

Company Introduction and Mission

AdventGX, a Texas corporation founded in 2004 and headquartered at the Texas A&M University Research Park in College Station, TX, provides a suite of advanced information technology solutions for the tourism industry in the areas of experiential travel, business development, benchmarking, analytics, performance support and decision support systems. These next generation solutions will address the growing demands of **“The Experiential Tourism Industry”**. AdventGX offers professional services supported by a team of experts in this dynamic industry sector. This group of experts account for more than 100 years of ‘hands on’ experience in this highly profitable industry.

The experiential tourism industry is currently going through a phase of dynamic changes requiring a higher set of quality standards in the way that services are provided. AdventGX will position itself as an industry leader by leveraging its expert knowledge of the experiential tourism industry, its technological capabilities, and an uncompromised customer focus.

Industry / Market Definition and Focus

The term ‘Experiential Tourism’ refers to events or situations where the tourist plays an important role in the experience. This includes activities that bring people and nature together in order to exchange experience with wildlife viewing, and also activities such as camping, hiking, photography and learning about the history/culture of the region where the experience is taking place.

This sector, or branch, of tourism includes, but is not limited to, nature tourism, resource-based tourism, adventure tourism, ecotourism, heritage tourism, and agri-tourism. All of these categories include a broad range of travel interests and a plethora of other outdoor, recreational and sporting activities that enhance the individual experiences of the traveler. While individual traveler interests may differ, they all share the goal of experiencing the outdoors.

People want to “experience” nature as an active, not an idle, participant during their nature based adventures. Personal enrichment, enlightenment, stimulation, and engagement are among the primary motivators for these potential travelers. This is supported by data collected from the 2001 U.S. Fish and Wildlife Service survey of Fishing, Hunting, and Wildlife-Associated Recreation, which lists the top five motivations for the experiential tourist as:

- I. To enjoy the outdoors
- II. To experience nature and its sights
- III. See and do new and out of the ordinary things
- IV. Learn about the environment
- V. Escape from the City

Experiential tourism is defined as a niche within the tourism industry. AdventGX has built a suite of products, services, and tourism development resources to assist regions, communities, businesses and private landowners in the U.S. and abroad. The goal for these services is to assist in the creation of successful tourism destinations, attractions and businesses for the traveling public.

Academic Partner

Texas A&M University is home of the Department of Recreation, Park and Tourism Sciences (RPTS). The RPTS Department has established itself as the academic leader in tourism education in the U.S. and potentially the entire world. AdventGX has a strong relationship with the University and is taking advantage of the research and development activities that the RPTS Department has been engaged in since 1965 to enhance tourism in Texas, the U.S., and around the globe. The RPTS department established original theories for regional tourism development and currently is home to a highly distinguished faculty. Currently the RPTS department is experiencing significant achievements and growth in the areas of tourism development, natural resource management, and the application of IT to the tourism industry. In addition, Texas A&M has numerous other departments engaged in cutting edge research and development that afford AdventGX access to applied technologies that will have a positive effect the tourism industry. The ongoing relationship with the University provides an invaluable resource to AdventGX in the way of industry partnerships, intellectual capital and direct visibility for our technologies.