



Looking through a new lens at...

[The last year in search?](#)

Google

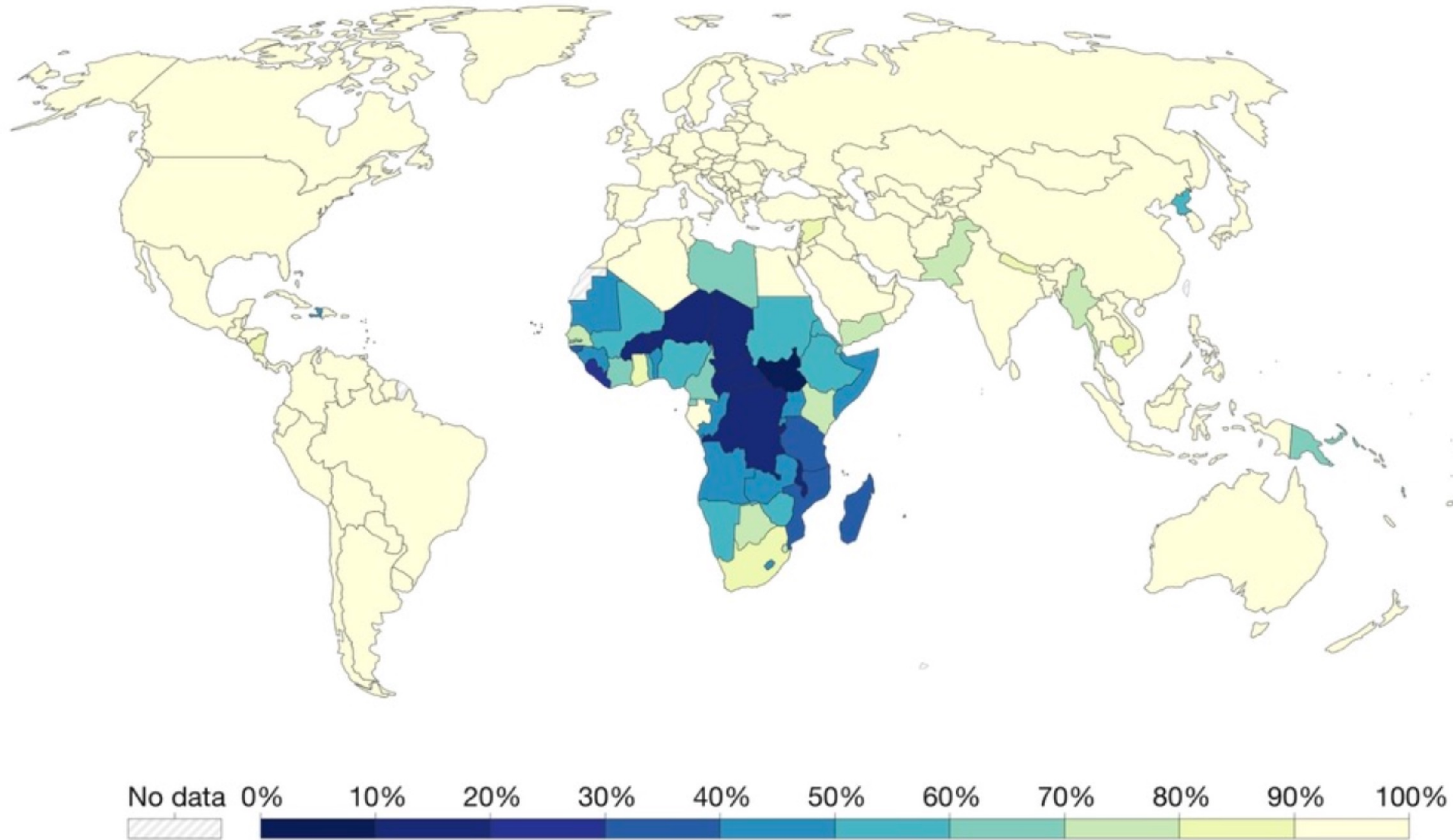


Who have performed better?

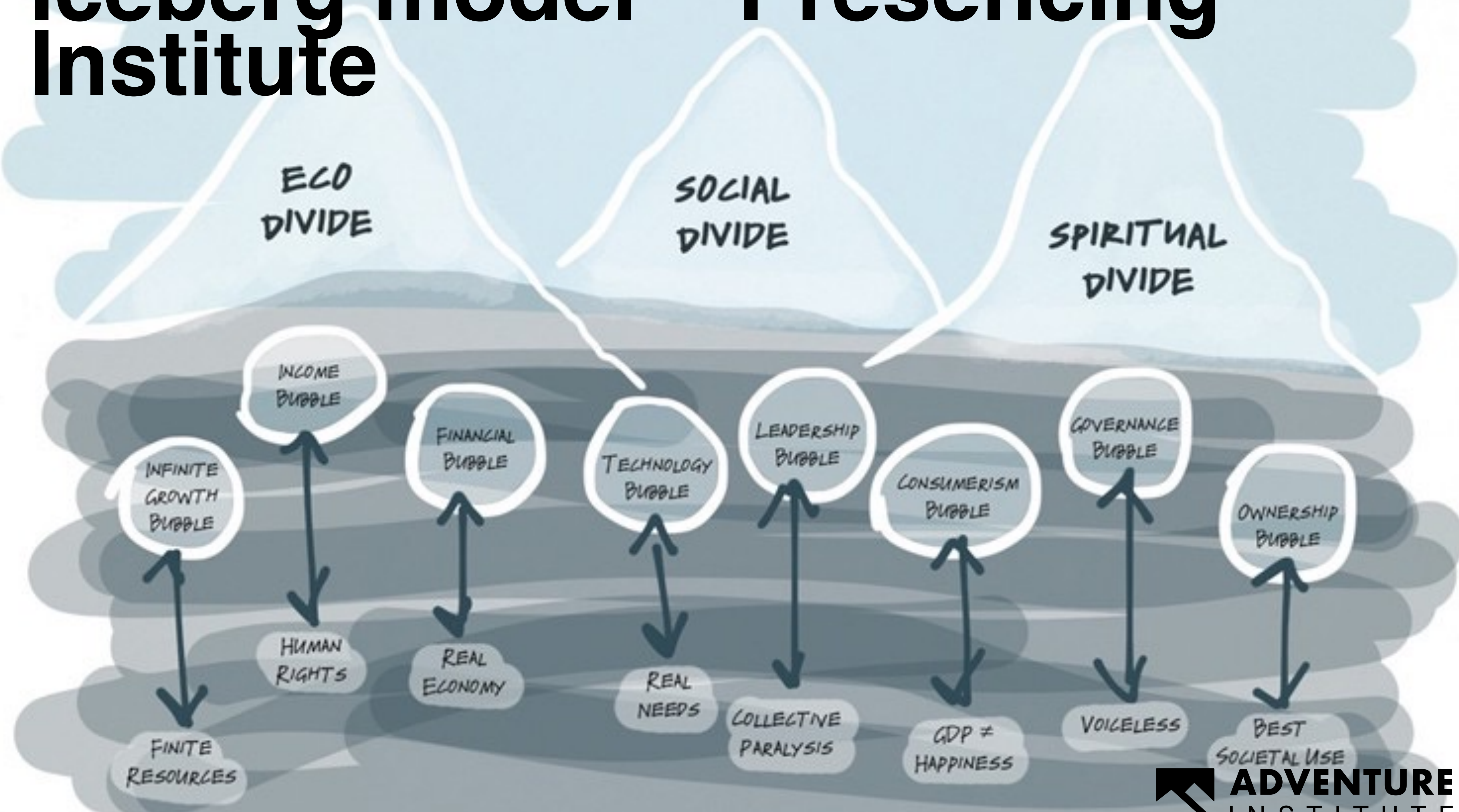


Electricity access, 2020

Share of the population with access to electricity. The definition used in international statistics adopts a very low cutoff for what it means to 'have access to electricity'. It is defined as having an electricity source that can provide very basic lighting, and charge a phone or power a radio for 4 hours per day.



Iceberg model – Presencing Institute





Different approach to the world
of work –
3 economies

**Market
economy**
Money

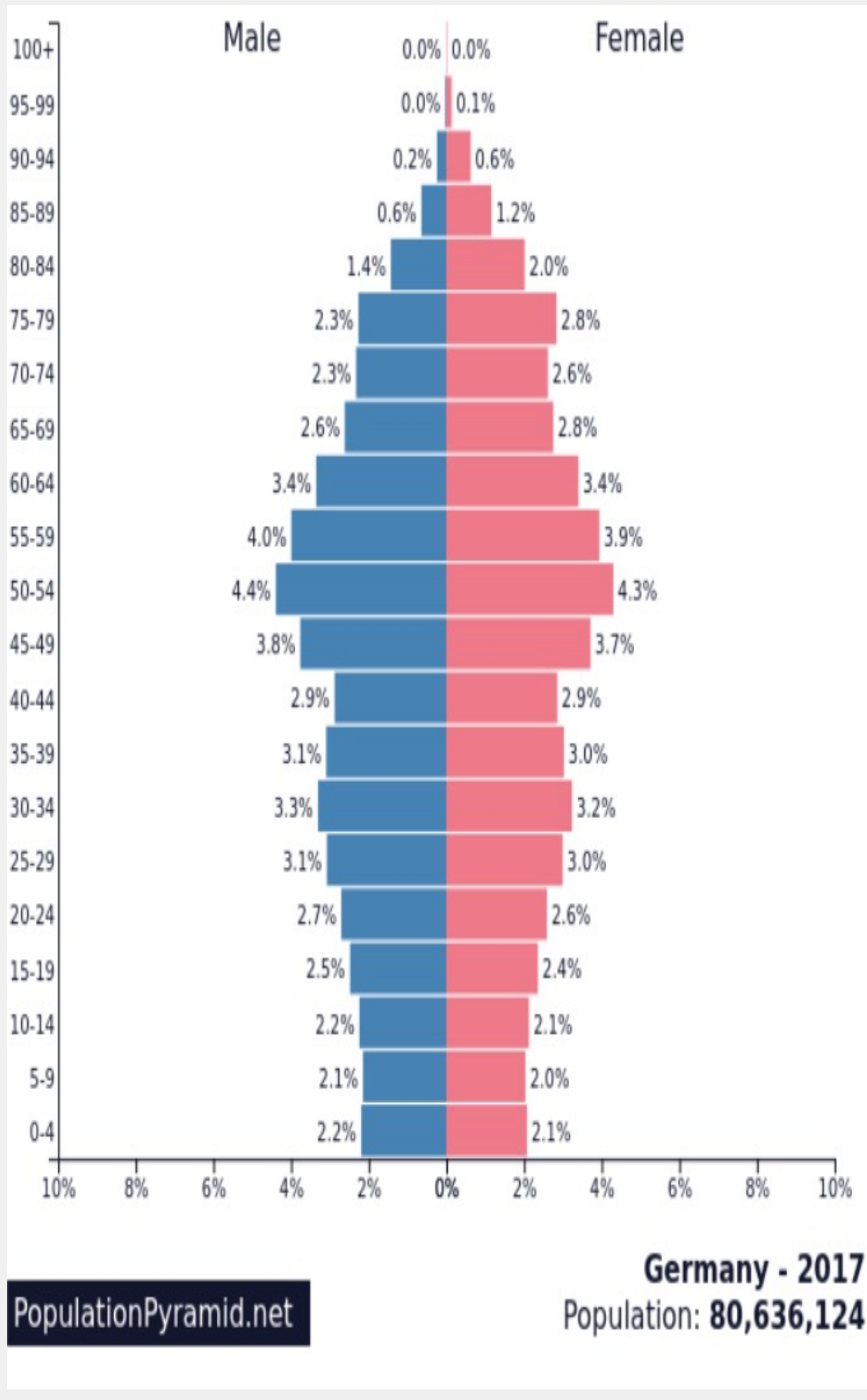
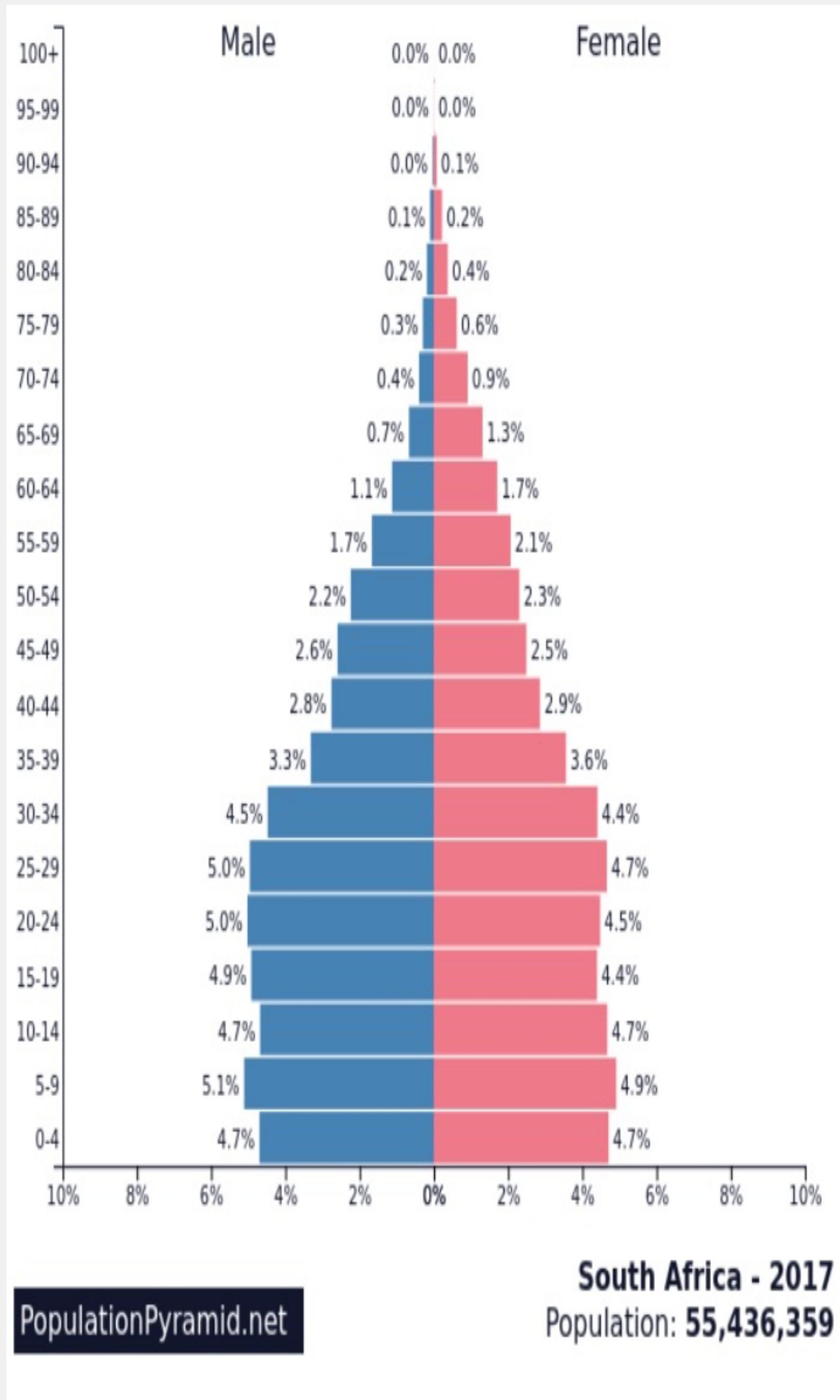


**Creative
economy**
Expression



**Social
economy**
Impact







The experience economy

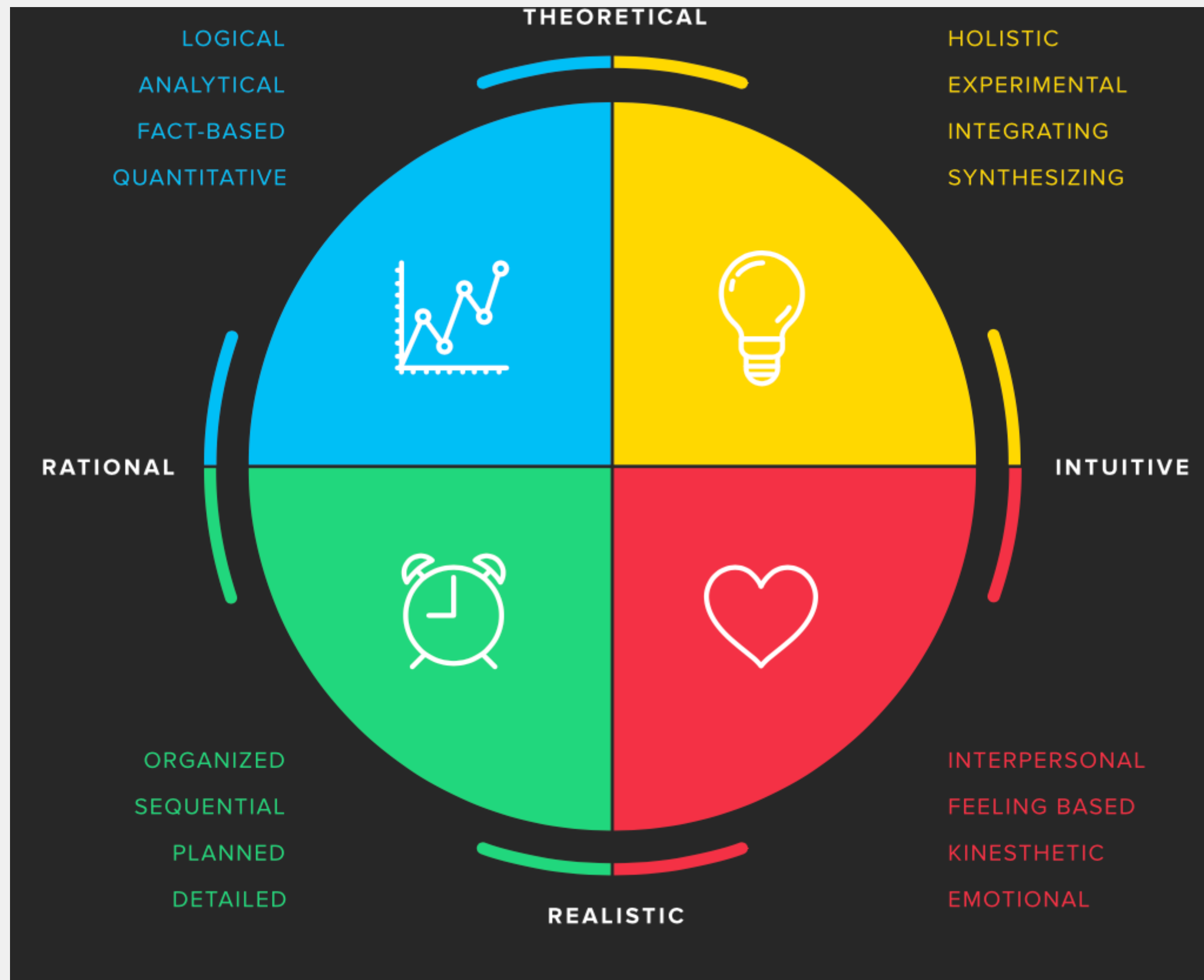
In business, the trend is your friend!

EVOLUTION OF ECONOMIC ACTIVITY:

Agrarian age	Industrial
Services	Information
Experience economy	Transformation

In the past jobs were about muscles, now they're about brains, but in the future, they'll be about the heart. – Prof. Minouche Shafik, London School of Economics





Experiential Thinking

- Staging of products and services
- Customer experience: friendly, fun & easy
- Digital experiences flourishes!



Experiential Marketing

- The x becomes the marketing
- Customisation
- Employees "act" in the theatre
- Admission & subscription



Memory co-creation (staff and guests)

1. Multisensory
2. Intense
3. Personal / meaningful
- 4. Shared with others
5. Complex/ simplistic
6. Culturally sensitive
7. Memory of experience
8. Conclusion of the experience





The outdoor industry.

In the U.S.A!

THE
OUTDOOR
RECREATION
ECONOMY
GENERATES:

\$887 BILLION

IN CONSUMER SPENDING ANNUALLY



7.6 MILLION

AMERICAN JOBS



\$65.3 BILLION

IN FEDERAL TAX REVENUE



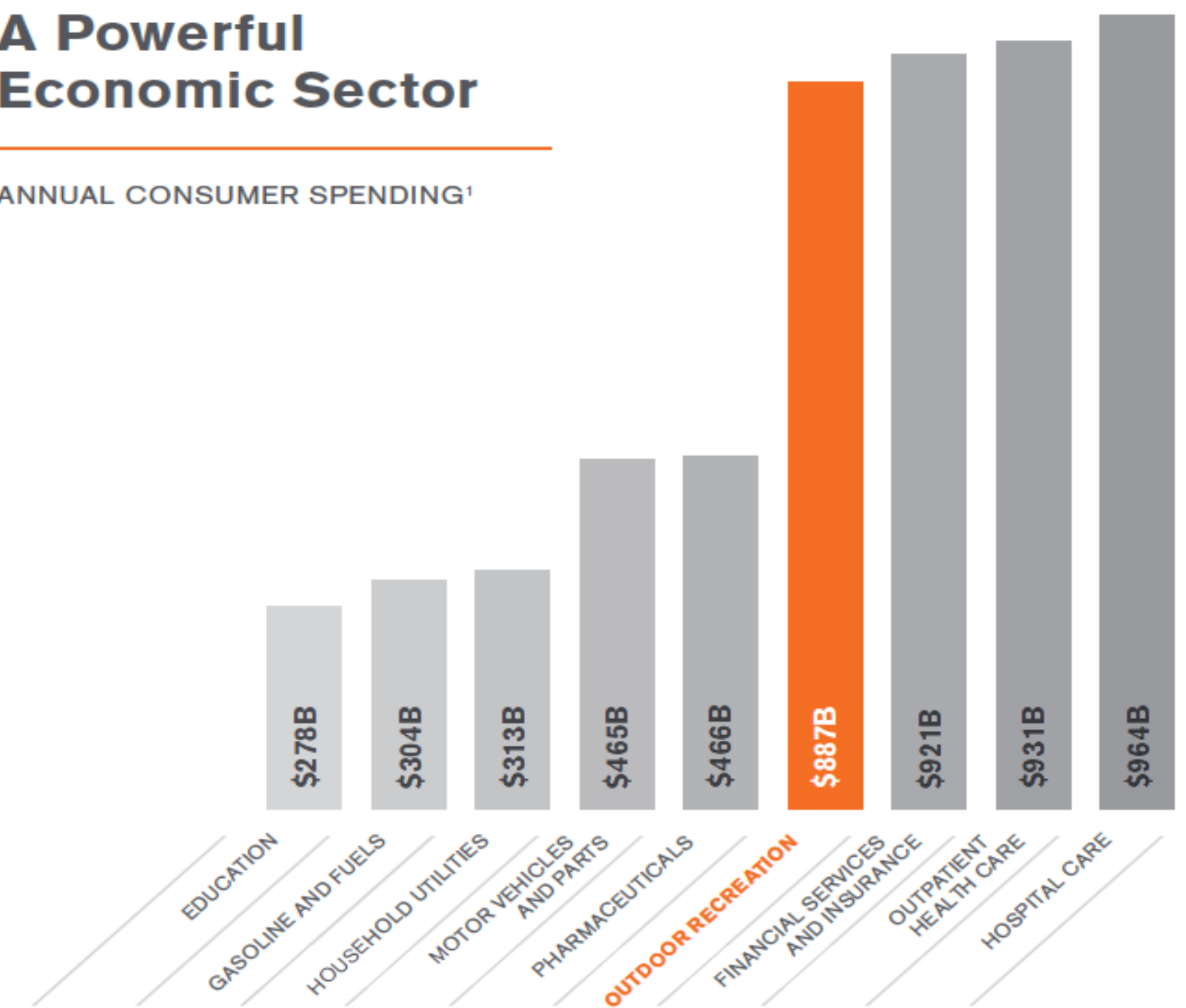
\$59.2 BILLION

IN STATE AND LOCAL TAX REVENUE



A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹



¹ Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product

These **activities** make up the Outdoor Recreation Industry

 <p>CAMPING RV campsite Tent campsite Rustic lodge</p>	 <p>MOTORCYCLING On-road Off-road</p>	 <p>TRAIL SPORTS Day hiking on trail Backpacking Rock or ice climbing Running 3+ miles Horseback riding Mountaineering</p>	 <p>WHEEL SPORTS Bicycling, paved road Bicycling, off-road Skateboarding</p>
 <p>FISHING Recreational fly Recreational non-fly</p>	 <p>OFF-ROADING ATV ROV Dune buggy 4x4 and Jeep</p>	 <p>WATER SPORTS Kayaking Rafting Canoeing Surfing Scuba diving Sailing Stand-up paddling Boating: cruising, sightseeing, wakeboarding, tubing, kneeboarding, waterskiing</p>	 <p>WILDLIFE VIEWING</p>
 <p>HUNTING Shotgun Rifle Bow</p>	 <p>SNOW SPORTS Cross-country skiing Downhill skiing Nordic skiing Snowboarding Snowmobiling Snowshoeing Telemark skiing</p>		

- Retail
- Wholesale
- Manufacturing
- Import
- Export
- Logistics
- Tourism
- Hospitality
- Education
- Learning

What the **research** shows us about the Outdoor Industry in South Africa:

SA GDP	Direct	R173 billion
	Indirect	R346 billion
Employment	Direct	716 891 jobs
	Indirect	1168123 jobs
Tax revenue		R86,49 billion

- 1 in 10 people in SA work in the ORI
- 17500 peer-reviewed academic studies affirms outdoor recreation and learning as critical to human development.
- Only 1% of studies on outdoor recreation emanate from Africa.
- Childhood exposure to outdoor activities lead to participation later in life.
- SA ORI is currently focused on less than 8% of the population!
- Institutional misalignment and voids in SA ORI.
- Lack of grassroots development and exposure to outdoor activities.
- 12 million learners in schools in S.A.



Benefits of Outdoor Recreation to individuals, communities and countries:

- Physical health.
- Mental health and wellbeing.
- Education and learning
- Active citizenship.
- Crime reduction
- Enhanced social behaviour.
- Promote sustained active lifestyles.
- Place attachment.
- New perspectives.
- Personal development.
- Environmental stewardship

The **adventure industry** is the gateway to...





Thank you