ADVENTURE TRAVEL NETWORKING

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INDEPENDENT Exclusive news partner

ADVENTURE TRAVEL SHOW

BUSINESS DESIGN CENTRE
LONDON 9&10 JANUARY 2027

Exhibitor guide

ATS '27 DELIVERS THOUSANDS OF ENGAGED VISITORS LOOKING FOR:

OFF-THE-BEATEN-TRACK EXPERIENCES

SOLO AND SMALL GROUP TRAVEL

FAMILY ADVENTURES

WALKING, TREKKING AND TWO WHEELED JOURNEYS

ONCE-IN-A-LIFETIME MEMORIES

AND MUCH MORE



BOOK NOW FOR 2027

"ATS continues to grow, year-on-year. The show is really busy, with headline speakers that attract the crowds"

Lesley Harris, Director, Venture Uganda Travel

"This year's Adventure Travel Show was even better than previous shows... The demographic was spot on"

Aleem Raheem, Earth Trip

BUILDING ON THE SUCCESS OF 2026
ATS RETURNS IN JANUARY 2027



YEAR-ON-YEAR GROWTH

After a much anticipated and long overdue relaunch in 2025, the Adventure Travel Show is now firmly established in its new home at the Business Design Centre and is going from strength to strength.

The 2026 edition saw a 10% increase in exhibitors with 123 tour companies and destinations from every continent taking part, from large travel organisations through to small one person operators.



MORE HIGHLY ENGAGED VISITORS

The attendance figures also enjoyed a healthy uplift in 2026 with 5315 visitors on Saturday and over 3000 on Sunday, including 136 members of the press and 133 trade visitors.



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



DON'T MISS OUT
LIMITED SPACE

"The Adventure Travel Show provided an excellent showcase for us to bring our small ship cruises in front of a diverse audience."
Powell Ettinger, The Small Cruise Ship Collection

"A brilliant showcase for adventure tourism. The demographic matched our ideal customers perfectly."
Wiktor Chichlowski, Fisherman's Rest

MORE UNIQUE EVENTS FOR ADVENTURERS AND OUTSTANDING TRAVEL CONTENT FOR 2027



The show has four theatres providing unique content from an unrivalled line up well-known adventurers who love to talk about their amazing experiences. Last year, Simon Reeve attracted a huge crowd - for ATS '27, he will be the headliner on Sunday with Dom Joly speaking on Saturday, so the aisles will packed both days.

TWO DESTINATION STAGES

Visitors are so hungry for authentic experiences there are now two Destinations Stages at the show where our exhibitors can share their unique insights and knowledge. The Gateway Stage focuses on Asia & Africa, while the World Stage is for distant shores plus places closer to home. Both stages were hugely popular in 2026, so if you want to showcase your trips to a discerning audience, contact Patrick to discuss the options.



GRAVEL + ADVENTURE BIKE EXPO RETURNS

This new mini-expo was a great success with gravel/adventure cyclists and regular visitors to ATS looking to explore the world on two wheels. With a dedicated stage featuring a line up of gravel riding experts and adventure cyclists, alongside bike and accessory brands, plus bike-friendly tour operators. Whether you call it bike-packing, gravel riding or bike-trekking - if you're looking for a new audience this show delivers it.

MORE WORKSHOPS ADDED FOR 2027

Britain's top wildlife photographer Paul Goldstein returns, Kav Dadfar from JRNY will host a landscape photography session, the Outdoors Writers and Photography Guild will be running a travel writing symposium, plus there will be sessions on film making on-the-go and creating videos with smart phones and hybrid cameras.



"The Adventure Travel Show has become an important fixture for the Cook Islands. With an engaging audience, ATS is the perfect platform for us to meet like-minded people."

Ian Griffiths, Cook Islands Tourism

WHAT SETS THE ADVENTURE TRAVEL SHOW APART FROM OTHER TRAVEL SHOWS

Last year, across the two days of the show, over 8,000 visitors came through our doors. What's more, these travellers are keenly interested in new adventure experiences. Mainly based in Greater London, they include small groups and solo travellers who are looking for unique destinations and experiences around the world. They also have the money to indulge their passion for slow travel and off-the-beaten-track journeys. It's a discerning crowd that doesn't go to other shows.



ESCAPE EVENTS & LIVING MEDIA

The Escape and Living Media teams have a proven track record of delivering high-quality trade and consumer exhibitions, including Caffe Culture, the Cycle Show, the London Art Fair, New Designers and the Country Living Fairs.



KEY VISITOR INFORMATION

The main age groupings of our audience are 30-50 and 50-75, who together make up over 90% of our visitors. • 78% interested in walking holidays • 69% in wildlife holidays • 71% in cultural/historical experiences • 81% support sustainable travel • 44% male • 56% female • 18% Director/Managerial • 33% Professional

TARGETING THE RIGHT AUDIENCE

Our marketing and PR teams will deliver another highly effective promotional campaign, supported by heavyweight multi-media marketing, advertising and PR featuring: • specialist & travel magazines • outdoor advertising • digital advertising • online & social media

AGE

16-29	**8%**
30-49	**50%**
50-74	**41%**
75+	**1%**

TIME SPENT AT SHOW

Average time at ATS	**5hrs 6m**
Industry benchmark time	**4hrs 28m**

TRAVEL SPEND PER YEAR PER PERSON

Up to £1000	**8.6%**
£1001 to £5000	**67.8%**
£5000 to £10,000 or more	**15.1%**

REASONS FOR VISITING

To research or book an adventure travel experience	**92%**
To gather information & advice about a specific trip	**23%**
To meet with a specific exhibitor at the show	**32%**
To attend a specific talk or presentation	**55%**
To research new and emerging destinations	**45%**

DESTINATIONS OF INTEREST

Africa	**58%**
Antarctica & Arctic	**28%**
Asia & Middle East	**65%**
Australia & Pacific	**34%**
Europe	**82.6%**
Latin America	**53%**
North America & Caribbean	**50.6%**

TRAVEL INTERESTS

Walking & Trekking	**79.4%**
Wildlife & Safari	**68.7%**
Cultural & Historical Trips	**67.6%**
Solo Trips	**44.1%**
Vehicle & motorbike expeditions	**43.5%**
Luxury Adventure	**38%**
Cycling Holidays	**34.9%**
Expedition Cruising	**32%**
Culinary Experiences	**31%**
Kayaking	**27%**
Family Adventures	**20%**

"Attending the Adventure Travel Show has been a really great experience."

Kostas Georgiadis, Monopati Hike n' Bike

"The ATS audience are highly engaged and reflective of our target market."

Rachel Farr, Head of Marketing, KE Adventure

THE PERFECT VENUE FOR WORLDWIDE ADVENTURE IN THE HEART OF LONDON



THE BUSINESS DESIGN CENTRE

In vibrant Islington, the centre is easy to get to, with Angel underground just around the corner, with King's Cross St Pancreas and Highbury & Islington stations a 15 minute walk away. The venue offers car parking with disabled access.

There is accommodation to suit all budgets - a Hilton hotel, plus a Premier Inn and Double Tree are less than 5 minutes walk away. Islington is also one of London's most popular destinations with dozens of restaurants and pubs.



DIGITAL SHOW GUIDE sent to over 350k travel enthusiasts & complimentary print copies at the show



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.





ATS 2027 PRICES

Space only: £460 M² + VAT
Shell Scheme: £495 M² + VAT
Graphic Stand Package: POA

BOOK NOW LIMITED SPACE



CONTACT US NOW

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ESCAPE

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