EXODUS ADVENTURE TRAVELS: STATE OF ADVENTURE TRAVEL REPORT 2026/2027: UK VERSION

CURIOSITY BEATS CONQUEST: THE NEW AGE OF ADVENTURE TRAVEL

The modern adventurer is no longer chasing extremes. They're chasing experiences.

ADVENTURE IS CHANGING. AND THAT'S EXCITING.

As the original adventure travel company, Exodus Adventure Travels has spent more than 50 years not only creating extraordinary adventures, but understanding what inspires people to explore. We've seen first-hand how travellers' needs and expectations have evolved, and we've evolved alongside them. Now, through proprietary research conducted in partnership with YouGov, we're taking a closer look at the changing motivations, expectations and behaviours shaping the future of adventure travel.

Our State of Adventure Travel Report 2026/2027 explores what adventure means to travellers today and, importantly, what is motivating them to seek more from their holidays.

What comes through strongly is a growing appetite for discovery. Travellers want to experience new places, immerse themselves deeply in the destinations they visit and come home feeling that they have truly experienced somewhere, rather than simply seen it.

But adventure isn't only about where we travel. It is increasingly about how we travel and who we share those experiences with. Human connection, expert local knowledge and meaningful encounters are becoming an important part of what makes a small-group adventure trip memorable. At the same time, guided group adventures are challenging the idea that travelling solo means being alone, offering opportunities to meet like-minded people and share extraordinary experiences.

We're also seeing the definition of adventure expand. Premium experiences are allowing travellers to combine adventure with greater comfort, and people are continuing to seek adventure at different stages of their lives. Adventure isn't defined by age, fitness or how far off the beaten track you go.

While the ways we travel continue to evolve, the desire to discover new places, connect with people and return home with stories worth telling remains unchanged.

This report captures what adventure travel looks like today and offers a glimpse of where it could be heading next.

SALLY COWDRY

Managing Director, Exodus Adventure Travels

ADVENTURE HAS GROWN UP

Adventure used to mean endurance. The highest summit. The longest trek. The most remote destination. New research suggests a different picture.

For decades, adventure travel rewarded those willing to go further, climb higher and push harder.

The modern traveller is searching for something different.

New research from Exodus Adventure Travels and YouGov suggests today's adventure is increasingly defined not by hardship, but by curiosity. Travellers still want discovery and challenge, but they also want cultural immersion, local expertise, meaningful encounters and time to slow down.

Once associated with specialist travellers and hardy enthusiasts, adventure travel has quietly entered the mainstream.

More travellers are choosing experiences over sightseeing, exploration over observation and connection over convenience. What was once considered an alternative style of travel is increasingly becoming the preferred way to experience the world.

71% of all UK holidaymakers say a real adventure means exploring somewhere new. And for nearly half (44%), the ideal next main holiday blends relaxation and activity – that's more than choose a beach or resort break (35%).

AMONG UK ADVENTURE TRAVELLERS

74% say exploring somewhere new defines a 'real adventure'.

78% would trust a knowledgeable person or travel advisor when an unexpected problem occurs, compared with 2% who would trust an AI tool.

49%: Almost half of UK adventure travellers are aged 55 or over.

AMONG UK INTERNATIONAL HOLIDAYMAKERS AGED 35+

84% are likely to travel outside the busiest season.

79% are likely to visit a country they have never visited before.

People still want adventure. They have simply changed what adventure means.

For today's traveller, the greatest reward is not reaching the summit. It's returning home with a deeper understanding of the world.

Stat Source: Research among 1,095 UK international holidaymakers aged 35+, including a boosted sample of 618 adventure and activity travellers.

THE ADVENTURE TRAVEL MARKET NOW

Once associated with specialist travellers and hardy enthusiasts, adventure travel has quietly entered the mainstream. More travellers are choosing experiences over sightseeing, exploration over observation and connection over convenience. What was once considered an alternative style of travel is increasingly becoming the preferred way to experience the world.

Travellers want to walk through landscapes rather than drive past them. They want local guides rather than guidebooks. And increasingly, they want access to the people, traditions and stories that bring destinations to life.

The appeal of adventure travel is no longer simply seeing somewhere new. It is understanding it more deeply.

Adventure is no longer a type of holiday. It's increasingly the way people want to experience a destination.

63% of UK travellers aged 45+ would consider an adventure or activity holiday abroad.

52% of all UK international holidaymakers surveyed would consider a small-group holiday, rising to 62% among solo travellers.

And the figures tell us that adventure travel is addictive: a quarter of adventure travellers have taken more than 10 overseas adventure holidays.

WHAT HAS CHANGED? ADVENTURE IS NO LONGER A SPECIALIST HOLIDAY.

It's becoming the preferred way to experience a destination. Once defined by the traveller, today it is defined by the experience. More travellers want to participate in destinations rather than simply observe them.

The real divide is no longer between adventure travellers and everyone else. It's between travellers who want to observe and those who want to participate.

WHO IS THE ADVENTURE TRAVELLER?

Experience, confidence and curiosity are redefining what adventure looks like later in life.

Adventure travel is increasingly shaped by experienced travellers seeking enrichment, perspective and meaningful exploration. The popular image of the adventure traveller often focuses on youth. The numbers tell a different story.

Almost half of UK adventure travellers are aged 55 or over, challenging the idea that active adventure is predominantly for younger travellers.

Almost three quarters of UK adventure travellers also plan to take city breaks and beach holidays (64%) in the next two years. But they are far from set in their ways.

AMONG ADVENTURE TRAVELLERS AGED 55+

75% say a knowledgeable guide increases the value of an international holiday.

84% would consider travelling outside peak season.

And the figures tell us that adventure travel is addictive: a quarter of adventure travellers have taken more than 10 overseas adventure holidays.

GUIDE'S VIEW

"The people who surprise us most are often those travelling after retirement. Many tell us they finally have the time to explore places they've dreamt about for decades, and they want to understand those destinations properly, not simply tick them off a list."

Michele Quaresimin | Exodus Leader, Italy.

For many travellers over 55, adventure isn't slowing down. It's finally having the time to go further.

"Adventure was exactly what I wanted in my life at that point." Wendy Lampert | Exodus Customer

Adventure travel isn't getting younger. It's getting more experienced.

THE MODERN ADVENTURER IN NUMBERS

54 Average age

78% Would trust a person over AI during unexpected situations or problems

79% Would choose a lesser-known destination

70% Want activity and relaxation combined

74% Think adventure means exploring somewhere new

Sources: UK adventure/activity holidaymakers aged 35+. Exodus State of Adventure Travel Survey, September 2026.

“Yet another fabulous trip with Exodus, this time to Vietnam. An experience that changes your mindset on the country’s history and introduced us to amazing food and people.”

Coral Barton | Exodus Customer, September 2026.

WHAT HAS CHANGED? AGE NO LONGER PREDICTS APPETITE FOR ADVENTURE

Adventure travel is no longer associated primarily with younger generations. Today’s adventure traveller is increasingly experienced, confident and curious, proving that exploration is becoming a mindset rather than a life stage.

Adventure is about curiosity, not conquering peaks.

For generations, adventure travel was associated with challenge. Today’s travellers are motivated by something different; less by achievement and more by a desire to engage with the world.

74% of adventure travellers say a real adventure means exploring somewhere new; with less than a fifth being influenced by physical challenges.

What sets them apart is their curiosity. They want to travel to broaden their understanding of the world, to be active outdoors, to reach remote places and to learn something new.

That desire to learn helps explain the enduring appeal of local experts and guides. Travellers increasingly want more than recommendations. They want insight, perspective and a deeper understanding of the places they visit.

Most are looking for lasting memories, opportunities to switch off, and the chance to escape routine.

Exploring somewhere new: 74%

Physical challenge: less than 20%

“The age of collecting destinations is giving way to the age of discovering them.”

“Travellers increasingly want to understand a place, not simply stand in front of it.”

“We saw and did so much over the 14 days, getting a real experience of this country and its incredible landscape and culture. This is an experience not to be missed, life affirming and life changing.” Stephen Tabener | Exodus Customer

“Travel has been life changing for me. I feel like I’m honouring my late husband, Richard, by getting out there, exploring and making the most of life.” Wendy Lampert | Exodus Customer

WHAT HAS CHANGED? TRAVELLERS INCREASINGLY WANT TO UNDERSTAND PLACES, NOT JUST VISIT THEM.

The traditional idea of adventure focused on achievement. Today’s version is increasingly focused on understanding. Travellers still want discovery and challenge, but they are increasingly motivated by learning, perspective and cultural connection.

HOW ADVENTURE IS EVOLVING: A NEW ERA OF ADVENTURE TRAVEL

Today’s travellers don’t want less adventure. They want more ways to adventure.

The traditional idea of an adventure holiday centred heavily on activity and challenge. But today’s traveller is looking for a broader mix of experiences. 67% of UK adventure travellers find multi-activity holidays appealing, while 71% are attracted by combining activity with culture, food or wildlife.

Flexibility matters too. 68% say being able to choose how much they participate appeals to them, while 51% value options suitable for different ability or fitness levels.

Adventure is therefore becoming less about fitting the traveller to a prescribed type of trip, and more about offering different ways to explore.

Source: UK adventure/activity holidaymakers aged 35+. Exodus State of Adventure Travel Survey, September 2026.

WHAT DOES TODAY’S TRAVELLER WANT?

ACTIVE + RELAXED – 70% want their next main holiday to combine relaxation with active experiences.

MORE VARIED – 67% find a holiday combining multiple activities appealing.

MORE IMMERSIVE – 71% like the idea of combining activity with culture, food or wildlife.

MORE FLEXIBLE – 68% value being able to choose how much they participate on a mixed-activity holiday.

MORE ACCESSIBLE – 51% value having options for different ability or fitness levels.

MORE EXPERT-LED – 71% say access to a knowledgeable guide increases the value of an international holiday.

TRAVEL STYLES: ADVENTURE, FOUR WAYS

As travellers seek more varied, immersive and flexible ways to explore, Exodus's new Travel Styles reflect the broadening definition of adventure, helping travellers choose not only where they want to go, but how they want to experience it.

ORIGINALS – CHALLENGE & ACHIEVEMENT: Adventure in its most active, authentic form. Rugged experiences, purposeful simplicity and the satisfaction of earning every view. For travellers who value challenge over comfort and want to experience adventure closer to its roots.

CLASSIC – DISCOVERY & CONNECTION: The best-selling Exodus blend of adventure and comfort. Iconic experiences, local insight and shared discovery across our broadest range of cultural, active and wildlife trips.

SUPERIOR – COMFORT & EXPLORATION: The same spirit of discovery, with a gentler pace, characterful accommodation and more considered comfort. Active and authentic, but with a softer place to land at the end of the day.

SIGNATURE – DEPTH & DISTINCTION: Slower, deeper and more immersive journeys, shaped by exceptional guides, character-rich stays, outstanding food and rare access. Refined rather than showy, with luxury expressed through depth, time and experiences that are difficult to repeat.

"Adventure isn't becoming one thing. It's becoming more varied, giving people more ways to experience the world."

WHAT HAS CHANGED? ADVENTURE HAS BECOME BROADER.

Travellers are looking beyond a single activity or definition of adventure, with stronger appetite for trips that bring together activity, relaxation, culture, discovery and comfort.

2027 TRAVEL TREND: ACCESS IS THE NEW LUXURY

"Today's travellers still want wild days. They just want comfortable nights too."

Adventure and comfort are no longer opposites.

Modern luxury is measured in meaning, not excess. One of the most enduring myths is that discomfort is part of the appeal; the research suggests otherwise. Britain's adventurers value guides and experiences money cannot usually buy.

WILD DAYS, COMFORTABLE NIGHTS

Distinctive accommodation, food and drink, and comfort score highly for all travellers; with exceptional local guides, specialist experts and seamless arrangements featuring in the top 10 must-haves.

WHAT MAKES AN ADVENTURE HOLIDAY PREMIUM?

Distinctive or high-quality accommodation – 61%

High-quality food and drink – 61%

Seamless travel arrangements – 59%

High level of comfort and convenience – 56%

Access to experiences not usually available to visitors – 45%

Exceptional local guides – 43%

Source: YouGov UK adventure travellers. Full question asked: Please imagine you were planning an adventure or activity based holiday abroad… Which, if any, of the following factors would make this particular type of holiday feel premium or particularly 'high-value' to you? (Please select all that apply)

"The new luxury in adventure travel isn't simply where you stay. It's where you can go, who takes you there and what you get to experience."

WHAT HAS CHANGED? LUXURY IS NO LONGER ABOUT INDULGENCE. IT'S ABOUT ACCESS.

Premium travel was once defined by what travellers had. Increasingly, it is defined by what travellers can access. Luxury in adventure travel is about more than where you stay. Alongside comfort, food and distinctive accommodation, travellers place value on seamless arrangements, exceptional local guides and access to experiences not usually available to visitors.

2027 TRAVEL TREND: NEW FRONTIERS, QUIETER SEASONS

Exploring new places, travelling at quieter times and seeking cooler climates.

EMERGING DESTINATIONS AND LESSER-VISITED REGIONS

As travellers gain confidence and experience, they are increasingly seeking out new places, with 8 in 10 saying they would consider visiting a country they have never been to before.

The appeal of a destination lies in what it offers, not how famous it is. For many travellers, emerging destinations and lesser-visited regions offer opportunities for closer connections with local people, new cultural experiences and a stronger sense of discovery.

79% would consider a lesser-known destination or region.

8/10 would visit a country they've never been to before.

"Travellers increasingly seek places with stories, not status."

“The future of travel may belong to the places that haven’t yet become famous.”

TRAVELLING IN QUIETER SEASONS

It’s not just where people travel that’s changing, but when. 84% would consider travelling outside the busiest season, reflecting an appetite for experiencing destinations away from peak-season crowds.

For travellers, this can mean exploring popular sights at a quieter time of year, enjoying a different perspective on familiar destinations and making the most of the experiences available outside the traditional holiday season.

THE APPEAL OF COOLER CLIMATES

Climate is also influencing travel decisions, with at least half of travellers choosing cooler destinations in direct response to extreme heat.

As travellers become more conscious of seasonal temperatures, cooler destinations and travelling at different times of year are becoming increasingly relevant considerations when choosing where and when to travel.

Exodus Adventure Travels is also seeing the shift towards the shoulder seasons. More than half (51%) of its European travellers departed in May, September or October in 2026.

WHAT HAS CHANGED? FROM FAMILIAR FAVOURITES TO BROADER HORIZONS.

The traditional travel wish list was often built around iconic destinations and peak-season holidays. Today, travellers are increasingly open to exploring lesser-visited places, travelling at quieter times of year and considering climate when planning their next adventure.

Uzbekistan, Albania and Namibia are emerging growth destinations for Exodus Adventure Travels in 2027, alongside renewed growth in established favourites Japan and China.

2027 TRAVEL TREND: THE MULTI-ACTIVITY MIX

MORE EXPERIENCES, NOT SIMPLY MORE ACTIVITY

The modern adventure is increasingly difficult to define. Walking. Wildlife. Culture. Food. Cycling. Today’s travellers want the freedom to bring different experiences together within the same journey, creating a richer way to discover a destination.

Among UK adventure travellers, 67% find a holiday combining multiple activities appealing. And there is no single formula for what that looks like: 47% favour several different activities with no main focus, while 46% prefer one main activity complemented by additional experiences.

And variety itself matters. 71% are attracted by combining activity with culture, food or wildlife, while 68% value being able to choose how much they take part. A further 58% like being active without doing the same thing every day, and 51% value options suited to different ability or fitness levels.

The appeal isn't necessarily about doing more. It's about experiencing more. For travellers considering this type of holiday, the most appealing experiences stretch well beyond traditional adventure activities.

93% want more than one experience within an adventure trip.

77% walking or hiking.

76% cultural or historical experiences.

70% wildlife and nature.

68% food and drink.

Source: UK adventure travellers asked about their preferred multi-activity holiday structure.

MULTI-ACTIVITY ADVENTURES ON THE RISE

In response to the growing demand for more variety in travel, Exodus Adventure Travels has launched a collection of multi-activity adventures for 2027. From hiking volcanic trails, cycling and kayaking in the Azores to tackling white-water rapids and exploring Costa Rica's Pacific coast, these trips bring together different activities, landscapes and cultural experiences in a single adventure.

AZORES: SUP paddleboarding, whale watching, cycling.

VIETNAM: Cycling, kayaking, village visits.

COSTA RICA: Rainforest walks, rafting, wildlife.

NORWAY: Ziplining, RIB boat excursion, e-mountain biking.

"Modern travellers don't just want a walking holiday or a cultural holiday. Increasingly, they want both."

GUIDE'S VIEW

"Travellers increasingly tell us they want to hike in the morning, meet local communities in the afternoon and enjoy great food in the evening. They're looking for variety rather than specialisation."

Michele Quaresimin | Exodus Leader, Italy.

WHAT HAS CHANGED? FROM ONE PURSUIT TO A RICHER MIX.

Adventure holidays have traditionally been defined by their main activity: walking, cycling or wildlife. But today's adventure traveller is looking for a broader experience of a destination, bringing together activity, culture, nature, food and discovery within the same journey. It signals a shift away from specialisation towards variety, flexibility and a richer overall experience.

2027 TRAVEL TREND: THE HUMAN TOUCH

In a world shaped by technology, trust remains profoundly human. Far from replacing human expertise, technology may be making it more valuable.

AI is changing how people plan travel, particularly at the ideas stage. But when something unexpected happens, 78% would rather rely on a knowledgeable person during unexpected situations or problems.

And the human touch matters beyond moments of uncertainty. More than seven in ten adventure travellers say a knowledgeable guide makes an international trip more valuable.

"Technology can tell you where to go. People tell you why it matters."

78% trust a knowledgeable person when something unexpected happens.

FROM INFORMATION TO UNDERSTANDING

In an age when information is everywhere, the value of local expertise is shifting. The best guides do far more than navigate routes or manage logistics. They provide context, bring local cultures to life and help travellers uncover experiences they may never have found on their own.

They can explain the story behind a landscape, the traditions behind a meal or the history of a community, turning somewhere travellers have simply seen into somewhere they genuinely understand.

GUIDE'S VIEW

"Travellers often arrive having read everything online. What they can't find online are the stories, relationships and local context that bring a destination to life."

Michele Quaresimin | Exodus Leader, Italy.

THE TRAVELLER'S VIEW

"Sukman was our guide, our translator, our waiter, our nurse, our Nepalese encyclopaedia and our reservoir of serotonin during our trek. He worked from sunup to bedtime, answering our myriad of questions with a smile." Tom McDonald | Exodus Customer

“Really felt we got under the skin of this fascinating country, helped by [our] brilliant guide in Amer.” Steve Jordan | Exodus Customer, September 2026

“The more information we have, the more valuable local insight.”

WHAT HAS CHANGED? THE SHIFT FROM ACCESSING INFORMATION TO VALUING EXPERT INTERPRETATION.

Technology has transformed how travellers discover and plan their trips. But greater access to information doesn’t diminish the role of human expertise. Travellers aren’t rejecting technology. Instead, they are placing value on something technology cannot provide: trusted judgement, lived experience and genuine local connection.

THE EXODUS GUIDE NETWORK

At the heart of every Exodus trip are the guides who bring destinations to life.

The human touch has always been fundamental to Exodus adventures. Behind every trip is a global network of experienced local leaders whose specialisms range from wildlife and conservation to cycling, mountain guiding, history and archaeology. Their expertise, local knowledge and personal connections help travellers experience places beyond the guidebook, providing knowledge that turns journeys into deeper cultural experiences.

Operating across more than 120 destinations worldwide, Exodus guides are selected not only for their expertise, but for their ability to create meaningful connections between travellers and destination communities. Consistently rated 4.9 out of 5 by customers, they remain one of the company’s strongest differentiators in an increasingly competitive travel landscape.

GUIDE SPOTLIGHT

One guide who embodies the Exodus approach is Valerie Parkinson, Himalayan leader and recipient of the Wanderlust Guide of the Year Award. Recognised for her expertise, leadership and deep knowledge of the region, Valerie represents the local insight and personal connection that travellers consistently value most. Her ability to bring landscapes, communities and cultures to life reflects the role guides continue to play in shaping the modern adventure travel experience.

“The destinations may inspire people to book, but it is often the guides who become the most memorable part of the journey.”

“Valerie is simply peerless in her abilities to lead this trip and her passion for Ladakh. She was simply the best and a big feature in our success and the group having such a great time on expedition.” Phillip Dixon | Exodus Customer, March 2024.

2027 TRAVEL TREND: SOLO, BUT NOT ALONE

56% of women cite personal safety as a concern when travelling solo, compared with 21% of men.

“There are some places I wouldn’t be quite so confident getting around. I wouldn’t have had a clue how to get to the Danum Valley in Borneo or the Tsingy stone forest in Madagascar on my own. I like the security and social aspect that comes with guided group travel.” Angela Beckwith | Exodus customer

INDEPENDENCE WITHOUT ISOLATION

Solo travel has strong appeal, but travelling independently doesn’t necessarily mean wanting to experience everything alone. Safety remains an important consideration, particularly for women: 56% cite personal safety as a concern when travelling abroad alone, compared with 21% of men.

But the appeal of support extends beyond reassurance. Solo travellers are also seeking opportunities to connect with others, challenge themselves and improve their wellbeing. Small-group travel provides that balance: the freedom to explore independently, alongside expert guidance and a ready-made community of fellow travellers.

“For today’s solo traveller, independence doesn’t have to mean isolation.”

“For me, it’s the freedom, the convenience and being able to go off and join like-minded people. You’re thrown together from day one and there’s just this unspoken camaraderie. You can feel that your local guide is looking out for you and that you’re in a safe pair of hands.” Alison Rainbow | Exodus customer

MORE THAN REASSURANCE

Solo travellers over-index against the wider UK traveller population on motivations linked to personal growth and connection.

SOLO TRAVELLERS ARE MORE LIKELY TO TRAVEL FOR…

Connecting with others: 25% solo vs 19% overall.

Mental wellbeing: 20% solo vs 11% overall.

Challenging themselves: 47% solo vs 38% overall.

WHAT HAS CHANGED? FROM TRAVELLING ALONE TO TRAVELLING INDEPENDENTLY.

The appeal of solo travel remains strong. What is evolving is the expectation that independence and support can coexist. Today's solo travellers want the freedom to experience a destination on their own terms, with reassurance, expertise and human connection there when they want it.

THE FUTURE OF ADVENTURE

In 2027, the defining characteristic of an adventure traveller is not how far they travel or how high they climb. It is their desire to engage more deeply with the world around them.

Local guides, experts and communities are becoming as important to the experience as the destinations themselves, helping travellers move beyond simply seeing a place to understanding it.

People have not stopped seeking adventure. They've simply changed what adventure means:

Less about conquering places. More about connecting with them.

Less about collecting destinations. More about understanding them.

Less about enduring hardship. More about creating meaningful, memorable experiences.

CURIOSITY, NOT CONQUEST, IS SHAPING THE FUTURE OF ADVENTURE TRAVEL.

EXODUS ADVENTURE TRAVELS: MORE THAN 50 YEARS OF ADVENTURE

Since its first overland journey to Afghanistan in 1974, Exodus Adventure Travels has been helping people see the world differently. Today, its small-group adventures span all seven continents, guided by the same belief: that travel is most rewarding when it creates meaningful connections between people and places.

That pioneering spirit continues to shape Exodus today. By listening to travellers and responding to their changing needs, the company continues to evolve its adventures — from deeper cultural immersion and meaningful shared experiences to more ways to explore in comfort. Every itinerary brings together exceptional local expertise and thoughtfully crafted experiences that help travellers understand destinations rather than simply visit them.

AWARD-WINNING ADVENTURES

300+ curated small-group adventures, from walking and cycling to wildlife and cultural discovery.

4,000+ five-star Trustpilot reviews.

96% of customers say they would travel with Exodus again.

4.9/5 average rating from more than 14,700 travellers worldwide.

EXODUS THROUGH THE DECADES

1974 – The adventure begins

Exodus is founded in London and operates its first overland expedition to the Minaret of Jam in Afghanistan, helping pioneer modern adventure travel.

1975 – The road to Kathmandu

Exodus launches its first overland expedition from London to Kathmandu, establishing Nepal as one of the defining destinations in the company's history.

Early 1980s – The birth of the walking and trekking programme

Exodus begins leading organised treks in Nepal, laying the foundations for what would become one of the world's most respected walking and trekking programmes.

1980s – Nepal becomes iconic

Exodus helps pioneer organised trekking in the Nepalese Himalaya and establishes many of the Himalayan adventures that continue to inspire travellers today. Nepal becomes synonymous with the Exodus brand.

1981 – South America arrives

The company's first South American route launches through the Amazon Basin, marking the beginning of wider global expansion.

1990s – Europe takes centre stage

Walking holidays across Italy, Spain, Greece and France grow rapidly as travellers discover a new style of active holiday that combines culture, food and adventure.

2000s – Adventure evolves

Exodus expands beyond trekking into cycling, cultural discovery, wildlife and premium adventures, helping redefine what adventure travel can be.

2015 – Supporting Nepal

Following the devastating Nepal earthquake, Exodus and its community raise more than £250,000 to support recovery efforts, strengthening a relationship with Nepal that spans more than 40 years.

2019 – The Exodus Travels Foundation launches

The Foundation is established to support communities, conservation projects and environmental initiatives in destinations around the world.

2020s – A new generation of adventure

Solo travel, cycling, wildlife, cultural immersion and premium experiences become major growth areas, while local guides remain at the heart of every journey.

Today – The adventure continues

More than 50 years on, Exodus continues to lead the small-group adventure travel sector, evolving with travellers while staying true to its pioneering spirit.

ABOUT THE REPORT

The State of Adventure Travel Report 2026/2027 was created by Exodus Adventure Travels, combining independent consumer research with Exodus insight and expertise to explore how attitudes towards adventure travel are changing.

The Core sample (1,095 people) comprises UK adults aged 35+ planning an international holiday of three or more nights. The Adventure sample (618 people) comprises UK adults aged 35+ who would take an international adventure or activity holiday. All interviews were conducted in September 2026. Figures are unweighted. Additional data comes from internal Exodus booking records.

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