

# Market Report

A Snapshot of your Marketing 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](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **November 2025**.

## 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:

- ◆ **12% of adults** have taken a group touring or adventure holiday in the last five years. The **future interest level is 21%**. This style of travel is not to everyone's taste, and will likely remain a relatively specialist sector – but there is good scope for expanding the customer base. Global economic uncertainty and cost of living pressures remain threats, particularly in the budget coach tour market. However, those with money to spend continue to prioritise holidays, and are willing to spend on premium tours and experiences. (Mintel, *Touring and Adventure Holidays – UK – 2025*).
- ◆ The UK ranks **55th out of 61 countries** worldwide in terms of how 'nature-connected' it is, according to the first ever global study of how people relate to the natural world... Despite this – or perhaps because of this – experiencing nature is cited as one of the leading [interests](#) of UK domestic holidaymakers. Brands in outdoor and rural sectors such as camping and caravanning and holiday cottages should emphasise their 'nature connectedness' as a key selling point, and should partner with local providers to facilitate 'back to nature' discovery experiences. (Mintel, *Domestic Tourism – UK – 2025*).
- ◆ Gen Z consumers are most likely to have taken a **city break (36%) or beach holiday (38%)** over the past six months, however they show interest in a wide range of holiday types. This demographic shows an above-average interest in snow sports, as well as a desire to take part in other activity holidays (such as golf or cycling), cultural/historical sightseeing and cruises. This reflects how strongly Gen Z value pursuing their interests, driving them towards a wider variety of holiday options tailored to their personal tastes. (Mintel, *Travel Trends – Spring – UK – 2025*).
- ◆ UK will generate growth in all the years of the forecast period between 2024 and 2029. The year-on-year growth during this period will vary between 15.4% and 22.9%. UK was the 9th-largest country in the market in 2024 and will continue to be the 9th-largest segment in 2029. It will grow at a compounded annual growth rate of 18.6% between 2024 and 2029, which is lower than that of the overall market. Among the key countries, UK will be the 4th-fastest growing country and will grow from \$20.8 billion in 2024 to \$48.8 billion in 2029. It will contribute 0.4% to the incremental growth of the overall market between 2024 and 2029 (Technavio, *Global Adventure Tourism Market 2025-2029*).
- ◆ The national organisation for this industry is [Wild Scotland](#). Other industry bodies include [Visit Scotland](#), [Visit Britain](#), and the [Adventure Travel Trade Association](#)

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## 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](mailto:info@bgateway.com).

- ◆ IBISWorld – Caravan & Camping Sites in the UK (September 2025). Revenue is forecast to swell at a compound annual rate of 1.5% over the five years through 2030-31 to £4.8 billion. Despite the recent slowdown, domestic tourism will flourish as Britons seek quick getaways in rural areas, avoiding inflated plane tickets and the potential wildfires around the Mediterranean. Domestic outdoor trips will be aided by improving finances, amid anticipated falls in inflation and interest rates and the digital detox trend, where consumers seek to disconnect from screens.

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 Adventure Seekers report.
- ◆ **Office for National Statistics (ONS)** - [Overseas travel and tourism](#). Shows visits to the UK by overseas residents, visits abroad by UK residents and spending by travellers, using provisional passenger traffic data.
- ◆ **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.
- ◆ **Wild Scotland and Forestry and Land Scotland** have both published their own visitor and tourism strategies ([Wild Scotland Tourism Strategy](#); [Forestry and Land Scotland Visitor Strategy](#)), which might provide you with some useful information on the direction these organisations (and the industry they represent or work with) is heading in over next few years.
- ◆ **North East Adventure Tourism (NEAT)** is a collaborative project between a group of tourism and business development organisations in the North East of Scotland, focusing on the potential economic benefits that adventure tourism can bring to the area. Their website ([northeastadventuretourism.com](http://northeastadventuretourism.com)) features a research and insights page, as well as a directory of local adventure tourism businesses.

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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](mailto: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](mailto: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 websites, 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.



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## 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.

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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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