



## Imaginative bookings will be rewarded

BY LAURA GELDER

■ **Imaginative Traveller** is offering agents a free adventurer tour of up to 21 days to any destination for every five passengers which they book onto its 'adventurer' or 'traveller' tours.

The incentive scheme is to help push its new '50 must-do trips of a lifetime' brochure which is designed to help high street agents sell adventure with its collection of top 50 adventure holidays for new adventurers, families, wildlife lovers or those keen on iconic sites.

Those who book 10 passengers can take a friend and those booking seven or more customers onto a tailor-made

departure will also enjoy a free 'adventurer' tour.

**Imaginative Traveller's** sales manager Fay McCormack explained the idea behind the brochure. "The 'Passport to Adventure' report by **TUI Travel Adventure Companies** in January this year predicted a 70 per cent increase in participation in adventure travel over the next three years, making this a great time for agents to capitalise on the growing demand for a more active holiday."

**Imaginative Traveller** offers worldwide activities including sailing, ballooning, wildlife spotting and cycling.

[www.imaginative-traveller.com](http://www.imaginative-traveller.com)

