



Market Report

A Snapshot of your Market Sector

Adventure Tourism

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 **October 2020**. 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:

- ◆ Overseas summer holidays look unlikely to happen for most people in 2020, whilst staycations will be high in demand when recovery begins. Marketing that focuses on escapism will appeal as consumers will be desperate for a change of scenery, preferring rural retreats over city breaks. (Mintel, *The Impact of COVID-19 on Travel*, June 2020)
- ◆ **22%** of UK adults were planning to book a holiday in three months following July 2020, up from **18%** in May 2020. Whilst this figure is on the rise, it is still well below the levels seen last year and shows that optimism surrounding pent-up demand for holidays following lockdown has yet to be fully realised. Those aged 16-34 remain most confident about booking holidays in the short term, with **28% of 16-34s** planning to book a holiday in the three months following July 2020, compared to **22% of all adults**. (Mintel, *Travel Trends: Inc. Impact of COVID-19 UK*, August 2020)
- ◆ Some **14%** of adults went on a group touring/adventure holiday in the five years ending March 2020. Growth prospects appeared strong, with rising demand for premium and long-haul tours especially. The COVID-19 crisis will have a drastic impact on all holidays in 2020, with domestic tourism starting to recover ahead of overseas travel as restrictions begin to ease. Group touring and adventure holidays are expected to follow a broadly similar trajectory to the overall market. (Mintel, *Touring and Adventure Holidays: Inc. Impact of COVID-19*, May 2020)
- ◆ However, the trend of holidaymakers booking independently or assembling personalised packages online is likely to continue, suggesting that specialisation in a particular destination or select activities will enable operators to add value to their services. For example, adventure holidays and holidays that involve a more complicated combination of activities and travel are likely to be subject to rising demand, particularly compared with simpler holiday packages that are more easily booked online. (IBISWorld, *Tour Operators in the UK*, September 2020)
- ◆ The national organisation for this industry is [Activity Scotland](#). Other industry bodies include [Visit Scotland](#), [Visit Britain](#), [Wild Scotland](#) and the [Adventure Travel Trade Association](#). JKL.

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.

- ◆ **Mintel – Solo Holidays: Inc Impact of COVID-19 UK (October 2020).** Solo travel will be slower to recover from the covid-19 pandemic and recession than travel with other companions. However long-term prospects are strong, especially in the older segment of the market, due to rapid population growth amongst singles over 55. It is becoming more of a cultural norm for people to take separate ‘me-time’ breaks away from partners and families to pursue individual interests. However, as progress in the broader mainstream travel and hospitality industry, outside of the group holiday sectors remains slow, there is untapped growth potential in this area.
- ◆ **Technavio – Global Adventure Tourism Market 2020-2024 (August 2020).** . The global adventure tourism market is expected to experience unfavorable growth until the COVID-19 is controlled, since the sector covers mainly the non-essential services, and the growth of the market in focus is highly dependent on removing travel restrictions and lockdowns. This will significantly impact the global adventure tourism market in 2020, and the market is expected to gradually regain its growth from 2021.

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

- ◆ **ABTA – Travel Trends Report 2020** (tinyurl.com/y55sbowv). This report reflects on how the market performed in 2018 and looks at the trends and how the UK travel market is predicted to perform in 2019.
- ◆ **The Adventure Travel Trade Association** (tinyurl.com/yb2cp6g3) makes a number of free research reports on a number of industry related issues and topics. Some additional reports are available at cost, or for members of the association (for which there is both a free and paid option)
- ◆ **The Wild Scotland** website has several pages of resources for adventure tourism businesses in their industry section (tinyurl.com/y44vtetp)

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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**

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.

Last updated: October 2020

Updated by: Patrick MacDonald

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