



AVIP Project has Officially Launched Across Europe!

Adventure Tourism Innovative Partnerships Project

First off, we'd like to say Thank You so much everyone for joining us the various AVIP Partnership Meetings which took place in different countries across Europe this January 2018. You kicked off the project with such an influencing positive spin. Your contribution is so important to ensure the project meets the most important peoples needs, you, the guys who run our European Adventure Tourism businesses so well!

Bulgaria, Scotland, Ireland, Estonia, and Denmark have partnered in a new project called *AVIP: Adventure Tourism Innovation Partnerships*, to develop new training modules for adventure tourism practitioners and students. The two Modules being developed will mainly cover *digital marketing* and *product development* skills. Part-financed through the EU's ERASMUS + programme,

over the next couple of years we will work together to develop and pilot test these new training resources.

Objectives of the Meeting

1. To identify current skills gaps in the industry the modules can address.
2. To identify teaching approaches that you would like to see used, contributing your own experience on different teaching methods.

For those of you who couldn't make it, we missed you! Don't worry the project will be running for 2 years, where there will be loads of opportunities to connect, engage and join us. See our website and social media platforms at the end of this document. A great way to get connected immediately. We look forward to catching up with you at the next meeting. We take the pleasure in providing you with a recap.



Partners who Attended the AVIP Launch Meetings Across Europe



Sligo IT, Ireland: Wakedock/Surfdock, Sports Ireland, Way to Go Adventures, Sligo County Council, Leitrim Surf Company, Wild Atlantic Crusades, Electric Bike Trails, Tralee IT, Adventure Tourism Association of Ireland, Seatrails, Cavan Adventure Centre, Cavan Canoe Centre, Tullyboy Farm, Sligo IT Wild Atlantic Way Research Group, Una Bhan Tourism, Sligo IT Students, Sligo IT Lecturer, Sligo Bay SUP, Wild Wet Adventure





Scotland; University of the Highlands and Islands, Lochaber Chamber of Commerce, Glenmore Lodge, Otter Adventures, Lochaber Environmental Group, Lochaber Geopark

Proposed Modules 1: Immersive Technologies & Marketing

- Future Trends and Consumer Behaviours in Adventure Tourism
- Digital Media & Marketing Platforms – Social Media (Facebook, Instagram, Twitter, Trip Advisor) Digital Media & Marketing Platforms – Website, Mobile Device, Blog
- Developing a Digital Marketing Strategy & Campaign
- Location Based Augmented Reality (AR)
- Optimised Augmented Reality Destination Marketing
- Analysis of the Most Popular Travel Applications
- Optimising Online & Virtual Business Presence through Travel Applications
- 3D and 4D Personalised Adventure Tourism - Web Site Tours

- 3D and 4D Immersive/Interactive/Responsive Trips - Wearable Devices
- 3D and 4D Destination Specific Tours – Drone Technology

Proposed Modules 2: Innovating New Products

- Trend Forecasting and Inspiration Adventure Tourism
- Fundamentals of Market Research and Analysis
- Conducting Feasibility Studies
- Access to Finance
- Applying for Innovation and Commercialisation Funding
- Business Planning
- Intellectual Property Rights, Copyright
- Freedom to Operate Searches and Due Diligence
- Taking Products to market



**Thank You for Your Feedback & Suggestions on the Proposed Modules.
The below is what you would like to be taken into consideration;**

- **Future Consumer Behaviour in Adventure Tourism:** Tailoring products to suit different target markets. Booking Conversions. Influencing Consumer Behaviour especially before they arrive.
- **Marketing:** Selling your Product. Strategic Reach particularly highest potential conversion customers. Campaign Planning & Executing. Marketing Planning. The Selling Process.
- **Digital Marketing:** Focusing on Digital Communication, Facebook Reach, Instagram and Twitter
- **Digital Marketing, Website/Blog:** Content Development (eg. how to write about a product for selling on a website). Developing & Editing Video content for Website and Social Media, SEO, Photography, Google Analytics, Adwords Campaigns. How to Blog?
- **Technology:** Want to learn more about how technology used in Adventure Tourism. How to get engaged and involved in apps and technology. How to use different technology to market the business. Drone Technology Training & Development.
- **Funding:** How to write an application. Where funding can be found. Addressing Different Funding Criteria
- **Staff training:** All areas of staff training particularly Customer Service and Communication Skills.
- **Developing Partnerships** With other businesses was a predominant suggestion and who to partner with and how
- **Taking Products to Market & Product Development:** Introducing a New Product. Event Management.
- **Business Planning:** Business Development and Management Skills such as mentoring for startup businesses
- **Trend Forecasting & Inspiration Adventure Tourism:** International and Cultural Awareness.
- **Learning Pathways:** mixture of face to face and online learning but using these in a more interactive way to get more engagement.

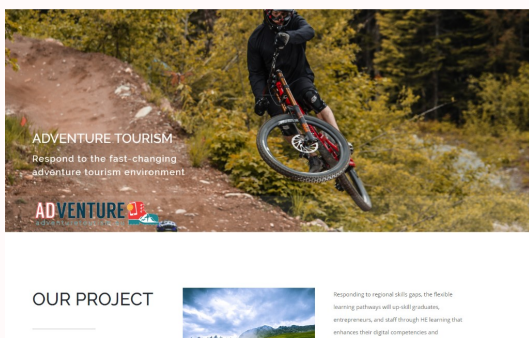
What Happens Next!

- Check out the AVIP [Website](#)
- Like AVIP [Facebook Page](#) (*open to the public*)
- Join AVIP [Closed Facebook Group](#)
- Send your **Case Study** examples to Laura Magan laura@momentumconsulting.ie
- Anything else contact AVIP [here](#)

Over the next few months, partners will create and pilot-test a suite of new modules on digital marketing and product development, and then create a new online learning platform to enable these open-access modules to be available to a wider audience.

We will be in touch with more updates soon!

[Read More](#)



[Check Out our Brand New Website!](#)

We will be building on the website as the project progresses. This will be the home of all the developed training modules and flexible learning pathways! Watch for some really awesome training, content, updates, news and stories.

Project Partners



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