Outdooractive

Norbert Kofler

- Outdooractive is based in Germany
- Ca. 140 employees worldwide
- 6 subsidiaries in F. CH. A. I. UK. N.
- 4 Resellers in P. GR. CZ. FI.

- CEO of Outdooractive Italy
- Founded in 2016
- Team of 4 people
- Develop Italian B2B & B2C business

Outdooractive – Vision & Mission

We want to made known worldwide

the beauty of Italian outdoor adventures.

Vogliamo far conoscere la bellezza dell’

Italia Outdoor in tutto il mondo

Longing for nature

More and more **people** spend their **free time** in **nature** or engage in **outdoor activities**

Own adventure

Every **person** is on the hunt for their **own adventure**. **Exploring** the land, **climbing** a peak, **discovering** local products or **challenging** friends.

The motivation

Experience is crucial

The **promise to have new experiences** is the motivation

to start a journey

The journey begins online

The **web is** the primary **source for** gathering **information**. **People rely** on what they find **online**.

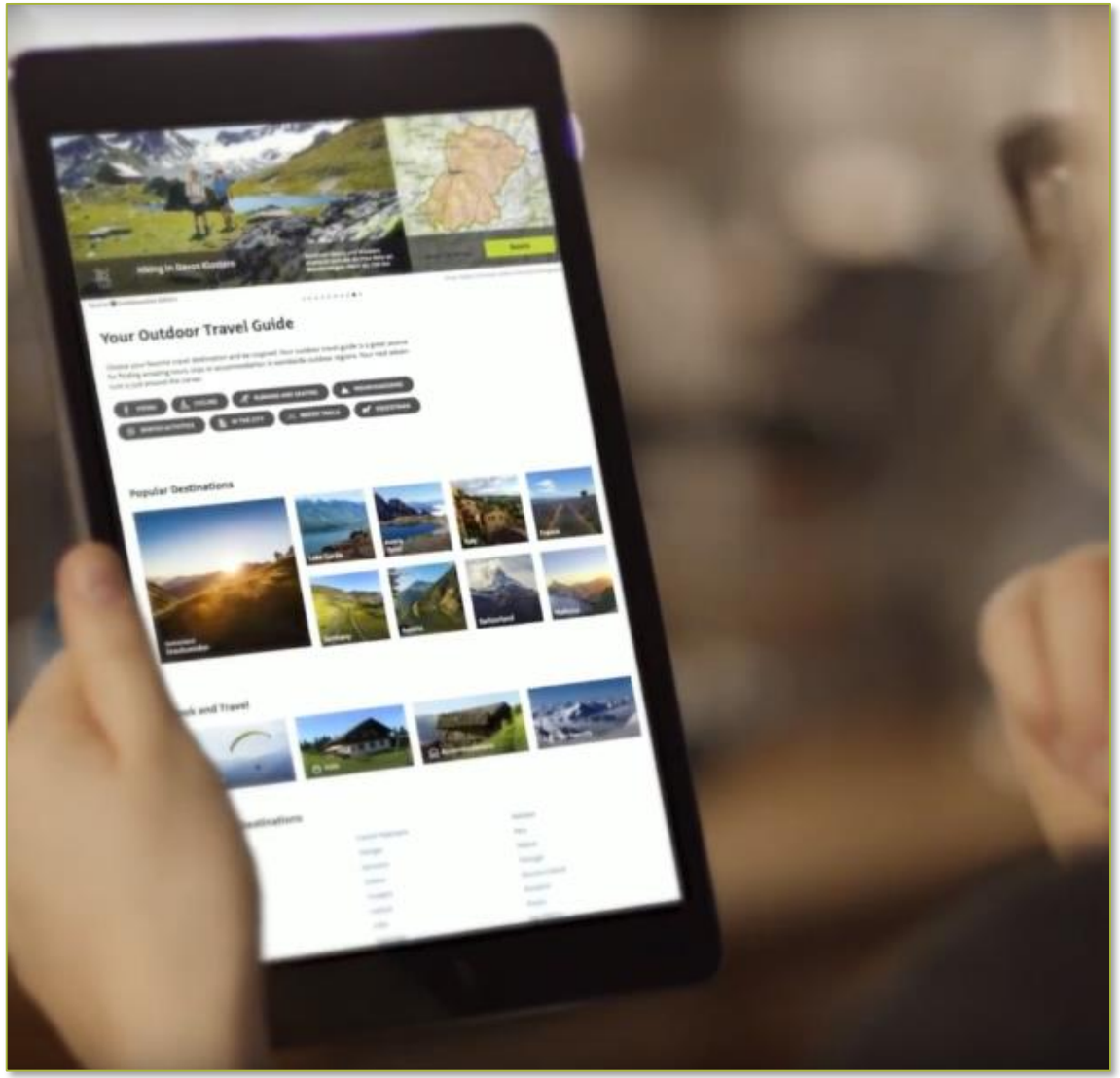
Inspiration

The power of **inspiration**

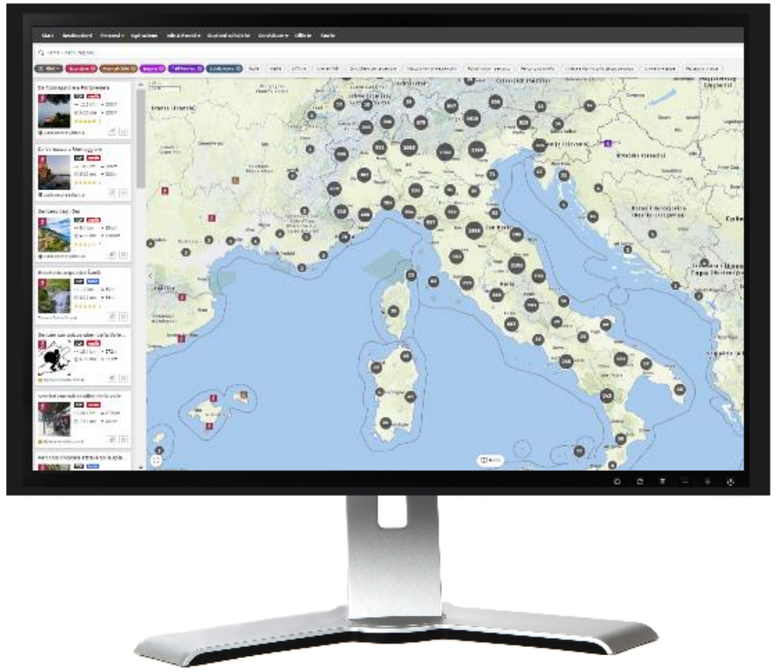
provides impulses

that **guide**

our **decision-making**

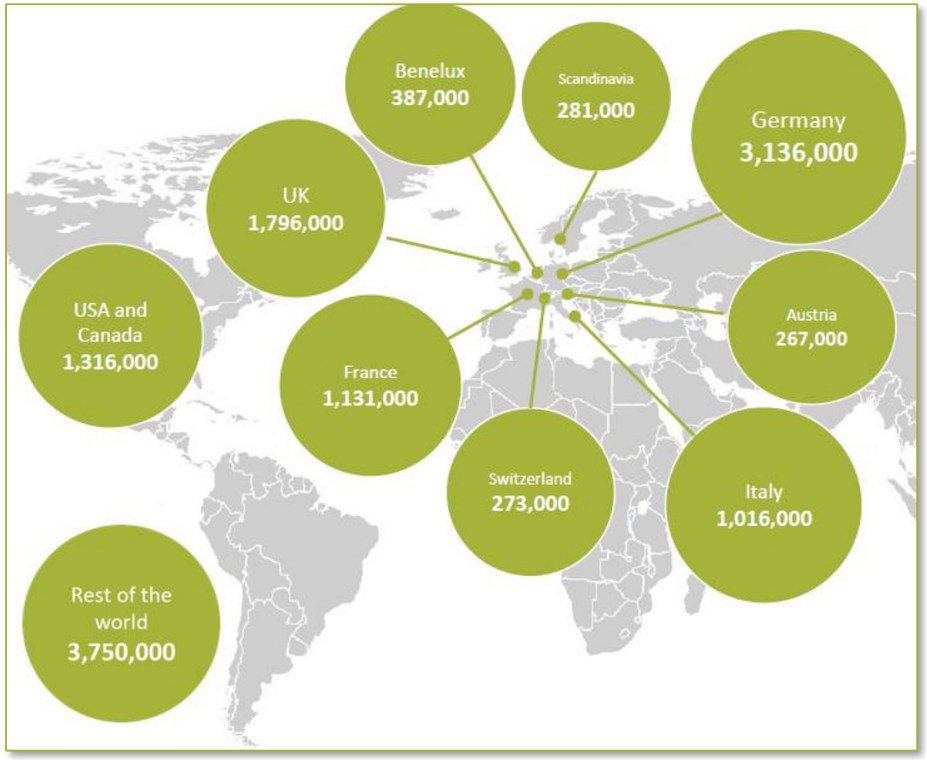


Outdooractive Platform numbers



- 5.000+ B2B Partners
- 1.000.000+ published tours
- 14.500.000+ B2C Users
- 65.000.000+ Sessions on outdooractive.com
- 100.000.000+ Sessions on Outdooractive App

Outdooractive community Worldwide



The **person is athletic**, loves to **travel and explore new lands**, paying attention to **quality**. They have an above-average income and **enjoy spending time with family and friends** outdoors, seeking adventures. Their **interests and activities are versatile**, and they engage in them both in **summer** and **winter**.

Some key-facts about outdoor tourism

- Healthy live style
- Individual tourism
- More quality sensitive as price sensitive
- Outdoor travelers spend 2.500$ for an 8-night-trip
- 76% spent with local suppliers

Some thoughts on outdoor tourism

- Sustainable traveling ➔ Caring about resources (e.g. air, water, waste, food , time)
- Adventure traveling ➔ Exploring Untamed Landscapes, Thrilling Activities, Wildlife
- Experience traveling ➔ Immersive experience, new Horizons, connect with people
- Micro adventures ➔ Short adventures, mainly around (big) cities
- Multi activity trips ➔ Connecting more activities or experiences
- E-bike tourism ➔ One-day side trip , City or sightseeing tours, multi-day stage
- Long distance hikes ➔ Pilgram paths, Historic trails, also by e-bike

Some thoughts on outdoor tourism

- Instagrammable & hot spots vs Second Summit
  - Unknown but although beautiful, out of out beaten paths, new point of view
- Main travel season vs Off Season
  - Good prices, availability, better service, relaxed
- Staying at one place vs exploring the territory
  - interact with locals, food, traditions, culture, support local economy
- Domestic vs international destinations
  - Longer stay, different culture, not-all-at same-time

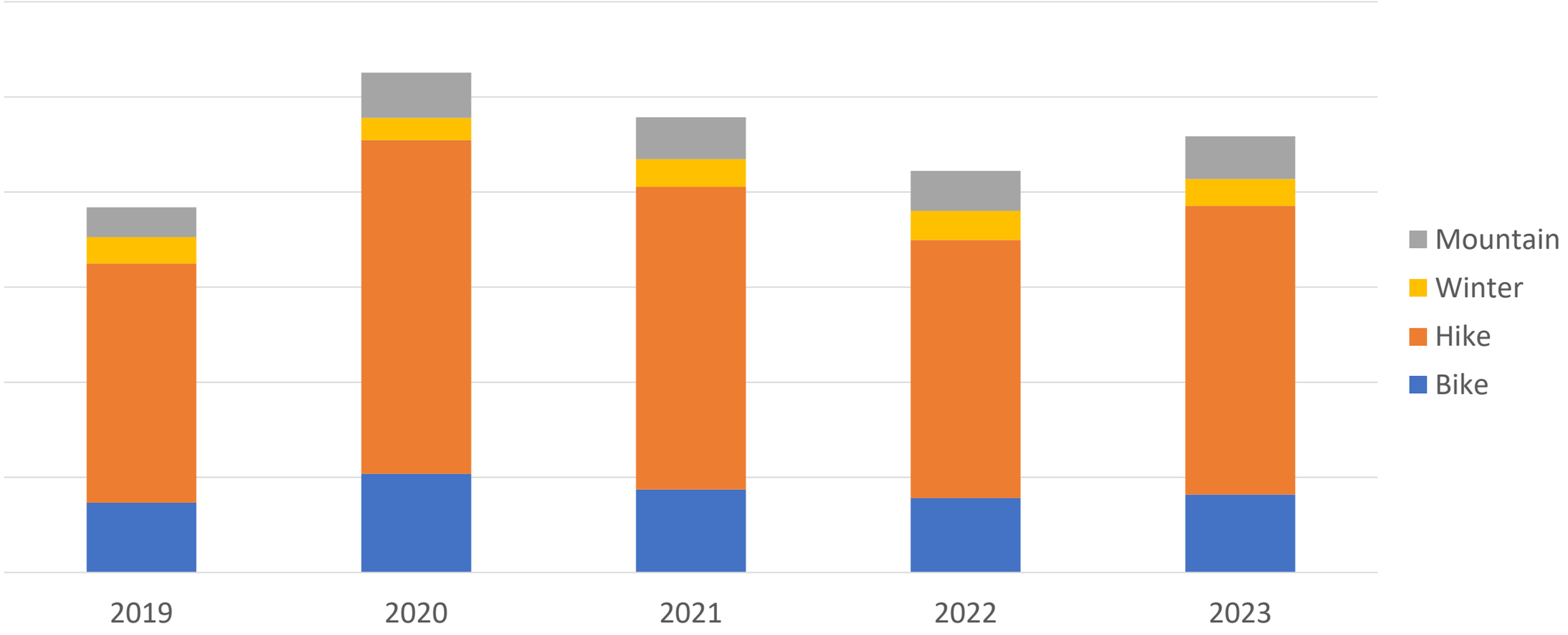
What outdoor people care about

- **Promise of an Adventure:** The presentation of a tour is a promise for a tangible adventure. People expect that the presented adventure can be realistically experienced on site.
- **From Promise to Experience:** Comprehensive and up-to-date information enables People to enjoy the selected adventure on-site with autonomy and safety.
- **Who I rust:** User-generated content is valuable and essential! Routes endorsed by official organizations inspire greater confidence and assure interested individuals that the tour is a worthwhile experience.

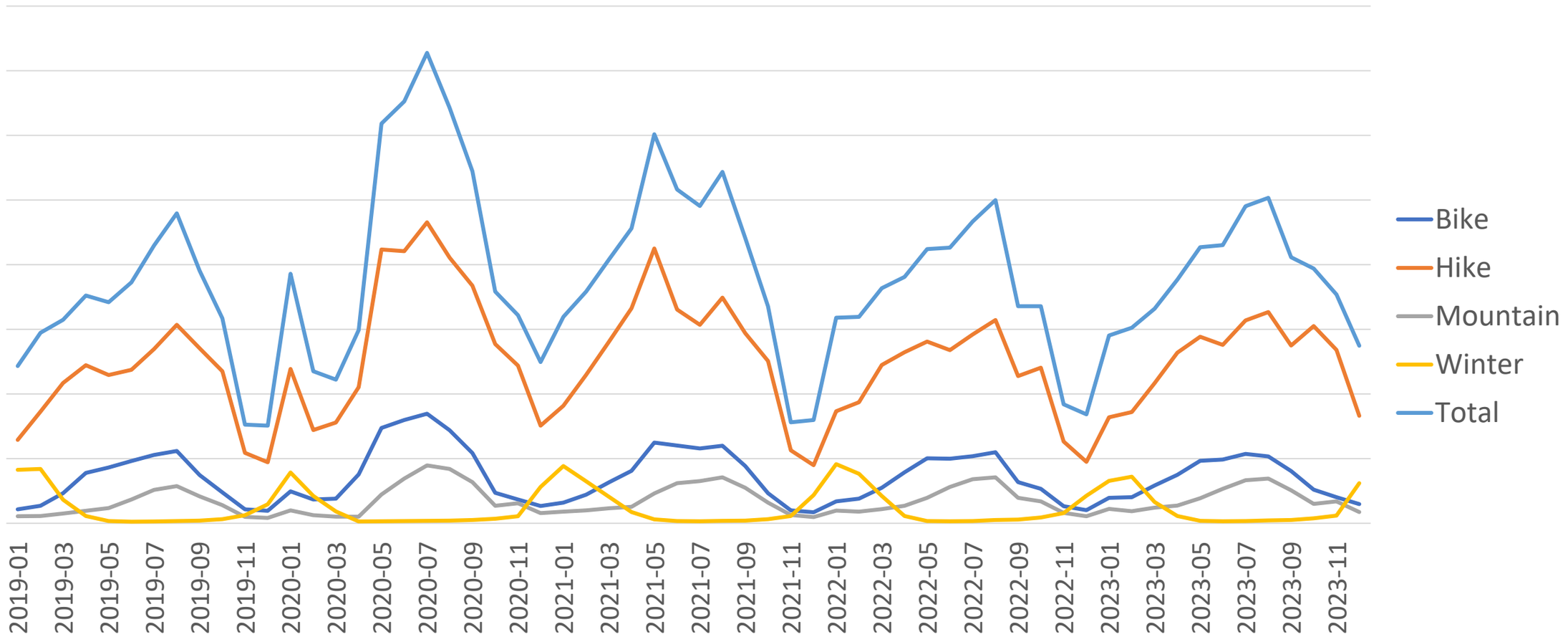
What outdoor people care about

- **Inspiration:** For outdoor enthusiasts, the search for new challenges and adventures is ongoing. When someone is “looking for” something, it implies that no decision has been made yet, leaving them open to considering novel and unfamiliar options. In this context, it becomes an opportune moment to convey one’s own message and potentially influence their decision-making process.
- **Finding the right adventure:** AI-driven search uses natural language processing to understand what users are asking. AI can grasp context and provide relevant answers, summarize information, extract essential details, and perform searches more efficiently.

Overall - Tour views 2019 - 2023



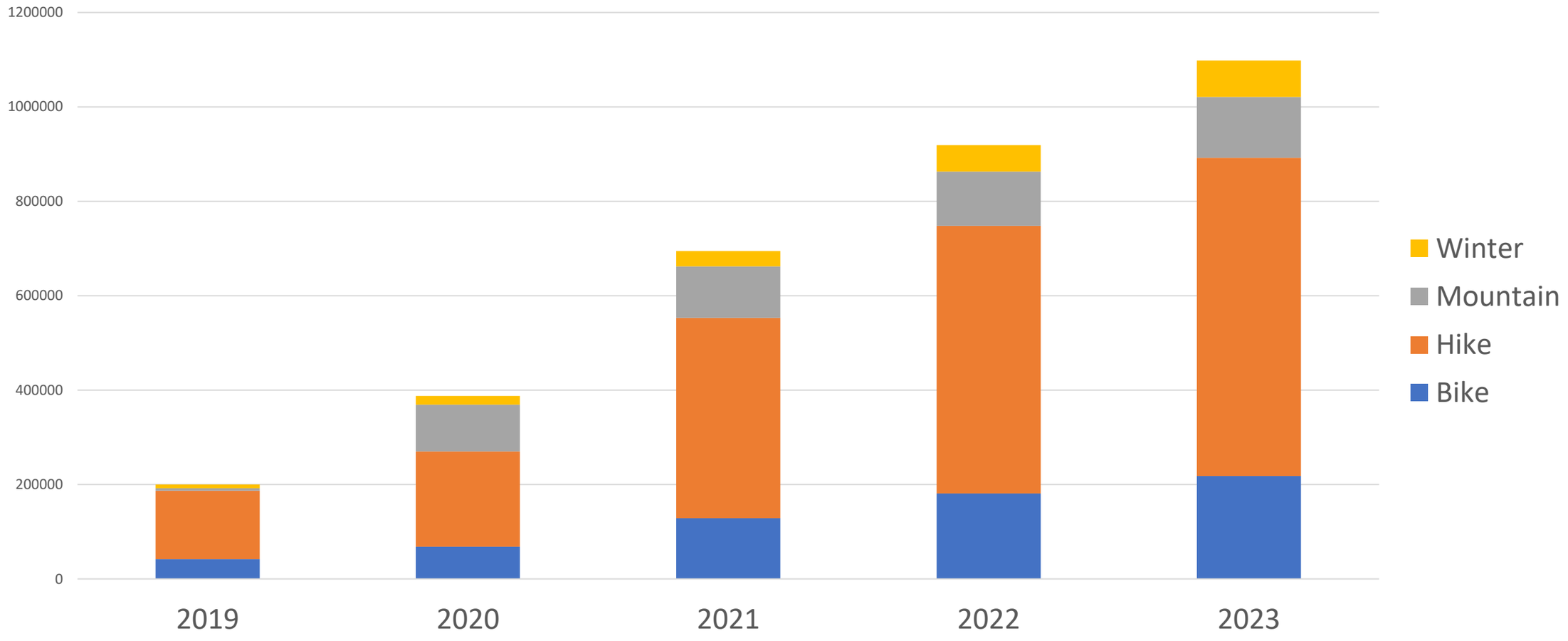
Overall - Tour views 2019 - 2023



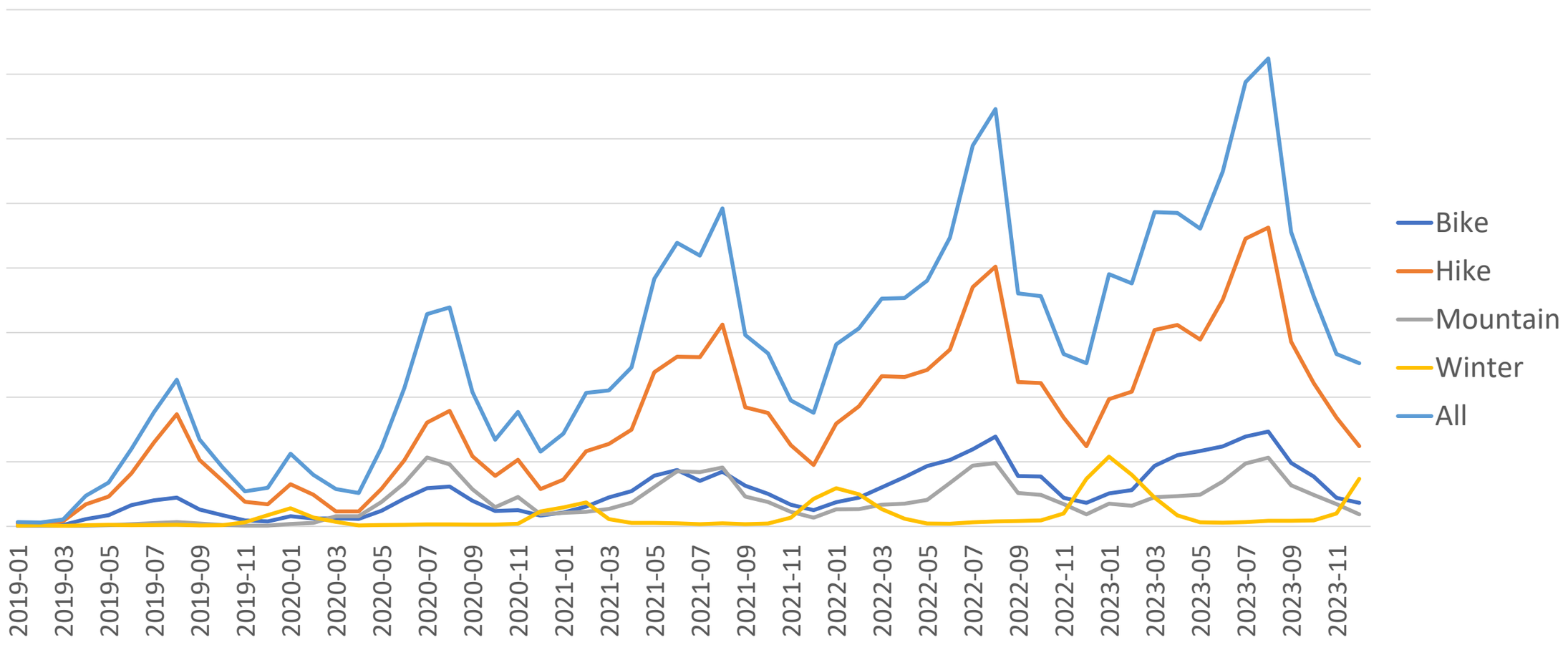
Closer look to Italian tourism market

- Overall, 420.000.000 overnights
- 50% of overnight stays come from domestic tourism, while the other 50% are from guests from abroad.
- 68% of overnight stays are recorded between April and September.
- 80% of overnight stays are generated by sea, cultural, and gastronomy tourism.
- 20% are attributed to travel themes related to mountains, hills, and thermal destinations.

Italy: Tour views 2019 – 2023



Italy: Tour views 2019 - 2023



Il Cammino di Oropa
da itinerario a prodotto turistico slow

Webinar del 16 Novembre 2020

Oggi **gli itinerari attivi e gestiti dal centro prenotazioni sono 3:**

Serra: 4 tappe con partenza da Santhià

Canavesano: 5 tappe con partenza da Valperga/Belmonte

Orientale: 3-4 tappe con partenza da Valle Mosso

Nel 2024 gestiremo anche il **cammino Valdostano** (2 tappe da Fontainemore).

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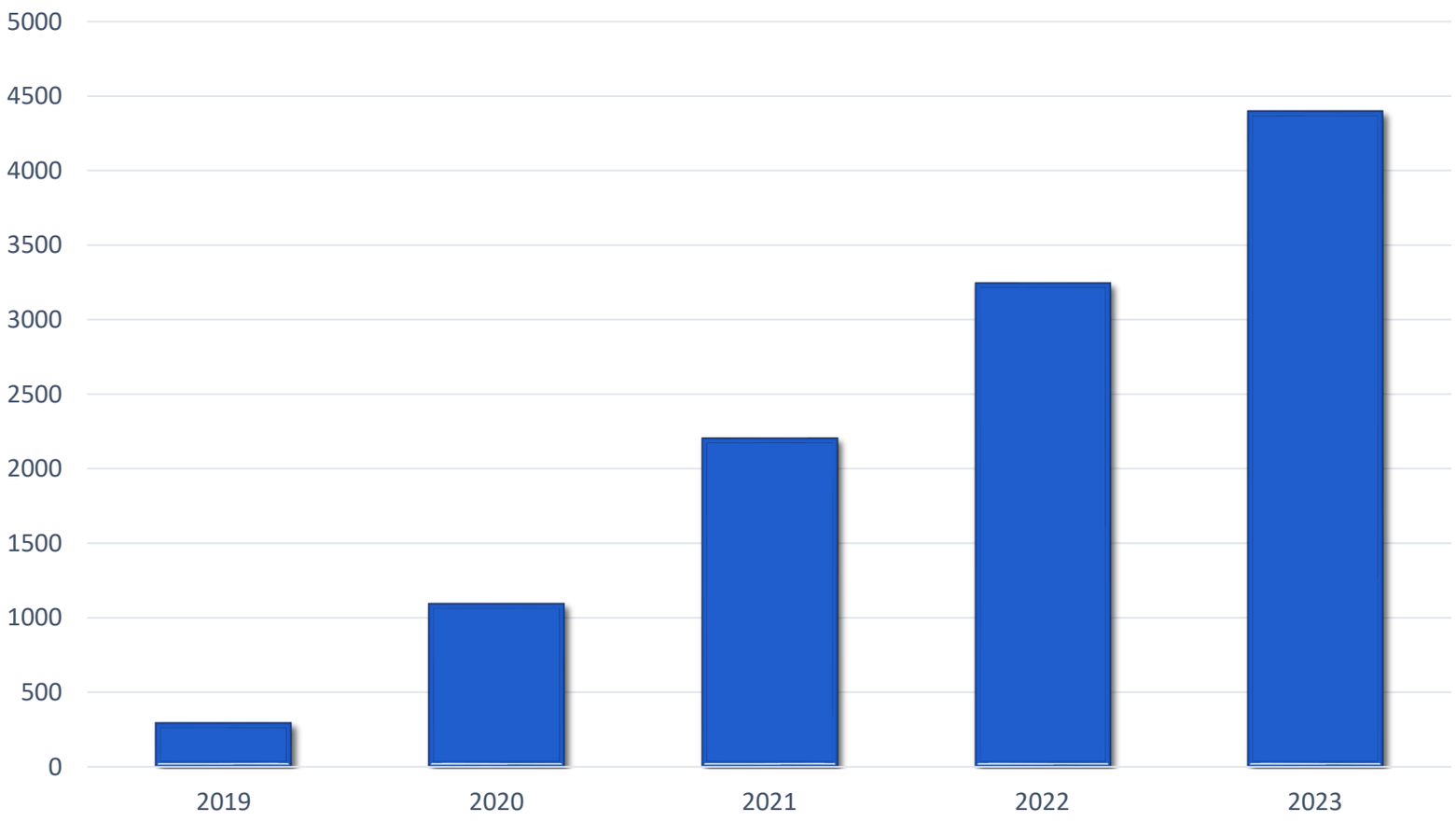
Il numero dei passaggi

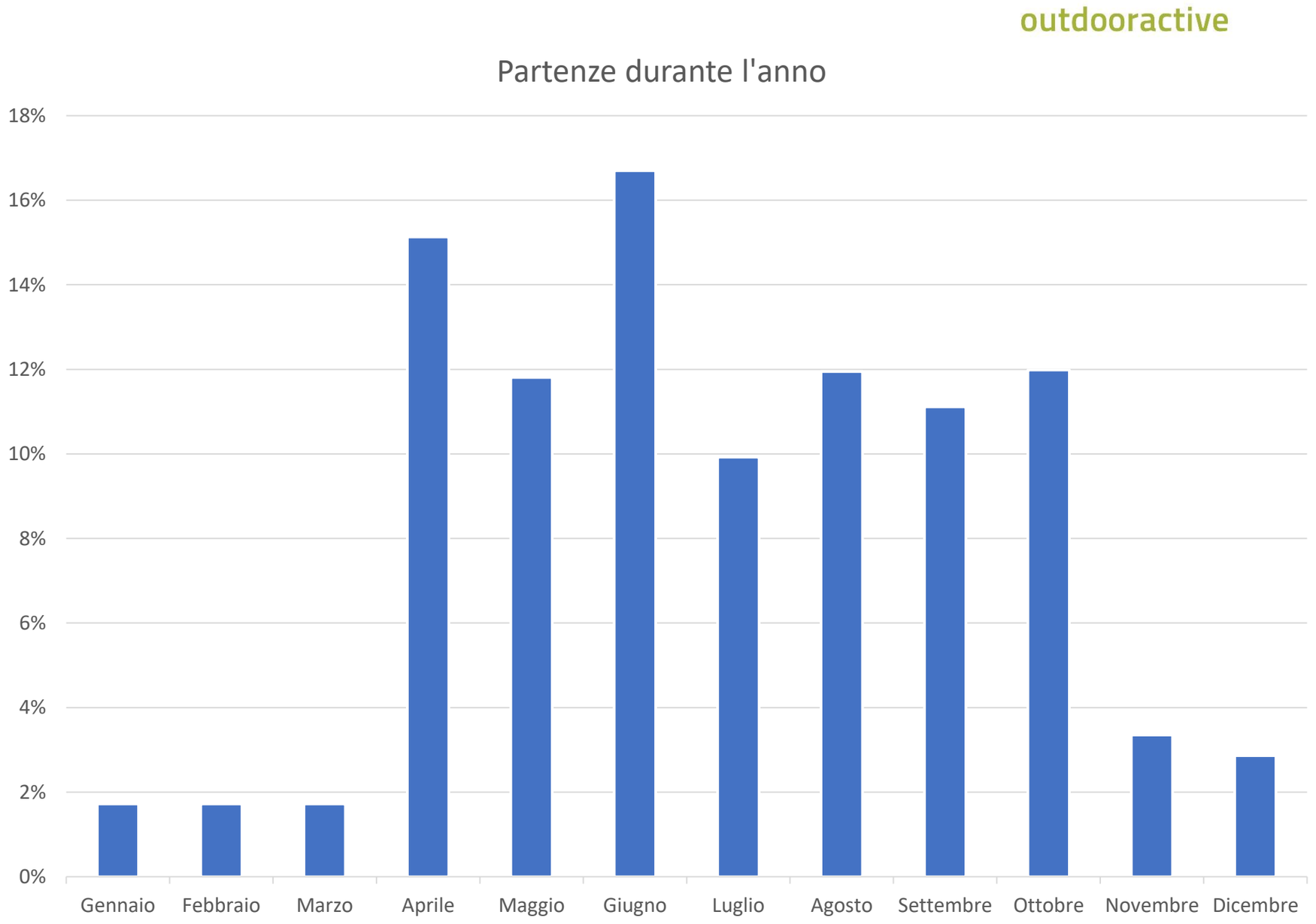
Dal 2019 il numero dei viandanti che percorre l'itinerario è cresciuto costantemente.

- **2019: 300**
- **2020: 1100**
- **2021: 2210**
- **2022: 3.261**
- **2023: 4.400**
- la media dei pernottamenti per ogni viaggiatore è di 3,4,
- nel 2023 il Cammino ha già generato oltre 15.000 pernottamenti, circa il 6% del totale dei pernottamenti nella Provincia di Biella



Una stagione lunga 7 mesi

La stagione 2023 è stata molto lunga (7 mesi), con punte in occasione dei ponti di primavera, del 2 giugno e dell’1 novembre. C’è stato un flusso di viaggiatori durante tutto l’anno, e un gruppo di 68 persone dal Veneto ha trascorso il capodanno in Cammino.



Dati raccolti dalle strutture di Graglia su un campione di 2780 persone

Il quinto cammino italiano, il primo del Piemonte

Le statistiche di Terre di Mezzo Editore sulle credenziali distribuite indicano che il Cammino di Oropa è il quinto cammino italiano per numero di viandanti, e il primo del Piemonte.

TERRE DI MEZZO EDITORE

Credenziali distribuite

	2017	2018	2019	2020	2021	2022
TOTALE	**23.547**	**33.662**	**48.010**	**41.722**	**60.778**	**85.857**
VIA FRANCIGENA	14.000	16.200	19.000	9.000	11.500	17.500
VIA DEGLI DEI	1.600	3.800	4.748	6.500	10.000	14.688
CAMMINI DI FRANCESCO (Via di Francesco e Di qui passò Francesco...)	5.559	7.352	8.284	4.573	5.713	8.250
CAMMINO DI SAN BENEDETTO	1.556	1.748	2.210	1.564	1.674	1.219
CONFRATERNITA DI SAN JACOPO (Via Francigena e altri italiani)	450	892	400		600	
VIA ROMEA GERMANICA	382	652	400	350		
CAMMINI MATERANI		425	1.213	1.756	2.879	3.597
CAMMINO DI OROPA		20	300	1.200	1.757	2.965
CAMMINI FRANCIGENI DI SICILIA		1.426	1.500	1.440	1.700	2.048
CAM SAN FRANCESCO DI PAOLA		455	714	514	589	592
CAMMINO DI ADELAIDE		236	284	29	35	206
VIA DEL CHIANTI		68	76	53	112	139
VIA GHIBELLINA		62	73	51	110	119
VIA DEI SANTUARI		50	50	30	30	30
CAMMINO DI SAN PELLEGRINO		18	32	4		2
CAMMINO DI SAN TOMMASO		258	367	421	258	

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