



# HOW TO AVOID ADVENTURE AND STAY BORED?

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» [visitestonia.com](http://visitestonia.com)

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Positively surprising.



# DO YOU KNOW YOUR **WHY**?



The purpose, cause, or belief that inspires you to do what you do.

Learn your Why.

# From mass to niché

In mass tourism, approximately 80% of the revenue from a trip goes to **airlines, hotels and other international companies.**

In contrast, in adventure tourism, 70-80% of the revenue goes to **local communities.**

*UNWTO Global Report on Adventure Tourism 2014*

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# Not too crowded

Population density per km<sup>2</sup>:

UK 265

Germany 231

.....

**Latvia 33, 5**

**Estonia 27,8**

*Worldbank*

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**We travel, initially, to lose ourselves;  
and we travel, next to find ourselves.**

Pico Iyer, writer and traveller

## PICO IYER *JOURNEYS*

*We lead our lives in the  
Outer World; we understand  
them through the Inner. So  
here is a set of jarrays  
through Inner and Outer and  
the places between. Welcome!*







**We lead our lives in the outer world;  
we understand them through the inner.**

Pico Iyer





outer world







inner world







**The Earth has music for  
those who listen.**

**George Santayana**



A person is sitting on a rocky outcrop, looking out over a vast, hazy landscape. The person is wearing a light-colored jacket, dark pants, and a patterned hat. The landscape is a mix of green and brown, with a blue sky and white clouds in the distance. The text is overlaid on the right side of the image.

***Friluftsliv:***  
**The Scandinavian**  
**Philosophy of Outdoor Life**



# GERALD DURRELL

MY FAMILY AND  
OTHER ANIMALS



**Be inspired by great travel writers**



**What's your story?**



INSPIRATION  
What triggers me?

EXPERIENCE  
What can I learn and share?

ACCESSIBILITY  
How can I reach it?

QUALITY, RELIABILITY  
Is it safe and meets my standards?

HOSPITALITY  
Is it friendly?

A decorative border at the top of the slide features a repeating pattern of pink, stylized floral or starburst shapes of various sizes, set against a white background.

# **“Take only photographs, leave only footprints.”**

Leave No Trace Center for Outdoor Ethics  
The Seven Principles

- Plan Ahead and Prepare
- Travel and Camp on Durable Surfaces
- Dispose of Waste Properly
- Leave What You Find
- Minimize Campfire Impacts
- Respect Wildlife
- Be Considerate of Other Visitors





**LIFE**  
HAPPENS HERE



**Know your Why**

**Create experience**

**Share the story**

**Your life IS an adventure!**





# RIVERWAYS

Üdenstürisma kā dabas un aktīva tūrisma  
komponentes attīstība LATVIJĀ un IGAUNIJĀ



Links and sources:

<http://picoiyerjourneys.com/index.php/about/>

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

<http://forskning.no/fritid-miljo-klima-vaer-og-vind-sport/2008/02/ikke-alt-friluftsliv-er-miljovennlig>

Global Report on Adventure Tourism 2014, UNWTO

Simon Sinek / Start with why

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