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Surfing as adventure travel: Motivations and lifestyles


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Cover Page Footnote

This was an undergraduate research project by Mr. Reynolds completed his senior year. He would like to thank the reviewers for their helpful comments and suggestions.

Surfing as adventure travel: Motivations and lifestyles

Abstract

The purpose of this study was to create a profile of the adventure traveler's lifestyles, values and travel motivations. An understanding of the lifestyle and attitudes of today's adventure traveler can aid tourism marketers in designing messages tailored to this unique target market. Differences and similarities between genders and the age cohorts of Generation Y, Generation X and Baby Boomers were examined. Across the sample most participated in a "traditional" type of sport before migrating to an adventure activity and they also engaged in more than one type of adventure activity.

Across the sample, the participants traveled in order to meet or maintain current relationships. While participating in their adventure sport, females reinforced the desire to be with others while males wanted to gain self-confidence. The participants overall also viewed themselves as conservative in their lifestyles and values. They spend money carefully and do not feel the desire to rebel against things in general. Future research and implications for the resort and commercial recreation industry is presented.

Key Words: Adventure travel, surfing

Introduction

Adventure tourism, as a form of special interest tourism, grew out of the need for a customized experience combined with physical activity (Sung, 2004). Historically, adventure travel began with hunting and fishing tours and then progressed to safari tours, sport fishing, rock climbing, SCUBA diving, whitewater kayaking, and snowboarding (Buckley, 2002). Individuals in these early days had past experience and skills in the activity and also participated in adventure tourism activities over the course of their lifetime.

Tourism providers initially offered adventure experiences as separate and individual activities. However, as it grew in popularity over time, tour operators and resorts specializing in adventure travel appeared in the United States. Properties such as the ACE Adventure Resort in West Virginia emerged and attraction providers now catered to this group with full day excursions including zip lines, biking adventures, and hiking (ACE, 2009; Adventure Travel Trade Association, 2010).

Adventure tourism is also recognized as an important and growing market segment, however primary research to fully understand these travelers has been lacking (Schneider, 2006). Adventure travelers, though seeking new and cultural experiences, do not always have a valid passport and do not necessarily intend on traveling far from home (Adventure Tourism Trade Association, 2010). They also intend to spend more on their experience than other types of travel. The adventure traveler is not merely the young male seeking risky experiences such as bungee cord jumping. They are young and old, male and female, rich and poor, and engage in a variety of adventure pursuits (Sung, 2004). In addition, research suggests the adventure travelers of today have little or no experience in their adventure activity of choice, expect high levels of instruction, and require assistance and safety monitoring (Buckley, 2000).

Adventure tourism is heavily marketed with a theme that today's adventure traveler might be different from years past. Adventure activity is marketed through the use of specialty magazines, with professional athletes and corporate sponsors (Buckley, 2002). Moreover, the marketing and promotion of adventure sports has merged with music, apparel and movie industries to form a unique culture (Fitzgerald, 2000). Usually targeted to the younger crowd, the media shows individuals participating in adventure experiences looking and talking a certain way. The media portrays this crowd as listening to specific music, dressing with either specific name brand labels (Quicksilver, Billabong) or shopping in specific stores with the appropriate haircuts. Surfing, in particular as an adventure travel activity, has been described as a "scene" and depicted as individuals with values that might differ from mainstream society (Farmer, 1992). Booth (2004) also concludes that surfers have a unique culture all their own different even from other visitors on the same beach.

All of this suggests that the adventure traveler might be unique in some fashion. Adventure experiences are not just an activity, but rather a lifestyle and culture all its own. Lifestyle marketing is designed to gain an understanding of "how individuals spend their time, what they consider important about their surroundings, their opinions on various issues, and their interests" (Michman, 1991, p. 19).

Understanding the lifestyle and attitudes of today's adventure traveler can aid tourism marketers in designing messages tailored to this unique target market.

Literature Review

Defining adventure travel

Adventure travel is known by many different names and broadly defined by its activities. Experiences can range from a simple hike in the woods to skydiving (Loverseed, 1997). In any given situation they may be labeled as soft tourists, good tourists, ethical tourists, green tourists, alternative tourists, intelligent tourists, or sustainable tourists. Regardless of the title, adventure travelers are generally

grouped into three categories based on the types of activities they participate in: hard or soft tourists. Examples of hard adventure travel include rock climbing, mountain biking, bungee cord jumping, and skydiving. Soft adventure constitutes activities such as bird watching, horseback riding, camping and canoeing. Regardless of the activity or semantics, adventure travel participants are thought to engage in active pursuits that are authentic, unique, interesting, educational, and exciting (Adventure Tourism Trade Association, 2010; Loverseed, 1997).

While the activities of adventure travel are not heavily disputed, a precise definition of “adventure tourism” is argued amongst academics. Some believe adventure travel, with its foundations in outdoor recreation, is associated with risk. Risk as part of their travel is expected and desired as long as it matches their competence and skills in the activity (Ewert & Hollenhorst, 1994; Martin & Priest, 1986). Here the adventure travel participants expect their physical and mental skills to be tested by the activity itself and the surrounding environmental conditions.

Others state the adventure traveler seeks knowledge and meaning in the activity rather than risk taking behaviors (Walle, 1987). Expanding on this idea, other researchers defined adventure travel as a physical activity, an interaction with nature, learning about different cultures, and an exchange with different types of individuals (Adventure Tourism Trade Association, 2010). This was summed up nicely by Weber (2001) who states “(t)he reward for those who seek adventure lies in the discovery and unveiling of the hidden and unknown” (p. 363). These adventure travelers seek intellectual growth on some level.

Adventure tourism is at times confused with ecological tourism. Ecological tourism is considered to be travel to a natural and pristine area with a focus on conservation and quality of life for the local community (Millington, Locke, & Locke, 2001). While adventure travel does encompass the outdoors, its main focus is not on preservation, but rather it has an educational component instead. Therefore, for the purposes of this particular study, adventure travel was defined as travel to experience the unknown with a certain level of excitement. It often takes place in an outdoor setting and requires some kind of physical exertion. Adventure travel participants expect to their skills to be tested and strive to learn either something about themselves or the places they visit.

While most of the research in adventure travel centers primarily on identifying activities, for example what types of activities they might engage in and where they might do it, research is lacking on other motivations that might drive their behavior, other than the activity itself. Therefore, this study sought to investigate of the values and lifestyles of the adventure traveler to better define this market segment using surfers as a sample.

Adventure travel and surfing

Surfing, as an adventure travel activity, has grown from humble beginnings in the early 1900’s to a multi-billion dollar industry (Dolnicar & Fluker, 2003). There are an estimated 10 billion surfers worldwide fueling development and bringing economic, environmental, and social benefits and costs to travel destinations (Buckley, 2002).

Research on the surfer as an adventure traveler is not abundant, but there has been some preliminary investigation in this area. While the literature in adventure travelers in general states participants are of no particular age, the surfer might be different. Buckley (2002) acknowledges in his study of surfers the Indo-Pacific Islands participant ages can span across all generations, the largest growth in recent years seems to focus on younger individuals. Dolnicar and Fluker (2003) found similar results in Australia as the average age of their sample was just age 30.

Farmer's (1992) study suggested that surfing also might be an activity for only one gender. In his research on surfers in the southeastern part of the United States, an adequate number of female surfers was not available and thus not included in his results. Other studies on surfers also have relatively low female participation (Buckley, 2002, Dolnicar and Fluker, 2003). Pearson (1982) notes that women historically were not known to surf. However in more recent times, more women are participating in the adventure activity, despite the persistent perception it is male dominated (Henderson, 2001).

Other noticeable demographic traits of the surfer as an adventure participant is their tendency to engage in more than one activity and at times, across the life span. The literature is ripe with evidence that adventure travelers participate in multiple activities (Adventure Tourism Trade Association, 2010; Sung, 2004). Similarly, Farmer (1992) found that surfers do engage in a sport in high school or college.

Buckley (2002) attempted to describe some of the lifestyles and consumer behavior of the surfer. He labels surfers as "cash rich, time poor" which may describe their adrenaline, risk seeking behaviors (p. 408). In addition, he finds in recent years that surfers, while some consider it a lifestyle, are treating their adventure travel as a "purchasable package holiday" (p. 413). Dolnicar and Fluker (2003) also moved beyond describing the surfer in terms of demographics and sought to understand the personality traits of surfers in Australia. They discover unique market segments of the surfer including those that are "price conscious safety seekers," "price conscious adventurers," "luxury surfers," "ambivalents," and "radical adventurers." They advocate these groups behave and respond to marketing and tourism products differently.

Surfing is purported to be a unique culture and lifestyle on its own (Polzat-Newcomb, 1999). Surfers have been labeled as hippies, crazy, free spirits, or a "unique tribe of nomads" (Young, 1983, p. 189). Farmer (1992) strove to understand this lifestyle more carefully. He found that these individuals do not engage in surfing for health and wellness, nor was competition important. Rather, they felt their adventure activity was more an "art form" and work was only important in that it provided the means necessary to keep surfing. In addition, he found that these individuals participated in surfing for what he labeled "vertigo motives." These motivations were the need to for the excitement that comes from the risk of feeling the force of a "monster wave" pin them down and spin them around or escaping the danger of being caught in a rip current, or falling three stories down the face of a wave.

Therefore this study sought to build upon the current cache of knowledge of the surfer as the adventure traveler and explore the seemingly distinctive lifestyle of the surfer. Information of this type can assist resorts, attraction providers and other travel and tourism partners to create more effective marketing messages and strategies that speak to this market segment, ultimately serving them better. Thus, this study asked the following research questions:

- 1) What is the demographic profile of the surfer as the adventure traveler:
What are the ages and gender of participants?
Do surfers participate in other types of adventure activities and across the life span?
- 2) What are some values and lifestyles and travel motivations of today's surfing adventure traveler?
- 3) Are there differences among age groups and genders in travel motivations or values and lifestyles for the surfing adventure traveler?

Methodology

This study utilized a convenience sample of 347 surfers who were representative of the adventure traveler in the southeastern part of the United States. Participants were interviewed with a traditional paper and pencil survey entitled "Travel motivations survey." Section 1 contained basic demographic

questions such as gender, age, and ethnicity. In addition, this section determined if the individual participated in other types of “traditional” sports such as soccer or football and other adventure types of activities. Lastly, questions here also asked who the individual participates in these activities with and how they plan their travel.

Sections 2 determined an individual’s travel motivations using a modified Travel Career Ladder (TCL) by Pearce and Lee (2005). The TCL is based on the assumption that the more often you travel, the more likely you are to travel for higher level meanings. Individuals travel less for simple fun and enjoyment as they travel more and instead go to satisfy a desire to learn a new skill, or find deeper personal meanings about life or oneself. Questions in section 2 were measured on a five point Likert type scale with 1 = not at all important to 5 = very important. These included questions such as do they travel to be with others, for excitement, to learn about something or develop a better understanding about oneself.

Section 4 contained a modified Lifestyles and Values Scale (LOV) by Kahle (1986). The LOV was developed for market research as an alternative to the well-known VALS (values and lifestyles survey). Similar to the TCL, it is based on a hierarchy. At its basis is Maslow’s Hierarchy of Needs which states lower level needs must be fulfilled before moving upward. (Kahle, 1986). Participants were asked questions based on self-respect, security, relationships, accomplishment, self-fulfillment, and their sense of belonging, also on a five point Likert type scale with 1 = not at all agree to 5 = very much agree.

The initial questionnaire was pre-tested for this study with a convenience sample of 50 surfers in the local community. The pilot study allowed for the opportunity to gain feedback on the clarity of the directions, the chance to check the face and content validity of the travel motivation and lifestyles and values factors, and establish a baseline for the length of time needed to complete the questionnaire. As a result from the pilot study, modest modifications were made to the directions and demographic questions in section 1.

Several analyses were used to interpret the data using SPSS 18.0. First, descriptive statistics were computed for an accurate profile of the sample. Second, in order to reduce the number of variables for the travel motivation and values and lifestyles statements, an exploratory factor analysis (EFA) was performed. The purpose of the EFA was to group together correlated variables (Tabachnick & Fidell, 2001). Third, a series of one-way analysis of variance (ANOVA) was computed to examine differences between the three age groups of Gen X, Y and Baby Boomers as well as males and females.

Prior to EFA, the data was subjected to meet a number of assumptions. Surveys with missing values were deleted, and scatterplots revealed no instance of multivariate linearity. Since EFA is sensitive to outliers, one univariate outlier were detected and deleted, leaving a total of 347 surveys for analysis. This left an adequate sample size in order to meet the minimum number of cases given the number of items recommended to reduce the possibility for error in further analysis (Costello & Osborne, 2005).

The generational age cohorts of Baby Boomers, Generation X (Gen X), and Generation Y (Gen Y) were created using the groupings established by Zemke, Raines, and Filipczak (2000). Individuals born in the years 1944-1960 were placed in the Baby Boomer category, while those born between 1961-1980 were labeled as Generation X and those born between 1981-2000 fell into the Generation Y group.

Findings

A complete profile of the survey participant can be found in Table 1. Descriptively, a majority of the sample was male (75.6%), however females were also well represented (24.2%). The participants as a whole had at least a completed college degree or one in progress. A strong majority participated in other

“traditional” types of sports in their high school years with the most common sports as soccer, football, baseball or softball, basketball, and cross-country running or track. The age groups differed in the number and types of individuals they like to participate in adventure travel activities with. Gen Y was most like to be in a larger group of two or more friends (45%) or with just one friend (14.4%). Gen X also preferred to be with a group of two or more friends (31.2%), but just as likely to participate with a spouse or partner (24.7%). Boomers preferred the smallest groups either being with a spouse or partner (26.5%) or alone (19.6%).

Other than surfing, the age or gender groups did not differ largely on other adventure travel activities they prefer to engage in. Skateboarding, snow skiing and snowboarding, canoeing, snorkeling and SCUBA diving, wakeboarding and waterskiing, canoeing and mountain biking were popular amongst all. These are illustrated in Table 2.

In general, most planned their travel with very little lead time, most often a week or day in advance. Mostly the internet was used, however, word of mouth was more important for the entire sample. Surprisingly, not many preferred to travel for adventure activities. However, when they do, it is also not far from home. A majority traveling only within either a half to one day’s drive from their place of residence to places such as Florida, east coast beaches or east coast mountain destinations. If they did have to get on a plane, the most popular destinations were on the western side of the U.S. such as California, Hawaii, Utah, and Colorado. The most popular international destinations were Costa Rica, Mexico, and Australia. A descriptive profile of the travel behaviors for each participant can be found in Table 3.

The individual statements on the travel motivation questions and lifestyles and values were then examined using exploratory factor analysis. The factors for the EFA were determined with a SCREE plot, eigenvalue greater than one and % of variance explained. Principal axis factoring with varimax rotation was used. Items with a loading of lower than .40 were eliminated (Tabachnick & Fidell, 2001). Five factors had eigenvalues greater than one and accounted for 57.16% of total variability. The travel motivations EFA can be found in Table 4. The travel motivation factors were renamed to “Spontaneous excitement,” “Personal development,” “Relationships,” “Deeper meanings,” and “Stimulation.”

When examining the participant’s travel motivations, descriptively the individuals travel to form and maintain relationships and for general stimulation such as to use their skills and talents, feel excitement and be with others who enjoy similar types of activities they enjoy. They were least likely to participate in adventure travel for personal development compared to the other factor categories.

In the EFA for the modified LOV statements, five factors also had eigenvalues greater than one and accounted for 54.003% of the variability. The SCREE plot for both revealed a gradual leveling off after the five factors. The LOV factors were named “Clothing/dress,” “Free wheeling behavior,” “Social interaction,” “Openness,” and “Home and family.” The results of the EFA for the lifestyles and values questions can be found in Table 5.

The sample’s values and lifestyles also tended to lean more toward social interactions and center around home and family. Across the generations and gender, the participants feel comfortable approaching others who look and dress similarly as themselves, as well as consider home and family life important to them.

To determine if there were any differences amongst the age groups and among males and females in either travel motivations or values and lifestyles, a series of one-way ANOVAs were calculated. As a

result of the ANOVAs, a number of significant differences were found in adventure travel motivation as well as the values and lifestyles of the participants between not only the age groups of Gen Y, X and Baby Boomers, but also between males and females.

The age cohorts differed significantly on the value of clothing and dress ($p = 0.13$, $F = 4.378$). Post hoc Tukey HSD tests revealed that Both Generations X and Y were significantly different than the Baby Boomers. Boomers were less likely than the other age groups to buy clothing at surf shops or with name brand labels, or change the way they dress due to their adventure sport participation.

The age groups also differed in the factor of free wheeling behavior ($p = .008$, $F = 4.837$). Post hoc tests revealed Gen X were more likely to be spenders, agree that TV was a main source of entertainment, are rebelling against things in general, and social status was more important than for the baby boomers.

The last values and lifestyles factor the age groups differed statistically significant was the area of home and family ($p < .001$, $F = 9.062$). Gen Y was most likely to be different from both Gen X and the Baby Boomer generation. Interestingly enough, Gen Y believes financial security and family was more important than the older age groups. The factor of home and family was also significantly different for males and females ($p = .001$, $F = 10.569$). Females also believe that financial security is more important, would rather stay home than party, and believe that family is the most important thing to them.

For the travel motivations, the ANOVAs revealed a significant difference in traveling for spontaneous excitement ($p = .047$, $F = 3.095$). Post hoc Tukey HSD illustrate Gen X craved the risk, thrill, the unknown, and daring experiences more in the adventure travel activities than Gen Y or the Baby Boomers. The age groups did not differ in any other travel motivation factor.

Males and females differed in the travel motivation factor of personal development ($p = .001$, $F = 11.926$). Males were more likely than females to participate in adventure travel to gain a sense of belonging, self-confidence, or be creative.

Another area in which the genders differed in the travel motivations was in the area of traveling to do things with friends and family or strengthening relationships ($p = .001$, $F = 10.247$). Females were more likely to travel for this purpose than males.

Discussion/Conclusions

From these results, it appears that regardless of age or gender, adventure travel individuals began at earlier ages in participating in some kind of sport activity as well as other adventure sport activities. They are active in outdoor, physical pursuits across the lifespan. Consistent with the literature, the sample here also illustrates that adventure participants engage in more than one type of activity, although they might have one they particularly identify with.

This is helpful for resort and other commercial recreation and tour operators as they might be able to package activities together to create packages that appeal to the adventure travel participant and entice them to stay longer so they can engage in all their favorite activities. These packages are also attractive to this group as many stated (especially the Gen X and Gen Y groups) their desire to travel and participate in adventure activities with two or more individuals. It may also be helpful for providers of adventure activities to bundle activities here that require similar physical and mental skill sets. As the sample here illustrates, the surfers preferred other activities that not only centered around water, but the use and skill of using a board. Therefore, the bundled activities should provide challenges in which skill sets are easily transferred from one activity to the next.

If adventure travel is a distinctive lifestyle and unique culture, the sample here disputes that. They did not agree they fit the stereotype of the hippie, swinger, free wheeling kind of person. Rather they view themselves as conservative with friends and family being of utmost importance. The exciting photos described by Buckley (2002) of professional athletes engaging in adventure activities in near perfect conditions may only speak effectively to one particular group, Generation X. This group was noted to be more likely to have the free wheeling lifestyle of spending money freely and wanting to rebel against things in general. Perhaps this group, as they settle into middle age, careers, family, and a settled home life feel the need to break out of the norm than other groups.

While there were gender differences for traveling for adventure in this group, females wanted more of an outlet for socialization, while males wanted to show off in some capacity, as a whole these individuals travel to be with others or form new relationships. In addition, the sample valued social interaction in the LOV statements. Gen Y, in particular, rated the home and family as one of the more important aspects of their lives.

This might suggest that the media and marketing messages displaying the adventure traveler looking and acting different from societal norms might not speak to a majority of the adventure travelers. It might be more effective then, in marketing pieces for resorts and travel operators offering adventure activities and pursuits to use images with a focus on socialization and interacting with friends and family. Images of groups interacting while participating in their activity could be a more worthwhile strategy.

Future Research

This study provided just a glimpse of the surfing adventure traveler. What other issues might be essential to the surfing or adventure traveler? Past research on the adventure traveler indicates that it is an active type of activity occurring in the outdoors. Therefore, are environmental issues important to these travelers? Could climate change be an important factor? In addition, the results in this study and in others suggest adventure travelers engage in more traditional sports during their school years. Future research could explore when these individuals become interested in the more adventure type of activities. When did they take their first trip for adventure travel?

It is also important to consider the limitations of this particular study. It is limited by the sample of surfers used here to represent adventure travelers. It could be that surfers, although sharing a strong bond with other adventure travelers, are unique in their lifestyles and cultures on their own. Research should be completed with participants from other popular adventure activities of today, such as those traveling to adventure resorts to participate in zip lines or biking, to gain a wider perspective. In addition, this study was further limited as the sample was representative of only one particular geographical area in the United States. This research can be further expanded with a more diverse adventure traveler sample as well as an international and domestic focus. Lastly, the sampling method used in this study was a convenience sample of surfers who were observed participating in their activity. This limits the ability of these results to be generalized to other surfers or to adventure travelers as a whole.

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Table 1: Descriptive profile of the participants

	Gen Y		Gen X		Baby Boomers	
Gender						
Male	113	70.6%	59	76.6%	91	82.7%
Female	47	29.4	18	23.4	19	17.3
Education						
High School/GED	30	18.8%	16	20.8%	24	21.8%
Some college	88	55.0	19	24.7	34	30.9
Completed college degree	36	22.5	30	39.0	33	30.0
Master's degree	4	2.5	7	9.1	15	13.6
Doctorate	2	1.3	3	3.9	3	2.7
High school sports participation						
Yes	115	71.9%	46	59.7%	65	61.9%
No	44	27.5	31	40.3	40	38.1
Sports Played in High School						
Football	28	14.9%	16	18.8%	24	22.2%
Basketball	26	13.8	7	8.2	22	20.4
Soccer	43	22.9	13	15.3	18	16.7
Baseball/Softball	18	9.6	17	20	17	15.7
Wrestling	6	3.2	6	7	7	6.5
Tennis	6	3.2	6	7	6	5.5
Cross country running/Track	31	16.5	12	14.1	5	4.6
Golf	7	3.7	3	3.6	3	2.8
Swimming/Diving	1	.05	2	2.4	1	.09
Cheerleading	4	2.1	1	1.2	2	1.8
Lacrosse	11	5.9	1	1.2	2	1.8
Volleyball	7	3.7	1	1.2	1	1.8
Type and # of individuals participate in adventure travel with						
Alone	16	10%	10	13.0%	20	19.6%
Spouse or Partner	14	8.8	19	24.7	27	26.5
Other family members	6	3.8	10	13.0	12	11.8
1 friend	23	14.4	10	13.0	23	22.5
2-4 friends	72	45.0	24	31.2	19	18.6
5 or more friends	10	6.2	3	3.9	1	.10

Table 2. Top other adventure activities pursued (besides surfing)

Generation Y	N	%
Skateboarding	78	48.8%
Snowboarding	69	43.1
Wakeboarding	55	34.4
Waterskiing	37	23.1
Skim boarding	36	23.0
Generation X		
Wakeboarding	31	40.3%
Snow skiing	25	32.5
Skateboarding	21	27.3
SCUBA diving	19	24.7
Mountain biking	18	23.4
Baby Boomers		
Snow skiing	33	30.0%
Canoeing	30	27.3
River kayaking	28	25.6
Snorkeling	25	22.8
Sea kayaking	24	21.8
Females		
Wakeboarding	26	31.0%
Waterskiing	25	29.8
Snow skiing	22	26.2
Snowboarding	21	25.0
River kayaking	21	25.0
Snorkeling	21	25.0
Males		
Snowboarding	92	35.0%
Skateboarding	90	34.2
Wakeboarding	70	26.6
Canoeing	55	20.9
Snow skiing	52	19.8
Snorkeling	52	19.8

Note: percentages are based on the number of individuals responded as participants could mark more than one response.

Table 3. Travel behavior descriptives

	Gen Y		Gen X		Baby Boomers	
How plan travel						
Month in advance	6	7.8%	13	8.1%	10	9.1%
Week in advance	22	28.6	29	18.1	29	26.4
Day in advance	22	28.6	38	23.8	36	32.7
Spur of the moment	27	35.1	71	44.4	34	30.9
How decide where to travel						
Internet travel sites	13	8.1%	12	15.6%	31	28.2%
Word of mouth from friends	52	32.5	14	18.2	29	26.4
Magazines/Other	7	4.4	1	1.3	9	1.3
Travel out of own city for adventure activities						
Yes	65	40.6%	29	37.7%	42	38.2%
No	80	50	46	59.7	66	60
Most popular destinations traveled for adventure purposes						
Florida	22	18.3%	9	24.3%	16	25%
Costa Rica	16	13.3	7	18.9	10	15.6
Hawaii	3	.03	2	.05	7	10.9
California	13	10.8	2	.05	7	10.9
Puerto Rico	9	.08	1	.03	2	.03
East coast mountain destinations (Western Carolina, West Virginia, Virginia)	12	10.0	1	.03	5	.08
Caribbean and Bahamas	9	.08	3	.08	3	.05
Other Central America (Nicaragua, Guatemala)	6	.05	0	0.0	0	0.0
Colorado	5	.04	2	.05	0	0.0
Mexico	3	.03	1	.03	4	.06
Utah	2	.02	1	.03	0	0.0
East coast beaches (Outer Banks, New Jersey, Virginia Beach)	12	10.0	4	10.8	8	13.0
Australia	5	.04	2	.05	0	0.0
Vermont	0	0.0	1	.03	1	.02
New York	3	.03	1	.03	1	.02

Table 4. Exploratory Factor Analysis of Travel Motivation Factors and means for age groups and gender

Variables	Factor loading	Eigen-value	Explained variance %	Cronbach alpha	Gen Y factor mean	Gen X factor mean	Boomer factor mean	Female factor mean	Male factor mean
Factor 1: Spontaneous excitement		8.486	32.639	.747	3.79	3.94	3.71	3.79	3.85
Experiencing risk	.791								
Having daring/adventuresome experience	.743								
Experiencing thrills	.709								
Being spontaneous	.644								
Exploring the unknown	.631								
Knowing what I am capable of	.500								
Factor 2: Personal development		2.274	8.748	.747	3.59	3.78	3.68	3.94	3.36
Feeling that I belong	.733								
Feeling safe and secure	.704								
Gaining a sense of self-confidence	.666								
Understanding more about myself	.523								
Doing things with other people	.518								
Being near considerate people	.500								
Being creative	.490								
Factor 3: Relationships		1.677	6.451	.722	4.14	4.15	4.04	4.32	4.04
Doing things with friends/family	.665								
Being with respectful people	.663								
Learning new things	.641								
Strengthening my relationships with friends/family	.622								
Gaining a new perspective in life	.563								
Factor 4: Deeper meanings		1.384	5.323	.728	3.69	3.86	3.91	3.95	3.80
Feeling inner harmony/peace	.763								
Working on my personal/spiritual values	.676								
Having unpredictable experiences	.527								
Gaining a sense of personal	.484								

accomplishment									
Factor 5: Stimulation		1.040	4.001	.659	3.99	4.08	3.99	4.16	3.99
Feeling excitement	.711								
Meeting people with similar values and interests	.627								
Being with others who enjoy the same things I do	.530								
Using my skills and talents	.485								
Total variance explained			57.16%	.804					

Table 5. Exploratory Factor Analysis of Values and Lifestyles Factors and means for age groups and gender

Variable	Factor loading	Eigen - value	Explained variance %	Cronbach alpha	Gen Y factor mean	Gen X factor mean	Boomer factor mean	Female factor mean	Male factor mean
Factor 1: Clothing/dress		3.732	19.644	.765	2.91	2.86	2.57	2.73	2.80
I buy my clothes at surf shops	.808								
I buy a majority of my clothing with name brand labels	.756								
My manner of dressing has changed since I began participating in adventure sports	.744								
Those that participate in adventure sports have a “look” to them	.576								
Factor 2: Free wheeling behavior		2.140	11.265	.684	2.60	2.66	2.38	2.46	2.59
I am a spender, not a saver	.622								
I agree social status is important	.603								
I am a bit of a swinger	.578								
TV is my main entertainment	.513								
I am rebelling against things in general	.502								
Factor 3: Social interaction		1.709	8.994	.518	3.64	3.47	3.32	3.54	3.43
I openly interact with those I do not know	.815								
I am comfortable approaching others who dress similarly to myself	.810								
Factor 4: Openness		1.436	7.559	.500	2.83	2.74	2.72	2.80	2.74
I am conventional, not experimental	.762								
Feel that most people are honest	.580								
Adventure sports are only for the young	.553								
Feel things are changing too fast	.496								
Factor 5: Home and family		1.243	6.541		3.76	3.42	3.67	3.77	3.51
Believe financial security is important	.650								
Family is the most important thing to me	.599								
Would rather stay home than party	.525								
Feel I have more self-confidence than others	.462								
Total variance explained			54.003	.741					

