Founded in 2003, **Momentum** is an Irish educator and innovator focused on EU Lifelong Learning Programmes

- progressive learning programmes, content and platforms trainers
- Specialists in entrepreneurship and innovation
- strong marketing division specialising in content generation, digital media and social media
Adventure Tourism Innovative Partnerships Project (AVIP)

This programme has been funded with support from the European Commission
Adventure Tourism Innovative Partnerships Project (AVIP)

Introduction to the Project

- An Erasmus+ EU Funded Programme
- Support to Adventure Tourism businesses across Europe
- Accessible to everybody on the adventuretourism.eu website
- Sharing best practice training resources enhancing digital competencies and entrepreneurial capabilities to meet the changing needs within the adventure tourism industry
Stakeholders

Encourage Industry Involvement

- Adventure Tourism Businesses
- VET bodies & providers
- Educational Institutions
- Local/regional economic development agencies
- Tourism & adventure tourism sector based skilled agencies
- Enterprise & tourism networks ((e.g. Chamber of Commerce, Enterprise Boards, Tourism Offices))
- Voluntary, community services organisations, social enterprise
- Statutory organisations

Find More Information on I www.adventuretourism.eu
Like on Facebook
Modules 1

Immersive Technologies

1. Future Trends and Consumer Behaviours in Adventure Tourism
2. Digital Media & Marketing Platforms - Social Media, Website, Mobile Devices
3. Developing a Digital Marketing Strategy & Campaign
4. Location Based Augmented Reality (AR)
5. Optimising Online & Virtual Business Presence through Travel Applications
6. 3D and 4D Immersive/Interactive/Responsive Technologies

Find More Information on www.adventuretourism.eu
Like on Facebook
Modules 2

Innovating New Products

1. Trend Forecasting and Inspiration Adventure Tourism
2. Fundamentals of Market Research and Analysis
3. Conducting Feasibility Studies
4. Access to Finance
5. Applying for Innovation and Commercialisation Funding
6. Business Planning
7. Intellectual Property Rights, Copyright
8. Freedom to Operate Searches and Due Diligence
9. Taking Products to market

Find More Information on  
www.adventuretourism.eu

Like on Facebook
Find More Information on www.adventuretourism.eu
Like on Facebook
Join AVIP on Facebook

Click Image for Website
Future of Technology & Adventure Tourism
Flying taxis and Ireland's own 'supersonic' train: The future of public transport

Hyperloop pods could cover the Dublin to Cork route in 15 minutes flat.

The way we live is changing fast. Every fortnight in our new Future Focus series, supported by Volkswagen, we’ll look at how one aspect of everyday life could change in the coming years. This week: public transport.

‘ROADS? WHERE WE’RE going, we don’t need roads.’

When 2015 rolled around and hoverboards or flying cars still weren’t the transport norm, we scoffed that Back to the Future II had gotten it all wrong.

But three years later, Doc Browne’s assertion isn’t all that far away from the truth. Right now, you can put a deposit down for a PAL-V Liberty Pioneer Edition – otherwise known as a flying car.

The three-wheeled PAL-V Liberty can reach speeds of 160kmh on the ground and 180kmh in the sky. The Pioneer Edition will set you back €499,000, and the Sport Edition, which will be released at a later date, will cost a mere €299,000.

Airbus flying ‘car’ could take to the air this year

Prototypes and systems in development for personal aviation plans

Neil Briscoe

Whether its George Jetson’s flying car or Wile E Coyote’s Acme Industries jet pack, the concept of taking to the air just as easily as we take to the streets has been common science fiction currency since before the Wright brothers.
Adventure Tourism Future of Technology
The Future is Already Here

Illustrates how technology and ultra-personalization could be used to enhance guest experience and well-being (L’Ecole Hôtelière de Lausanne)
In just 30 minutes, and go “anywhere on Earth in under an hour” for around the same price as an economy airline ticket.
Adventure Tourism Future of Technology
Geofence Marketing
Geofencing

Why You Should Adopt a Geofencing Marketing Approach

Increased customer interactions

60% of consumers look for local information on their mobile devices

40% of consumers look for information while on the go

70% of consumers are willing to share their location with you for something in return

Source Biznessapps, Geofencing as a Marketing Strategy Learn from 8 Businesses who are Profiting from Geofencing
Localisation is adapting your product or content to a specific locale or market allowing you to remove barriers, open doors, drive revenue, expand your markets and welcome new and potential visitors. That means your content is at a minimum available in multiple languages online.
Connectivity Matters More Than Ever

- Login online and control your network from wherever you are in the world
- Capture guest login details, allowing you to reach out to guests with promotional offers
Adventure tourism businesses and tourism regions can use digital assistants for various purposes example; provide information about the region, the activities in the area, the surroundings and weather conditions. The intelligent assistant can also announce special offers or events.

For more information or booking enquiries, users can easily be redirected to the website of the tourism organisation or the booking site of your business.

Source Onlim Chatbots, Alexa & Co in The Tourism Industry
Voice is the New Search

Amazon Echo & Alexa is also very affordable
Business/Destination Applications

Extreme Ireland Case Study

1. Digital information providers of Ireland
2. This map avails maps, navigation to make it easier for you to find the destination
3. Multilingual application. Consists of 5 languages; Italian, Spanish, English, German and French with audio function
4. It works on both online and offline mode
You must be available and bookable 24/7
That means your customers must be able to book with you, any time, any where on any device in any language!

Otherwise You’ve Lost Them!
How Many Customers Do You Think You Have Lost by Not Being Available 24/7?
Tech Orientation Underpins Competitiveness
Trekksoft – All in One Booking System

Click to View Website
Resource Manager
Manage guides and equipment resources so you’re never overbooked.

Calendar Sync
Sync trips, guest manifests and resources with a Google, Outlook, or iCal calendar.

Trip Notifications
Automate pre- and post-trip emails to simplify customer communication.

Business Reporting
Get an analytical view of your sales and performance at the touch of a button.
NOTE: Google Search Engine Optimisation Results will be based on Mobile Optimisation. You Won’t be a search result if your mobile isn’t optimised!
Tech Orientation Underpins Competitiveness
SumUp

Don’t Give Customers an Excuse Not to Book or Come!
INTRODUCTION

VR (Virtual Reality) is Coming up the Ranks

No Excuse for Poor Marketing
Drones & 360-degree

Augmented Reality is Rocking
Virtual Reality has Become a Bigger Part of Our ‘Reality’

*Google Earth*

- Allows you to step into cities,
- Novelty Destinations
- Used for planning trip
- Interactive

*Source: Travel Marketing Trends for 2017 and Beyond Webinar*
Your world awaits
Come experience the wonder of Google Earth in virtual reality

Introducing Google Earth VR
Explore the world from totally new perspectives. Stroll the streets of Tokyo, soar over Yosemite, or teleport across the globe.

Click to on Image to Experience Google Earth VR
Click to View Video
How Drones Are Changing Tourism Marketing

@skytango team

www.skytango.com
Drone/VR Flight Experiences

• Tourist destinations
• River Tours
• Resorts
• Amusement Parks
• Corporate Events
• Summer Camps
• Brand Activations

“It feels like flying”
Research has shown that the ‘Experience Seeker’ has a number of key aspirations to satisfy their travel experience, these include:

- Authentic personal experiences
- Social interactions
- Experiencing something different
- Understanding and learning
- Participating in the local lifestyle and experiencing it
- Challenging themselves
- Visiting authentic destinations
- Exposure to unique and compelling experiences
“Living the brand is about delivering a distinctive or unique type of service or experience that enhances the guest’s destination experience to the point where it is truly pleasurable and memorable,”

*Diane E. Knapp, Global Destination BrandScience, 2012*
WILD ATLANTIC CRUSADES

...not everyone who wanders is lost
Experience Development Using Technology
ROOTS
RECOGNISING CULTURAL HERITAGE OPPORTUNITIES FOR TOURISM SMES
CULTURE & HERITAGE TOURISM:
A Huge Opportunity and Growing Trend for SMEs

Kinsale, Cork

Culture and Heritage Tourism sounds like a niche, but it’s something quite different!

Connect your tourism business to best practice Cultural Heritage resources

Access to FREE resources explicitly developed to facilitate the future progression of Culture & Heritage Tourism SMEs
Contact and Connect

[a] 9 Orchard Court, Leitrim Village, Co. Leitrim, N41 HY80, Ireland
[t] +353 [0] 71 96 23500
[e] info@momentumconsulting.ie
[w] www.momentumconsulting.ie