

Active families searching adventure



■ **CYCLING:** is a great adventure break

HIGH street agents who have failed to keep abreast of rising demand for adventure holidays risk missing out on a line of business which could treble in value by 2013, says a new report.

Compiled by the Adventure Companies, which includes seven operators in the TUI (Thomson) empire, The Passport to Adventure Industry Trend Report 2010 identifies strong demand from several different age groups. They include young professionals in

their 20s and 30s, middle-class families, and over-50s keen to blow their money on the trip of a lifetime.

The report accepts the term 'adventure' holidays covers a wide remit: cultural and discovery trips, nature and wildlife holidays, walking, cycling tours, trekking, long distance overland journeys, adrenaline experiences and polar expeditions.

At least 400,000 holidays a year are currently sold in this sector, at an average price up

from £987 in 2006 to £1,198 in 2010.

Total sales, by all operators, are probably worth around £180 million per year.

High street agents should be gagging to sell adventure holidays, because some operators pay a 10% commission, which is more generous than the commission on standard packages.

● Initial enquiries should go to Imaginative Traveller (0845 077 8803 and www.imaginative-traveller.com).

