

## HOW TO AVOID ADVENTURE AND STAY BORED?

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» visitestonia.com
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#### 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



### Not too crowded

Population density per km2:

UK 265 Germany 231

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Latvia 33, 5 Estonia 27,8

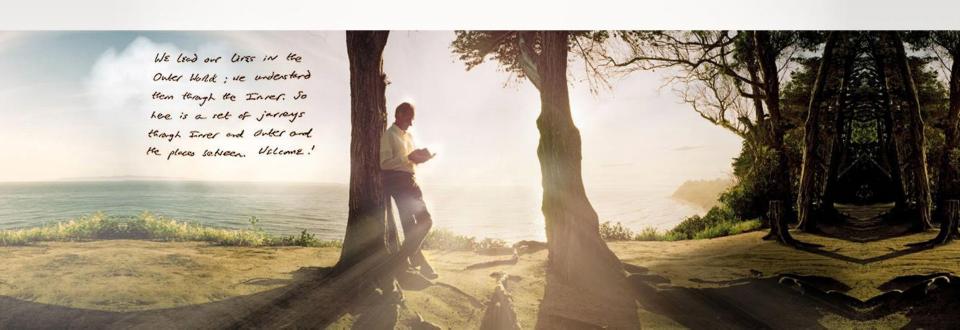
Worldbank



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

Pico Iyer, writer and traveller

## PICO IYER JOURNEYS



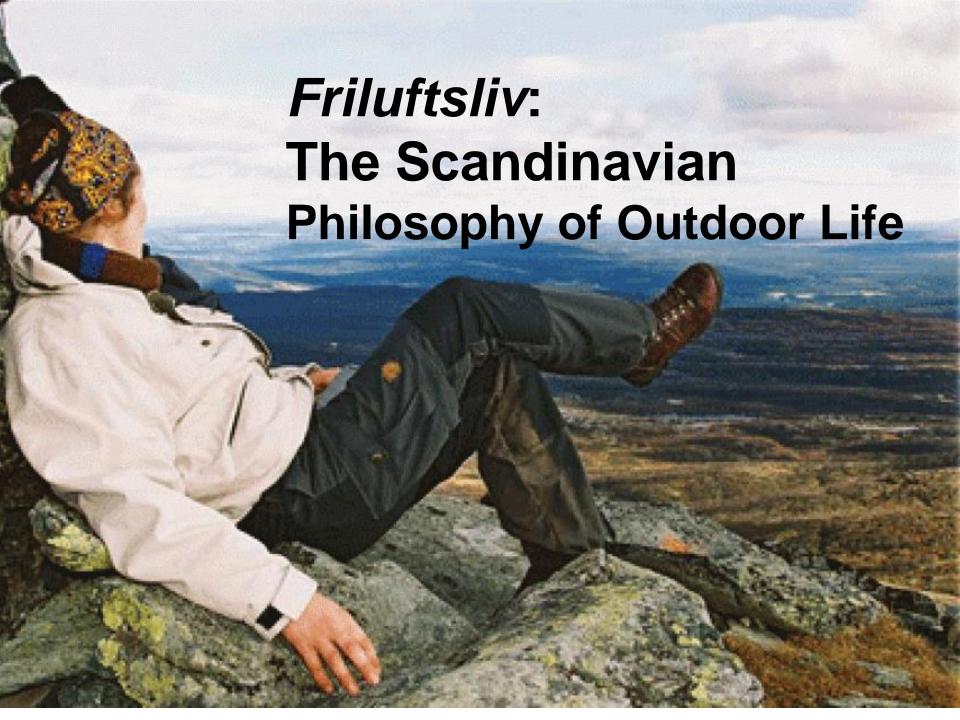


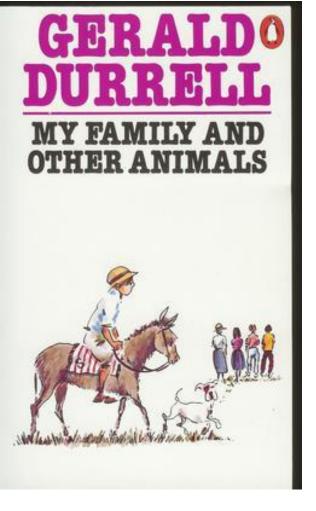
We lead our lives in the outer world; we understand them through the inner.













Be inspired by great travel writers





# "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









#### 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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