

The Telegraph
**ADVENTURE
TRAVEL SHOW™**

28th-29th JANUARY 2012
OLYMPIA, LONDON
adventureshow.com

MOVING TO OLYMPIA

**THE UK'S ONLY EVENT DEDICATED TO
EXPERIENCES OFF THE BEATEN TRACK**

Featuring:

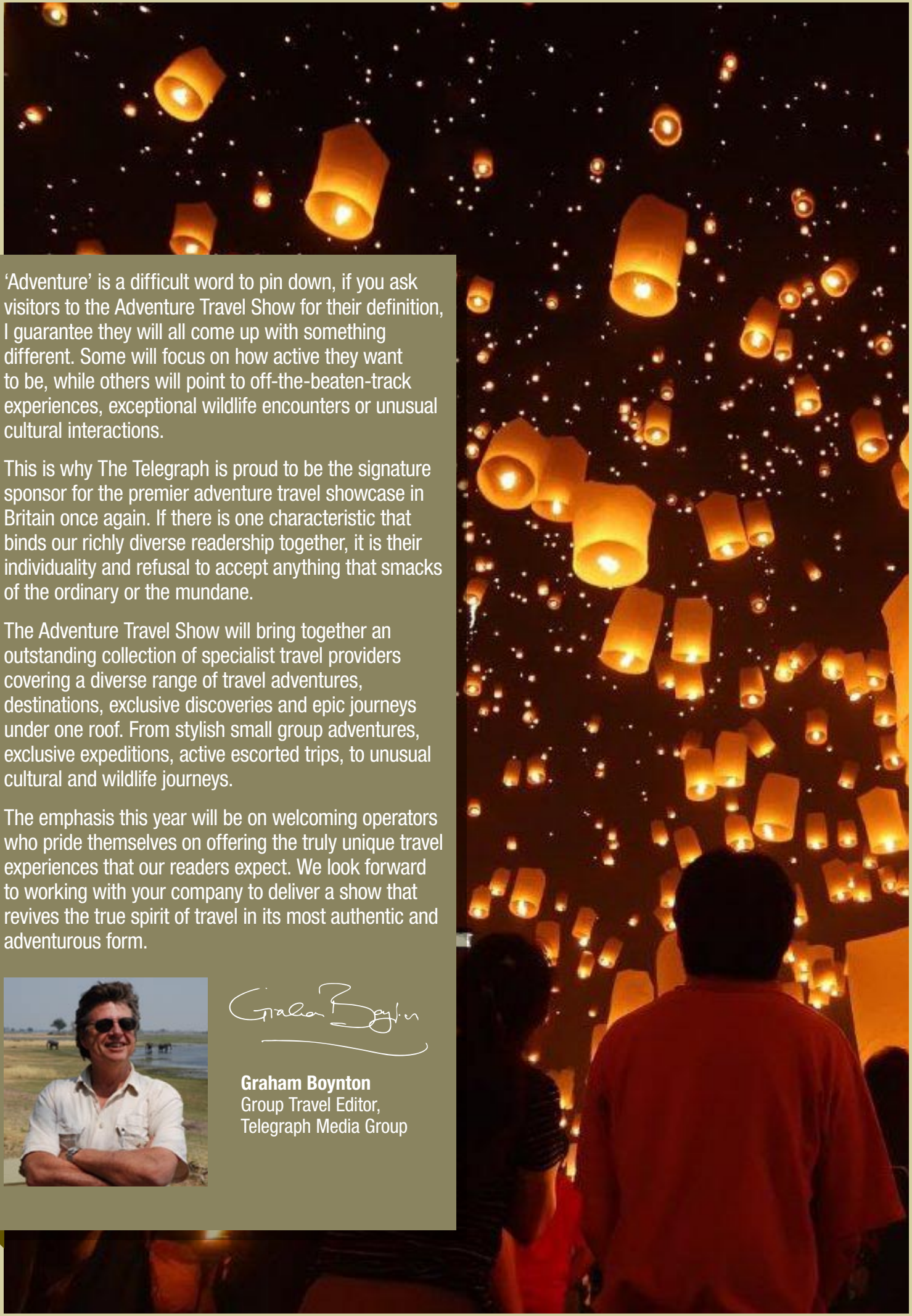
| Once-a-lifetime Travel Experiences | Small Group Adventures | Intimate Wildlife Encounters
| Exclusive Expeditions | Exploratory Journeys | Remote Discoveries | Volunteering and
Career Break Projects | Walking and Trekking | Safaris | Eco Adventure and more...

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Special features include:





'Adventure' is a difficult word to pin down, if you ask visitors to the Adventure Travel Show for their definition, I guarantee they will all come up with something different. Some will focus on how active they want to be, while others will point to off-the-beaten-track experiences, exceptional wildlife encounters or unusual cultural interactions.

This is why The Telegraph is proud to be the signature sponsor for the premier adventure travel showcase in Britain once again. If there is one characteristic that binds our richly diverse readership together, it is their individuality and refusal to accept anything that smacks of the ordinary or the mundane.

The Adventure Travel Show will bring together an outstanding collection of specialist travel providers covering a diverse range of travel adventures, destinations, exclusive discoveries and epic journeys under one roof. From stylish small group adventures, exclusive expeditions, active escorted trips, to unusual cultural and wildlife journeys.

The emphasis this year will be on welcoming operators who pride themselves on offering the truly unique travel experiences that our readers expect. We look forward to working with your company to deliver a show that revives the true spirit of travel in its most authentic and adventurous form.



Graham Boynton
Group Travel Editor,
Telegraph Media Group



ABOUT ADVENTURE TRAVEL SHOW

The Adventure Travel Show is a specialist travel event devoted to showcasing unforgettable travel adventures to a targeted, high quality, consumer audience. Through a strategic marketing partnership with The Telegraph, the Adventure Travel Show will target an intimate audience of high spenders who will visit to uncover travel experiences, not in the mainstream.

The show is designed to appeal to discerning travellers who are interested in extraordinary trips and original itineraries that are not found the high street. By bringing together a collection of specialist travel operators, it will enable visitors to engage face to face with the type of company they wish to travel with, instead of trawling through the internet and glossy brochures.

This audience is interested in quality, rather than quantity, don't miss this opportunity to do business with the some of highest spending consumers in travel, showcase your travel experiences to a demographic searching for adventure and who have the time and the money to travel.



WHO WILL VISIT?

Through a comprehensive marketing and communications campaign, the Adventure Travel Show will target a high quality audience of consumers who want far more from their travel experience than a mainstream package holiday.

2011 AUDIENCE

ATTENDANCE: 8723

Results from our comprehensive 2011 visitor survey provide in-depth feedback about our visitors' holiday trends:

- 54% Female
- 46% Male
- 71% are aged 18-44
- 79% of visitors came specifically to research or book a trip

- 79% said they would be likely to book a trip with one of our exhibitors as a direct result of visiting the show
- 58% take an adventure trip once or twice a year, with an additional 35% taking three or more trips a year
- 65% earn over £35,000
- 76% said the show either met or exceeded their expectations

MARKETING – DELIVERING BUSINESS TO YOU

To ensure that we deliver a targeted, high-quality audience for you to do business with, Adventure Travel Show is supported by a heavyweight, multi-media advertising and marketing campaign which consists of television, radio, national newspapers, regional newspapers, specialist and travel

magazines, consumer lifestyle titles, outdoor advertising, online and direct marketing. In addition to the advertising and marketing campaign, a dedicated PR campaign will be run in the lead up to the show to highlight, showcase and promote Adventure travel to the media, giving sponsors and exhibitors valuable pre-show exposure.

Some 2011 coverage included:

The Daily Telegraph, Sunday Telegraph, telegraph.co.uk, BBC, The Daily Mail, Metro, The Independent, Guardian, National Geographic, LBC, Heart 106.5, Wanderlust Magazine, Lonely Planet Magazine, Shortlist and TNT.





2011 EXHIBITOR LIST

&BEYOND

Adventure Kodiak
 Adventure Under Sail
 Africa Explorer
 African Conservation Experience
 Alaska Travel Industry Association
 Aqua-Firma Worldwide Ltd
 Art Safari Ltd
 AV8 Helicopters Ltd
 Beyond the Blue Ltd
 Big 5 kayak challenge
 Blacks Leisure Group Plc
 Bradt Travel Guides
 Bunac
 Busanga Safaris Ltd
 Charity Challenge
 Chimu Adventures
 Community Action Nepal
 Community Action Treks
 Coral Cay Conservation
 Direct Adventures
 Down to Earth Holidays

Dragoman Overseas Travel Ltd
 Earthbound Expeditions
 East African Adventure Ltd
 Eco Brands Ltd
 Entabeni Nature Guide Training
 Experience Holidays
 Explore Himalaya Travel & Adventure
 EXPLORE!
 Fiji Tourism
 Flying Kites Global
 Flying Kiwi Wilderness Expeditions
 Foreign & Commonwealth Office
 Gap Year Diver Ltd
 Global Volunteer Projects
 Globbusters Ltd
 Globetrotters Club Ltd
 Hariyali Travels & Tours P.Ltd
 Health Connections
 Hinterland Travel
 incognito
 India Tourism
 Intrepid Guerba Ltd

Kaya Responsible Travel
 Kumuka Worldwide
 London Airports Centre
 Madventurer
 Marrakech - Riad
 Nomadic
 Oasis Overland Ltd
 On the Go
 Orangutan Foundation
 Overland Vehicles
 OzBus UK Ltd
 Projects Abroad
 Royal Geographical Society
 Safari Drive
 Saponaqua International Limited
 Secret Compass
 ShelterBox
 Skeleton Coast Expeditions
 STA Travel
 The Adventure Company
 The Altitude Centre
 The Globetrotters Club

The Polar Front
 The Tailor - Made Groups Company Ltd
 The Zambezi Safari and Travel Co. Ltd
 Tour de Force
 Trailblazer Publications
 Travel Africa Magazine
 Travel and Trek
 Travel Photographer Of The Year
 Travel the Unknown
 TravelPak
 Tribe Tours
 Untamed Borders Ltd
 VisitSápmi
 Volcanoes Safaris
 Wanderlust Magazine
 Water By Nature Rafting Journeys
 Waypoint Tours
 Wild Frontiers Adventure Travel Ltd
 Will4Adventure.com
 Windows on the Wild
 World Expeditions Ltd

'GENUINE LEVELS OF INTEREST'
EXPLORE

**'GOOD SHOW, VISITORS
WERE GOOD QUALITY'**
INTREPID TRAVEL

**'THE SHOW WAS MUCH
MORE TAILORED TO OUR
MARKET THAN WE EXPECTED
WHICH WAS A PLEASANT
SURPRISE'**
AUDLEY TRAVEL

'GREAT SHOW – GOOD VENUE'
GALAPAGOS CLASSIC CRUISES

**'VISITORS WERE OF GOOD
QUALITY – THERE WAS A REAL
BUZZ ABOUT THE SHOW'**
EAST AFRICAN ADVENTURE

'BETTER THAN LAST YEAR'
FLYING KIWI WILDERNESS EXPEDITIONS

**'GOOD ATTENDANCE AND
HIGH LEVEL OF INTEREST'**
ROYAL GEOGRAPHICAL SOCIETY

**'A NICE SIZE AND
FRIENDLY VENUE'**
EXPERIENCE HOLIDAYS

**'WE WERE IMPRESSED WITH
HOW PROFESSIONALLY
EVERYTHING WAS RUN'
& BEYOND**

'VERY GOOD SHOW'
ALASKA TRAVEL INDUSTRY ASSOCIATION

**'GREAT ATMOSPHERE
AND NICE LOCATION'**
VOLCANOES SAFARIS

'A GOOD SHOW'
OVERLAND VEHICLES

**'QUALITY OF CLIENT
WAS HIGH'**
TRAVEL AND TREK

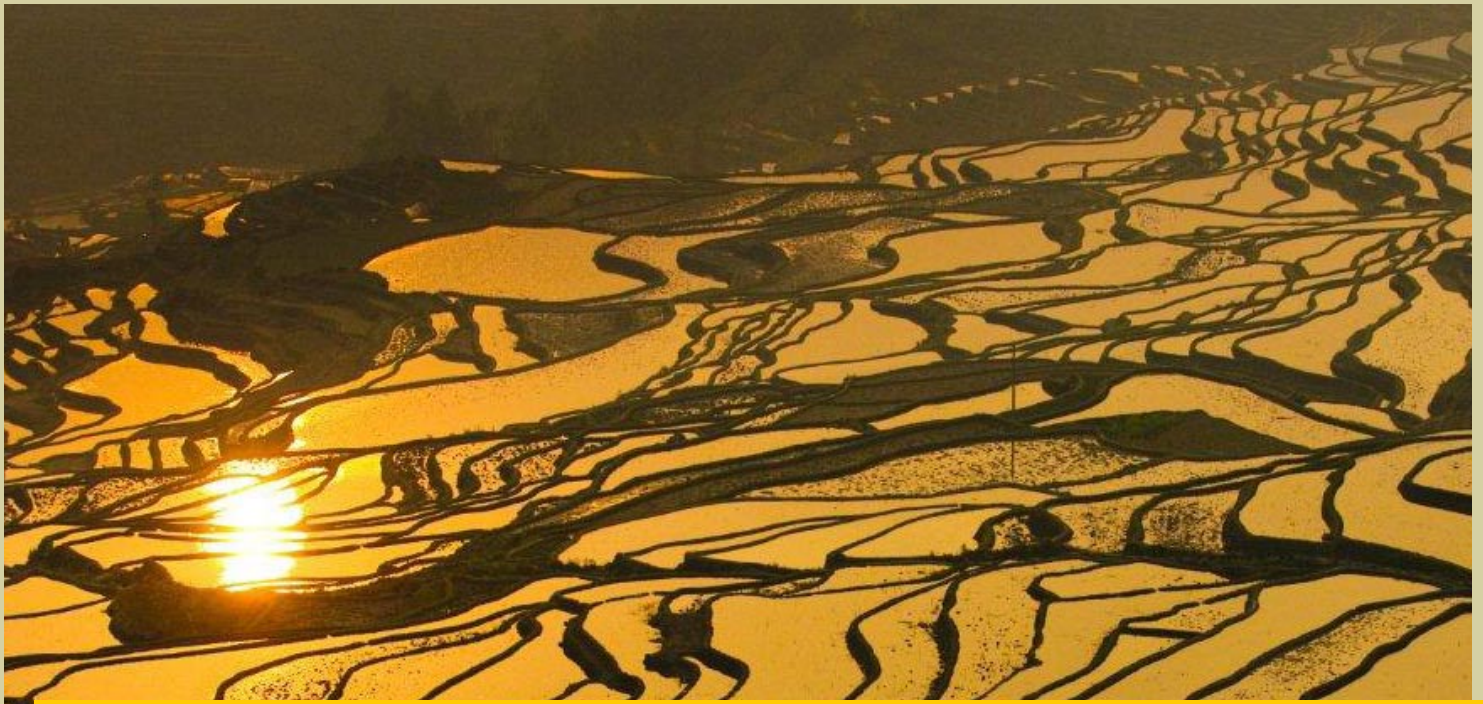
'GOOD AUDIENCE'
WORLD EXPEDITIONS

**'GOOD QUALITY CUSTOMERS,
ALL GENUINE ADVENTURE
SEEKERS, NO TIME
WASTERS'**
OONAS DIVERS

**'WELL ADVERTISED &
GOOD QUALITY VISITORS'**
OASIS OVERLAND

**'THE SPONSORSHIP DEAL
THAT WE HAD GAVE US
DECENT EXTRA COVERAGE
WITH PLENTY OF PEOPLE
SAYING THEY HAD COME
SPECIFICALLY TO SEE US'**
DRAGOMAN





SHOW DETAILS

VENUE

Adventure Travel Show will be held at the Olympia Exhibition Centre which is easily accessible by car, bus and rail via its own dedicated Underground and mainline station.

DATES AND TIMES 2012

Saturday, January 28, 10am-6pm

Sunday, January 29, 10am-5pm

THE ORGANISERS

The Escape Events team has over 25 years combined experience of organising events for the travel industry. Our experience and knowledge is a key strength, which means that we create shows that are supported by core adventure travel companies, explorers, journalists and relevant features.

We are committed to deliver a high-quality event that will offer visitors an entertaining and information packed weekend - but more importantly, with your help, will enable them to fulfil their dreams.

SPECIAL SHOW FEATURES

The key element that attracts visitors to Adventure Travel Show is the special show features and free talks which make the show a unique hub of practical and informative advice. The combination of exhibiting adventure travel companies and interactive features provides an entertaining experience for everyone visiting.

TALKING ADVENTURE TRAVEL

Adventure Travel Live has 6 theatres packed with inspiration. The programme will consist of talks, presentations, discussions and debates – about what is hot and what is not. Getting visitors closer to their ideal travel adventure.

- Best Adventures Theatre
- Overland & Expeditions Theatre
- Wildlife & Safari Theatre
- Discovery Travel Theatre
- Time Out Travel Theatre
- Travel Photography Theatre





HOW TO GET INVOLVED

You can buy space in one of two ways:

- Space only costs £270 plus VAT per square metre with a minimum of 12 sqm. Exhibitors will need to build their own stands.
- Space and shell scheme costs £300 plus VAT per square metre with a minimum of 6 sqm. Standard shell scheme comprises walls, grid ceiling and fascia complete with company name.

Companies simply need to decide the size, position and style that suits their requirements, complete the application form and return it to the organisers.

CONTACT US

For further information please call:

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