



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), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **December 2024**.

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:

- ◆ Interest in taking touring and adventure holidays remains below pre-pandemic levels. Some over-65s may not feel comfortable yet to travel within a group, whilst younger travellers, who are typically less financially resilient, may turn to lower-cost options. With inflationary pressures expected to ease, long-haul and premium touring adventure holidays should become more attractive. (Mintel, *Touring and Adventure Holidays – UK – 2023*)
- ◆ Travellers have a growing taste for remoter locations of the beaten track, fuelled by a desire for adventure and the urge to escape their urban, 'always-connected' lives – but combined with a premium accommodation experience, A recent example is the opening of the Bracken Hide Hotel on the Hebridean island of Skye. For younger age groups approaching milestone birthdays, travel experiences with a quirky, adventure/adrenaline or Instagram-friendly element are likely to be popular – appealing to those with '30 before 30'-style bucket-lists. (Mintel, *Domestic Tourism – UK – 2023*)
- ◆ UK remains attractive for outdoors adventurers. The UK was the most popular destination among those taking rural retreats and camping holidays (86% and 92% respectively). Many Brits flocked to campsites during the COVID-19 pandemic, with the market value at 13% above its pre-pandemic level in 2023. (Mintel, *Travel Trends – Autumn – UK – 2024*)
- ◆ Europe was the largest region in the market in 2023 and will weaken its relative position in the overall market to become the 2nd-largest segment in 2028. It will **grow at a compounded annual growth rate of 43.5% between 2023 and 2028, which is slower than that of the overall market**. It will be the slowest growing region in the overall market and will grow from \$316.9 billion in 2023 to \$1,930.1 billion in 2028. It will contribute 27.9% to the incremental growth of the overall market between 2023 and 2028. Europe contributed 32.4% to the global adventure tourism market in 2023, and its contribution will decline to 28.6% in 2028. (Technavio, *Global Adventure Tourism Market 2024-2028*, September 2020)
- ◆ 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.

- ◆ Statista - In the Statista study "Travel and Tourism" you get an overview of the travel habits of consumers in the United Kingdom. Domestic and international travel as well as private and business trips are looked at. In addition, the study provides an overview of travel destinations, travel duration and travel reasons & type. It also looks at the attitudes of British consumers towards travel and takes a look at sustainable travel. (*Travel and Tourism in the UK 2022*)
- ◆ Euromonitor - As a destination, the UK is seeing a continual and gradual shift in reliance from domestic to inbound tourism. Inbound flows are expected to see record numbers over 2024 as a whole. The US has historically been the UK's largest single inbound source market and its appreciation of the UK as a destination continues. Inbound tourism from the US continues to benefit from the latter's growing economy and rising disposable incomes. Connectivity in terms of transatlantic flights has also been growing. (*Travel in the United Kingdom, September 2024*)

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.

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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 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 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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