

THE ADVENTURE TRAVEL FIT MARKET

Location: United Kingdom

Client: Private Tour Operator

Services: Market Positioning Report



Assessment of the demand for FIT adventure travel in the UK, and the inclusion of this into a major tour operator's portfolio

Project Objectives:

- To examine the current market for FIT Adventure Travel and assess its strengths and weaknesses to determine what opportunities may exist for a UK based tour operator to expand into this niche market.

Our Recommendations:

- There is an undisputed growth of independent travel, and strong evidence that there is a growth in the interest of tailor-made, independent tours brought together by tour operators.
- The established FIT operators, such as Audley Travel and Original Travel, base their entire business on this type of trip; however, a number of other traditional group operators are also starting to offer independent tours.
- Other findings cannot be revealed due to the sensitive nature of this research and to protect the tour operator client.