

Active and Adventure

Participating in land, air and water activities



Alternative Transport

Moving around using local public transport or more unique options, such as tuk-tuks, side-cars or bicycles



In-the-Air

Flying high or traveling via cable-suspended vehicles



Great Outdoors

Spending time in the natural setting of a destination



Water Activities

Taking part in activities on or submerged in water (swimming pool, sea/ocean, lake, river, waterfall)

History and Culture

Discovering a destination's past and experiencing its present



Culinary

Discovering and/or sampling the local gastronomy and produce



Historical

Finding out about a destination's past



Cultural

Learning about a destination's arts and traditions



Seasonal Events

Experiencing local or international events that only take place during certain times of the year



Flora and Fauna

Exploring the local plant and animal life



VIP Access

Visiting venues exclusively, at times not usually open to the public, or accessing restricted areas

Interests and Learning

Gaining a new skill or practicing a hobby



New Technologies

Using technology as a main component of a tour, such as VR/AR, holograms, 3D and 4D



Sports Enthusiasts

Watching or participating in a sport or visiting a sports venue



Special Interest

Practicing a specific interest or hobby, often with a specialist in the field



Travel to Learn

Participating in a class or workshop through which a new skill can be learned, improved or practiced

Leisure and Well-Being

Relaxing, having fun or indulging oneself



Beach

Relaxing on the beach



Shopping

Exploring a destination's shopping facilities



Independent

Discovering a destination with a flexible schedule and high degree of independence



Theme, Amusement and Water Parks

Having fun during a day with friends and/or family



Nightlife and Evening

Enjoying a destination's evening activities, which may feature live entertainment, as well as food and drink



Wellness, Fitness and Spa

Encouraging a healthy lifestyle or practicing mind and body well-being

Local Immersion

Connecting with the local community and/or supporting local initiatives



Act Local

Engaging in activities that support local initiatives



Local Insight

Connecting with the local community and/or environment in an interactive way