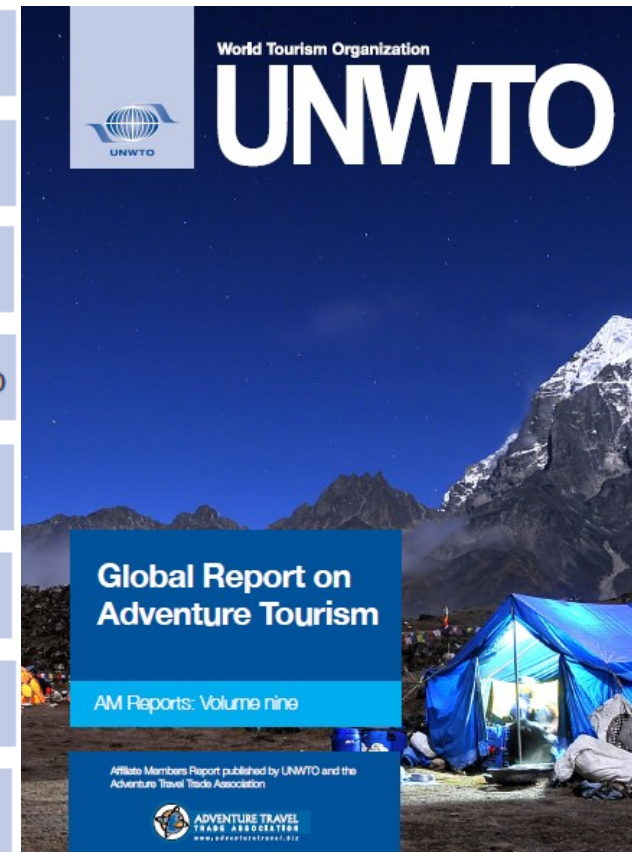


The adventure travel market in Europe and Americas has increased 65% from 2009 to 2012

trends

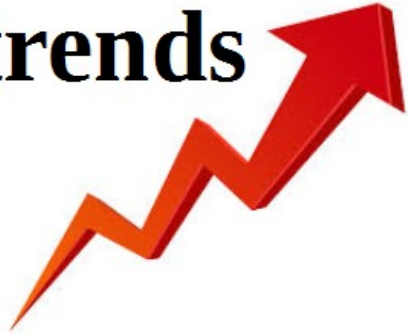


How did you prepare for your last trip?



Technology changes everything...

trends

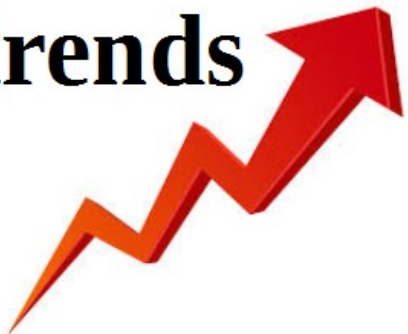


5 stages of travel



Travelers
are increasingly
consuming and
producing online
information before
during and after
their trips

trends



facebook

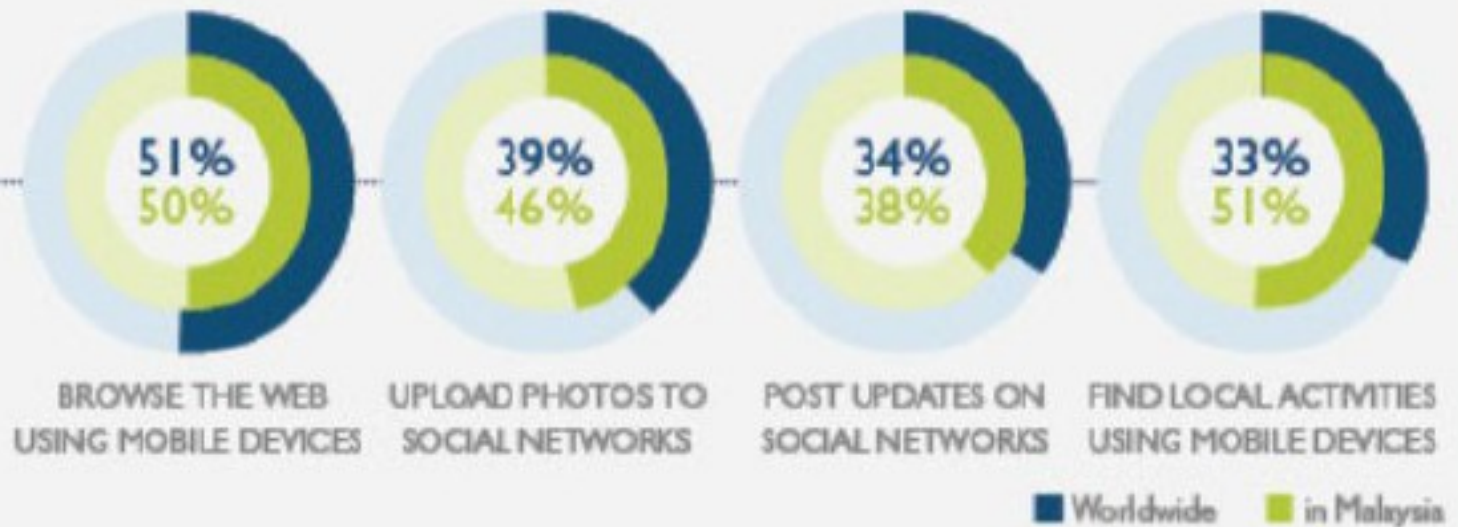
The percentage
of adventure
travelers
using
Facebook
has more
than doubled
between
2010 and 2013

source: @adventuretweets



always connected travelers

Travellers worldwide are going online during their trips



ON AVERAGE, TRAVEL PARTIES WORLDWIDE BRING 4 WEB-ENABLED DEVICES ON TRIPS



FOBO

FOBO (Fear of Being Offline) is real for teens around the world

Posted December 9, 2014 4:04 pm by [Cynthia Boris](#) with 0 comments

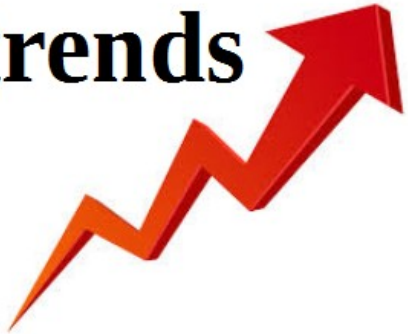
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In Europe alone are 80 million people with disabilities



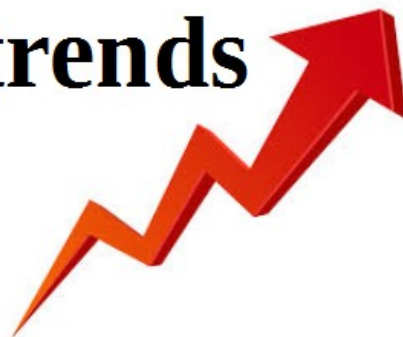
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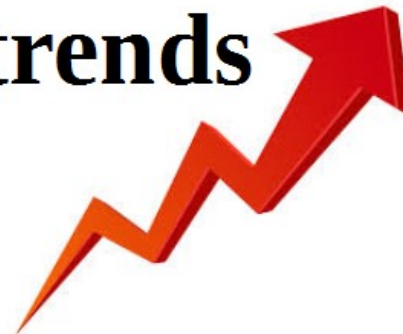
trends



Rise of Creative Travel Experiences



trends



Dugout Canoe Building Workshops



soomaa.com

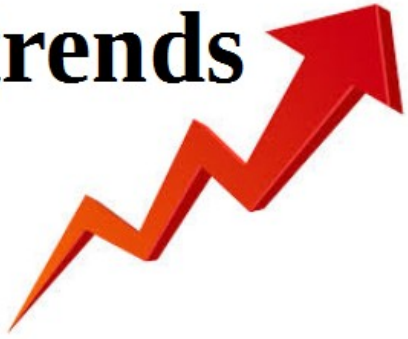
«Storytelling is by far the most underrated skill when it comes to business.»

@garyvee



stop selling! start storytelling!

trends



Thank you!

Questions please!



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