



ADVENTURE

TRAVEL SHOW

BUSINESS DESIGN CENTRE
LONDON 10 & 11 JANUARY 2026

MEET THOUSANDS OF
VISITORS LOOKING FOR:
ONCE-IN-A-LIFETIME
TRAVEL EXPERIENCES
SMALL GROUP ADVENTURES
WALKING & TREKKING
VOLUNTEERING & CAREER
BREAK PROJECTS
ECO ADVENTURES
AND MORE FOR 2026!

**MORE
AWESOME
FOR 2026**

THE UK'S ONLY EVENT DEDICATED TO
TRAVEL OFF THE BEATEN TRACK

AFTER A FIVE-YEAR ABSENCE, THE ADVENTURE TRAVEL SHOW RETURNED IN JANUARY 2025 FOR ITS 25TH EDITION

HERE'S HOW WELL IT WENT!

It was an amazing start to the new, improved version of the Adventure Travel Show, with 109 exhibitors ready to meet engaged travellers when the show's doors re-opened for the first time since 2020.

The line-up included tour companies from every continent, with large organisations through to small one person operators, as well as ten tourism boards from Nepal to Belize, Newfoundland to Madeira.

ENGAGED VISITORS

There were over 3520 visitors on Saturday and over 1900 on Sunday, of which 106 were press and 87 trade visitors. Just over 65% had not visited the Adventure Travel Show before.

When booking their tickets, visitors were asked about which destinations they were researching for their next trip:

63.6% EUROPE

63.1% ASIA & MIDDLE EAST

51.9% LATIN AMERICA

51.7% AFRICA

40.1% NORTH AMERICA & CARIBBEAN

37.9% AUSTRALIA & PACIFIC

35% ANTARCTICA & ARCTIC



"YellowWood was delighted to return to the Adventure Travel Show in 2025 after a long hiatus. The new venue in Islington is more slick, spacious and welcoming than previously, and over two days our team had a lot of fun chatting with many open-minded and adventurous people looking for exciting and rewarding experiences!"

The talks are unique and informative, and because many smaller operators are exhibiting, it provides a genuinely diversified and fascinating array of travel products on offer for attendees. We will certainly be back in 2026 and hope to see you there!"

Sam McManus, MD - YellowWood Adventures



MORE UNIQUE EVENTS FOR ADVENTURERS AND NEW CONTENT FOR 2026



Visitors to The Adventure Travel Show are hungry for travel advice, so the show has three theatres providing them with unique content from an unrivalled line up of adventure travel experts.

THE ADVENTURE TRAVEL THEATRE

This large theatre is home to the UK's best-known adventurers sharing their unique experiences.

THE DISCOVERY STAGE

Is where visitors get practical advice on everything from buying clothing to choosing a gravel bike, solo travel to family adventures, beginners' photography to kayaking skills.

THE DESTINATIONS THEATRE

Here a hand-picked selection of exhibitors present their expert tips and advice about their amazing destinations from every corner of the world.

CYCLE ADVENTURING NEW!

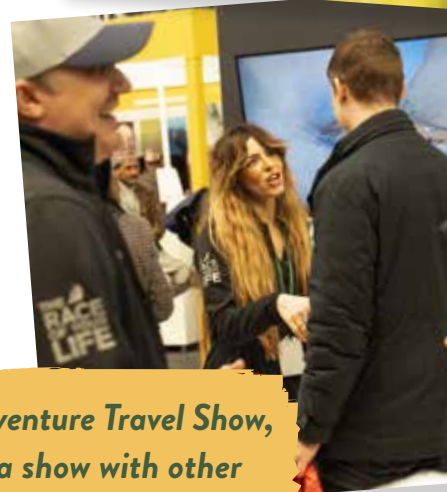
An area dedicated to exploring the world on two wheels. Whether you call it bikepacking, gravel riding or bike-trekking, if your business is bikes & kit and you're looking for a new market - ATS delivers it.



**NEW
CONTENT
FOR 2026**

ADVENTURE KIT NEW!

For makers and retailers of clothing, eyewear, equipment, travel tech and gadgets – ATS is your chance meet an audience who want the latest gear for their next trip and are primed and ready to buy.



"We were absolutely delighted with our decision to exhibit at the Adventure Travel Show, as a small specialist Tour Operator it was marvellous to exhibit at a show with other like-minded companies. This resonated with the visitors who we're interested in our destinations and the range of bespoke experiences we offer. We've rebooked for next year and are thoroughly looking forward to it."

Robin Russell-Pavier, Director - Briggate Travel

WHAT SETS THE ADVENTURE TRAVEL SHOW APART FROM OTHER TRAVEL SHOWS

THE ADVENTURE TRAVEL SHOW

Only this show delivers a highly targeted audience of adventure travellers. Who are willing to seek out unusual destinations and unique experiences around the world. And critically they have the finances available to indulge their passion for adventure and off-the-beaten-track journeys. It's a very discerning crowd that doesn't attend other shows in the UK.

ESCAPE EVENTS & LIVING MEDIA EVENTS

The Escape and Living Media teams have a long pedigree of delivering high-quality consumer and trade exhibitions, including many at the BDC such as Caffe Culture, the Cycle Show, the London Art Fair, New Designers and the Country Living Fairs.

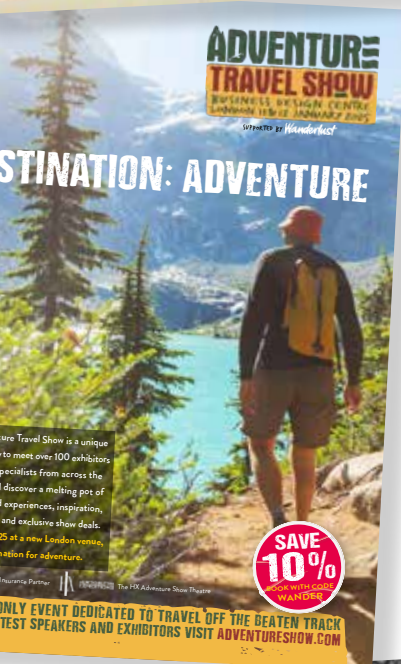
VISITOR SURVEY

- 78% interested in walking holidays • 69% in wildlife holidays • 71% in cultural/historical experiences • 81% support sustainable travel
- Average age: 53 • 44% male • 56% female
- 18% Director/Managerial • 33% Professional

THE RIGHT AUDIENCE

Our marketing and PR teams will deliver another highly effective promotional marketing campaign for the show supported by a heavyweight multi-media marketing, advertising and PR campaign featuring:

- specialist & travel magazines
- outdoor advertising • digital advertising
- online and social media



"The Adventure Travel show was the perfect place for Cook Islands to showcase that it's not just about beautiful beaches – but is an opportunity for visitors to immerse themselves in Polynesian Culture, nature and soft adventure."

Ian Griffiths – Cook Islands Tourism

THE PERFECT VENUE FOR WORLDWIDE ADVENTURE IN THE HEART OF LONDON



THE BUSINESS DESIGN CENTRE

In vibrant Islington, the centre has excellent transport links, with Angel underground station just around the corner, and King's Cross St Pancreas and Highbury & Islington stations a 15 minute walk away. Car parking offering disabled access is available at the venue.

There is accommodation nearby to suit all budgets with a Hilton hotel right next door, plus a Premier Inn and Double Tree less than a 5 minute walk from the venue. Islington is one of London's most popular evening destinations with dozens of restaurants and pubs offering a tempting choice of menus.



IT'S EASY TO TAKE PART

We have made it as straightforward as possible to take part in the show. The venue is fully carpeted and you can choose Octanorm shell-scheme to which you just attach your own graphics.

Or there are ready-made stand packages available to upgrade your space quickly and easily. With floor to ceiling graphic walls, they add high-impact to your space - all you do is supply the artwork and the stand will be waiting for you.

PRICE

Space only: **£418** M² + VAT

Shell Scheme: **£450** M² + VAT

Graphic Stand Package: POA



CONTACT US NOW

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"I have attended ATS for many years but 2025 was the best year yet! I love the new venue: it's easy to get to and well laid-out inside. The Living Media team are super helpful. And most importantly, I had a lot of interest from the right kind of travellers."

Lesley Harris, MD - Venture Uganda