# Destinations: The Holiday & Travel Show to Launch Adventure Travel Presented by National Geographic at Olympia London in 2016

**Thursday 22 October, 2015**

Destinations: The Holiday & Travel Show, the UK's biggest and longest running travel show, has partnered with National Geographic, a world leader in geography, cartography and exploration, to put adventure travel at the heart of the event in 2016. Taking place at Olympia London from 4 – 7 February 2016, the partnership will see the existing Activity & Adventure section of the show rebranded as *Adventure Travel presented by National Geographic*.

With more than 30 leading tour operators already committed to the new show area – including Explore, Exodus, Mountain Kingdoms, On The Go, Tucan Travel and Imaginative Traveller to name just a few – the Destinations Show team, led by Show Manager Rob Debenham, are aiming to more than double the number of brands participating by the time the show opens in February.

Visitors to the show, which attracted 38,688 passionate travellers in February 2015, can expect to discover a huge choice of off-the-beaten track travel experiences and be inspired by an exciting new National Geographic attraction allowing them to immerse themselves in a world of adventure.

Rebecca Hill, International Marketing Director, National Geographic, says “National Geographic are excited to be working with the Destinations Show on the new Adventure Travel launch. It's a fantastic opportunity to meet National Geographic explorers and travellers face-to-face at the UK's largest consumer travel event. Working with a brand synonymous with intrepid travel and authentic experiences, it will be a chance to find out what makes the world of adventure travel so intriguing by hearing from the experts themselves.”

The new partnership with National Geographic further strengthens the Destinations Show position as the number one event for travel inspiration, being the largest show by size, visitors and exhibitor volumes in the consumer travel exhibitions market. The 2016 event will be the 22nd year in London and Show Manager Rob Debenham says "We are hugely pleased to be working with such an iconic brand as National Geographic. The partnership has many synergies with both brands attracting a committed, enthusiastic and hard to reach traveller. This exciting launch is part of our on-going strategy to deliver great content and increased footfall for our loyal and valued exhibitors.”

For more information and to book your stand in *Adventure Travel presented by National Geographic* at Destinations: The Holiday & Travel Show contact Rob Debenham, Show Manager,rob.debenham@clarionevents.com, 0207 384 8129 or Russell Rule, Sales & Sponsorship, russell.rule@clarionevents.com, 0207 384 8127.

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**About Destinations: The Holiday & Travel Show**
Destinations: The Holiday & Travel Show is in its 22nd year in London and fifth in Manchester and attracts over 60,000 British consumers seeking ideas and inspiration for travel experiences and holidays. The show runs at EventCity, Manchester: 21 - 24 January 2016; and Olympia, London: 4 – 7 February 2016. Both events are organised by Clarion Events in association with The Times, The Sunday Times and Sunday Times Travel Magazine.

**About the National Geographic Society**

National Geographic is a global nonprofit membership organization driven by a passionate belief in the power of science, exploration and storytelling to change the world. Each year, the Society funds hundreds of research, conservation and education programs around the globe. Every month, it reaches more than 700 million people through its media platforms, products and events. National Geographic's work to inspire, illuminate and teach through scientific expeditions, award-winning journalism and education initiatives is supported through donations, purchases and memberships. For more information, visit www.nationalgeographic.com and find us onFacebook, Twitter, Instagram, Google+, YouTube, LinkedIn andPinterest.

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