Destination Qualities for Active Adventure Tours

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Flow

- Objectives
- Bredeson Outdoor Adventures overview
- Our local partners
- Traits of marketable destinations
- Quality assurance/contractual arrangements
- Maine Woods potential
Objectives

- Just one woman’s perspective
- What’s important to us in developing active travel packages
- What we look for in local partnerships and choosing destinations
- Discussion: brainstorm on ways the Maine Woods could enhance its potential as an adventure tour destination
Explore the World's Hidden Paths

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Active Cultural Adventures for All Ages
Hiking * Snowshoeing * Cross Country Skiing * Multi-Sport

1-866-533-4361 | www.bredeson.com | info@bredeson.com
Boutique adventure travel company based in Connecticut (and Vermont)
Complete packages from one day to two weeks for varying abilities
Custom tours:
- Families
- Groups of friends
From the corporate wellness and training world to guide to guide/tour operator
Authentic (sense of place, connection to culture and history, natural world), fun active outdoor experiences
Surprises and communicating just enough
Creature comforts (food and accommodations) but a range of pricing (read hard hikes and soft beds); glamping
Obsession with customer service: responsiveness and details
Hiking and walking (as a means; “slow travel”)
Snowshoeing and cross country skiing
Multi-sport
  - Bicycling
  - Canoeing or kayaking
  - Snorkeling
  - Horseback riding
  - Fishing
Get to know local fishermen, wineries, artists, crafts people, restaurants
Visit natural attractions (Milford Sound boat ride, Whale Watching)
Visit well- or less well-known cultural attractions (Dunvegan Castle, FDR house, Robert Frost Cottage) arriving ideally on foot
Types of BOA Tours

- Guided
- Self-guided: everything but the guide
- Hybrid
BOA Destinations

- Europe
- North America
  - New England is our stomping ground
  - National Parks
- South America
- Oceana (New Zealand)
Examples of BOA Tours

- Snowshoeing to a vineyard in Warren, Connecticut
- Maine wilderness hut to hut snowshoeing
- Hiking the Tour du Mont Blanc
- Multi-sport adventure in Baja Mexico Sur
- Exploring the Hudson River Valley
- Multi-sport adventure in New Zealand
Local partnerships are key

Types of partnerships: guides, tour operators, hotels, transportation companies, restaurants, local attractions

Why: support local economy, local flavor and expertise, develop trust for future hand-off

We don’t believe in generic guides that can have credibility anywhere

We do need to know who the person is

Role in delivering “planned surprises”: e.g., Tommy Nee in Ireland and Stephanie Alley in Maine

Responsiveness and our involvement are essential
Destination Qualities We Look For

- “Brand recognition” (hiking in Switzerland) or sleeper potential as a great destination (Hudson River Valley or the Bay of Fundy New Brunswick)
- Good options and trusted, quality guides or tour operators for outdoor activities
- Immense scenic beauty with awesome attractions (e.g., tides, Old Faithful)
- Interesting history and culture, and opportunities to experience these upfront and authentically with local people and on foot if possible
- A range of quality, non-chain accommodations and restaurants
- Fabulous, caring, friendly customer service: both long distance and on-site
- Transportation infrastructure
- Opportunities to extend before or after the tour
- Attractiveness to niche markets: family, women’s travel
Our Quality Assurance Requirements

Transportation companies:
- Vehicle quality and safety
- Insurance, drivers license and driving record
- Driver excellence and personality

Hotels:
- Charm and authenticity, family run, not necessarily de luxe
- Meals
- Service
- Safety

Guides and tour operators: more than a credential
Guide/Tour Operator Credentials

- First aid and CPR training
- Responsiveness
- Local/regional credential/certification is just a starting point:
  - Fit with our business and philosophy
  - Logistics and time management
  - Love people and great at taking care of them
  - Generous but not pedantic with interpretation; geology, flora and fauna, language, history, culture, cuisine
  - A real person, a mensch, not trying to impress
  - Confidentiality: guest and company information
- We always hire a specific person and need to know this person
- Pay per day and not per participant
- Work side by side with us
Guide/Tour Operator Manual Agreement
(Structure, Not Bureaucracy)

- Guiding tools
- Loss control/accident procedures
- Accident report
- Accommodation safety checklist
- Vehicle safety checklist
- First aid kit contents

- Guide trip report
- Sample orientation contents
- Responding to the unexpected: trip scope, budget and deliverables
- Bredeson Outdoor Adventures’ policy on non-solicitation
The Maine Woods as an Adventure Tour Destination

- You are the experts!
- Capitalize on areas where you have a strong reputation (e.g., scenic beauty, Maine Guide credential)
- Look at other regions that have had to re-tool from an economy based on former industries such as logging to eco-tourism
- Explore partnerships outside the Maine Woods? Coastal Maine; New Brunswick (Two Nation Vacation)
- Your thoughts?
Thank you and good luck!