



Market Report

A Snapshot of your Market Sector

Adventure Tourism

Cost of Doing Business Support

For information on reducing the cost of running your business, the [Find Business Support](#) website has links to advice, funding and regional support.

This pack has been designed to provide information on setting up a business in the **Adventure Tourism** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **December 2023**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Adventure Tourism market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Interest in taking **touring and adventure holidays** remains below pre-pandemic levels. Some over-65s may not feel comfortable yet to travel within a group, whilst younger travellers, who are typically less financially resilient, may turn to lower-cost options. With inflationary pressures expected to ease, long-haul and premium touring adventure holidays should become more attractive. (Mintel, *Touring and Adventure Holidays*, February 2023)
- ◆ At least 46% of travellers from all income groups say they have spent, or plan to spend, more on holidays during the 2023/24 winter period than the same period last year. Consumers are moving away from 'flashy luxury' and are increasingly turning towards **experiences, adventure, and uniqueness** instead. (Mintel, *Travel Trends*, December 2023).
- ◆ The value of the domestic market is expected to remain above pre-pandemic levels throughout Mintel's forecast period, although it is expected to **decline by 2% in 2023 compared to 2022**. The volume of domestic holidays, estimated to have been just under pre COVID-19 levels in 2022, is expected to fall by 4% in 2023. Volume is expected to grow to **62.1 million in 2027**, up from 60.5 million in 2019, and associated spending on domestic holidays is expected to reach **around £16.8 billion in 2027**, up from £14.5 billion in 2019. (Mintel, *Domestic Tourism*, November 2022).
- ◆ **Physically-challenging activities**, such as rock-climbing or mountain biking, will offer a way to encourage younger Brits to engage with nature on holiday. 39% of domestic holidaymakers would be interested in taking part in such an activity on holiday in the UK, peaking at 60% of 16-44 year olds. Offering different levels of activity, such as easy or challenging, will help to make physical activities accessible to more people and reduce the barrier to those who fear they are not fit enough to participate. (Mintel, *Domestic Tourism*, November 2022).
- ◆ **Rural/countryside breaks** (29%) remain the most popular holiday type for planned domestic main holidays in the year following March 2023. Demand for camping holidays has increased and is now firmly in third place; 25% of planned domestic main holidays were defined as a camping holiday in March 2023, up from 20% in March 2021. Other experiences showing growth potential include wellness camping holidays and 'off-grid' camping in remoter locations, with the latter driven by the mainstream popularity of adventure travel. (Mintel, *Holiday Planning & Booking Process*, November 2023).



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- ◆ The national organisation for this industry is [Wild Scotland](#). Other industry bodies include [Visit Scotland](#), [Visit Britain](#), [Wild Scotland](#), and the [Adventure Travel Trade Association](#).

Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **IBIS World - Tour Operators in the UK (October 2023)**. With high inflation and soaring interest rates in the two years through 2023-24, all signs point towards squeezed household budgets with little wriggle room for holidays and tour packages. Package holidays, flights and hotels are more expensive than ever, but bookings continue to soar, with tour operators recording sizeable revenue growth in summer 2023.
- ◆ **IBIS World - Caravan & Camping Sites in the UK (November 2023)**. The depreciation of the pound following the Brexit vote stimulated visits to British towns and cities from both domestic and international tourists, raising caravan and camping site visits. The ageing UK population has supported revenue, as retirees have more free time than the working population. According to the National Caravan Council, Britain's ageing population has contributed to the number of new and pre-owned motorhome registrations rising yearly since 2013.
- ◆ **Technavio – Global Adventure Tourism Market 2023-2027**. Europe was the largest region in the market in 2022 and will continue to be the 2nd-largest segment in 2027. It will grow at a compounded annual growth rate of 45.29% between 2022 and 2027, which is slower than that of the overall market. It will be the slowest growing region in the overall market and will grow from **\$245.17 billion in 2022 to \$1,587.42 billion in 2027**. It will contribute 30.38% to the incremental growth of the overall market between 2022 and 2027.

There are also a number of online resources you may find helpful:

- ◆ **Visit Scotland – [Research and Insights](#)**. The latest industry and consumer insight on tourism in Scotland, including regional market research, information on types of visitors to Scotland and the activities that they participate in, and future market trends. Of particular interest might be their '[Adaptable Adventures](#)' insight paper which looks at the growing trends in adventure tourism.
- ◆ **Office for National Statistics (ONS) – [Tourism and Outdoor Leisure 2021](#)**. Statistics showing that 'Nature' contributed an estimated £12 billion to tourism and outdoor leisure within the UK in 2019, with outdoor-related activities in urban settings accounting for 60% of all nature-based spending.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers.
- ◆ Search for information on limited UK companies via the [Companies House](#) website.
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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