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 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 ATS 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. In 2026, Simon Reeve attracted a huge crowd on the Saturday, so for the ATS 27 there will be a headliner on Sunday too, so the aisles will packed-out on 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.





2 DAYS OF UNMISSABLE SPEAKERS

"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



PRINT ADVERTISING
targeted campaign in specialist travel and cycling magazines



THE ADVENTURE TRAVEL SHOW

Only ATS delivers a highly targeted and engaged audience of adventure travellers. Who are willing to seek out unique destinations and 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 and travel magazines • outdoor advertising • digital advertising • online and social media







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

"Attending the Adventure Travel Show over the past two years has been a really great experience. It also attracts a very interested and engaged audience, which makes it even more enjoyable."

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 station 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 nearby to suit all budgets - with a Hilton hotel right next door, plus a Premier Inn and Double Tree less than 5 minutes walk from the venue. Islington is also one of London's most popular evening destinations with dozens of restaurants and pubs.



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

CONTACT US NOW

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LIMITED SPACE

ESCAPE

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