

## Adaptive Adventure Tourism

### Presentation abstract

With the increase of accessible tourism, demand for adventure travel grows.

Every ability and adventure activity is unique, getting industry leading companies to provide tailored tours for all abilities is the challenge.

Over the last 5 years New Zealand's Adaptive Adventure Specialists & Inclusive Tourism Experts, "Makingtrax" has been doing exactly that.

Through consultation, education & adaption we have been opening up the New Zealand adventure tourism industry for all. By working from the top down gaining the trust and building relationships within the industry is the key. Being the adventure capital of the world New Zealand has laws & rules in place to provide safe, fun and yes at times demanding tours. Understanding how operation regulations work and leading by example. Jezza (speaker & C5 tetraplegic) has the experience prior to wheelchair life as an international adventure/river/canyon guide and post, first tetraplegic to complete the 26,000km Mongol Rally, New Zealand's first tetraplegic paraglider, adventurer and entrepreneur shows the industry what is possible. Respect in the adventure industry goes a long way and ignites new professional relationships that lead to more opportunities. Jezza approaches the adventure companies consults and adapts by doing the activity plus with his past experience & knowledge of the industry is opening the adventure activity to all abilities. As a C5 tetraplegic with over 20 years in the adventure industry both New Zealand & Internationally, he is the perfect "guinea pig"

Over the last 5 years Makingtrax has developed with this unique business structure now offering fully guided adaptive adventure travel. We provide trips throughout New Zealand concentrating on tailoring the adventure to the client. Some activities we offer on our trips include Multiday wilderness rafting, adaptive skydiving & paragliding, horse treks, helicopter glacier landings with ski-chair, mountain huts via helicopter, winter skiing.....the list goes on and is growing.

Makingtrax is now taking yearly subscriptions from adventure tourism companies, we provide them with a consultation service at any time and they hold the "Trax seal of approval" New Zealand's benchmark for inclusive tourism & adaptive adventure. Makingtrax is changing the adventure tourism industry to tailor trips to any adventurers needs.

**Lead speaker :** Jezza Williams

**Organisation :** Makingtrax

**City (Country) :** Christchurch(New Zealand)

**Biography :** Jeremy aka Jezza Williams A born adventurer from humble beginnings to a world traveller, international outdoor guide & pioneering adaptive adventure consultant Kiwi country kid with a wilderness playground at his doorstep, who could imagine such a journey..... Over twenty years of experience, guiding internationally on spectacular rivers & canyons, adventuring into lost jungles, Patrolling steep and deep mountains. Working in wild environments: a life of risk taking and exploring limits. Jezza believes your only limitation is yourself After a life changing canyoning accident in 2010, there was no holding back. Two years of rehabilitation after losing all independence and coming within an inch of death Jezza now,



as a tetraplegic, has never let his disability take control. He has never stopped pushing the limits. Whilst adjusting to his new challenges as a tetraplegic Jezza focused on his passion of adventure tourism and giving people in a similar situation to himself opportunities he had in his 20 plus years in the adventure industry, as a result Makingtrax was born. Jezza has gone from an able-bodied expert in adventure tourism to a world expert in inclusive tourism and travel, revolutionising adaptive adventure. Always moving forward, became the first tetraplegic to complete the 26 000 km Mongol Rally from London to Mongolia and back again, and now is New Zealand's first tetraplegic solo paragliding pilot

**2nd speaker :**

**Organisation :**

**City (Country) :** ()

**Biography :**