

Survival Tourism

A rising trend

A person is seen from behind, wearing a dark jacket and a large, olive-green backpack. They are standing in a forest with many thin trees and a ground covered in fallen leaves and twigs. The scene is slightly hazy, suggesting a misty or overcast day.

About the concept

- 2 types:
 - Survival internship in the nature -> about learning skills
 - Survival trips in exotic countries -> in real situation
- Definitions:
 - Wilderness Survivalism : practising of outdoor survival skills as a sport or hobby
 - Going out into the wild with the strict minimum
 - Resource, energy and team management skills are necessary
 - Be self-sufficient

Where does it come from?

- Trends about reconnecting with nature and being less dependent on the actual system
- TV shows
 - Koh Lanta, The island, Wild
 - Featuring Bear Grylls, Mike Horn
 - With celebrities (Obama, Laure Manaudou)



What does it bring?

- For travellers:
 - Group cohesion (teambuilding)
 - Test your limits
 - Learn about nature
 - Awareness about the environment and maybe sustainability
- For tourism in Switzerland:
 - «Boosts 4 seasons tourism» (Emeline Hébert)
 - New market which means new possibilities and growing market
 - Sustainable tourism



Suisse.
tout naturellement.

SALON DU SURVIVALISME

Autonomie & Développement Durable

Paris Event Center
Porte de la Villette
Du 23 au 25 Mars 2018



LES SPORTS SAUVAGES
SURVIVAL



GREEN
INNOVATION



salondusurvivalisme.com



Collection graphique - Agence TYP

What possibilities in the world? In Switzerland?

- Travel Agencies
 - www.stage-de-survie-nature.com
 - www.terresinfinies.com
- In les Vosges: www.lacommanderiedemenemont.fr
- In Gruyère: www.aventure-gruyere.ch/stages-survie
- Price: around 200CHF for a weekend or 700-800CHF for a week/person



In the Valais?

- Emeline Hébert: «There are no such offers today but the Valais has a big potential»

Reasercher at the Observatoire
valaisan du tourisme





How about you?

Do you feel confident enough to challenge your style of life?

Sources

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