

EXECUTIVE SUMMARY

This media plan outlines a 12-month strategy for Much Better Adventures (MBA), a UK-based travel company specialising in small-group, eco-friendly adventure holidays. With a focus on sustainability and unique, off-the-beaten-path experiences, MBA is well-positioned to capitalise on the growing demand for adventure tourism, particularly among Gen Z and Millennials. The plan aims to strengthen MBA's market position in the UK while expanding into Germany, Europe's largest market for nature-based travel.

The strategy is built around four key objectives:

1. Build brand awareness in Germany, achieving 40 million impressions across digital campaigns.
2. Increase brand reach in the UK and Germany, with a target of 50,000 new social media followers, 1.5 million video views, and 20 influencer partnerships.
3. Achieve a 4:1 ROI through optimised paid media campaigns across platforms like Google, Instagram, Spotify, and YouTube.
4. Enhance customer lifetime value (CLV) by launching a loyalty rewards programme, aiming for 10,000 UK sign-ups and a 20% increase in returning customers.

The plan leverages a digital-first approach, focusing on high-impact channels such as social media, influencer marketing, streaming services, and Google Ads. The campaign theme, "Once-in-a-Lifetime Adventures," highlights MBA's commitment to sustainability and transformative travel experiences, with tailored messaging for the UK and German markets.

A detailed execution plan allocates the £1M budget across key channels and phases, including awareness, scaling, retargeting, and loyalty. The strategy prioritises influencer partnerships, Instagram and TikTok ads, long-form YouTube content, and Spotify audio campaigns to engage the target audience effectively. Quarterly performance reviews and KPIs, such as impressions, CTR, and ROI, ensure the campaign remains on track and adaptable to market dynamics.

By addressing challenges such as price perception and sustainability scepticism, this media plan positions MBA as a leader in adventure tourism while driving measurable growth in brand awareness, engagement, and customer loyalty.



COMPANY INTRO

Much Better Adventures (MBA) is a UK-based travel company specialising in small-group, eco-friendly adventure holidays. Renowned for its commitment to sustainability and unique, off-the-beaten-path experiences, MBA caters to the growing demand for adventure tourism. (Much Better Adventures, n.d.) With 43% of adventure travellers willing to pay over 30% more for sports and adventure experiences, and 56% of German travellers prioritising nature-based destinations, MBA is well-positioned to capitalise on these trends (Bremner, 2024; Statista, 2024e).

The adventure tourism market is thriving, with Europe accounting for 60% of global adventure travellers (CBI, 2023). Solo travel is also at its peak, with 76% of those planning solo trips being Gen Z and Millennials, and 15% of Germans intending to travel solo in Europe within the next six months (Statista, 2024d). Additionally, the sustainable tourism market is projected to grow at a 14% compound annual growth rate (CAGR), reaching \$11.4 trillion by 2032, highlighting the importance of eco-conscious travel (WARC Exclusive, 2024).

This media strategy focuses on leveraging these trends to strengthen MBA's position in the UK and expand into high-potential international markets like Germany. By addressing challenges such as price perception and sustainability scepticism, MBA aims to position itself as a leader in adventure tourism while driving measurable growth in awareness, engagement, and loyalty.

OBJECTIVES

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Sustainability Leadership:

- Certified B Corp
- Promotes responsible tourism

Diverse Adventure Offerings

Solo-Friendly and Group Dynamics

Local Expertise:

- Authentic, locally-led experiences

High Customer Trust & Satisfaction:

- Rated 4.8/5 on Trustpilot

Recognition and Awards:

- "Best for Experiences" and "Best Travel Agent"

Focus on Wild and Remote Places:

- Focus on unique, less-travelled destinations

STRENGTHS

Expand into New Markets:

Germany: Europe's largest market for nature-based adventure travel, high interest in sustainability and soft adventure activities.

Switzerland and Australia: High-value markets with a strong appetite for adventure tourism.

Address Overtourism Concerns

Leverage Social Media & Influencer Marketing

Rising Demand for Solo Travel

Promote Off-Season Travel

Family-Friendly Options

Customisation and Personalisation:

Older Travelers:

OPPORTUNITIES

Higher Price Perception:

- Less accessible to younger or budget-conscious travellers.

Website Limitations:

- No real-time availability and robust search filters (e.g., by exact dates or specific interests)

Dependence on Local Operators:

- Heavy reliance on third-party local hosts can lead to inconsistencies in service quality, impacting the overall customer experience.

Limited Accessibility for Non-English Speakers

Lack of Loyalty Incentives

WEAKNESSES

Intense Competition:

G Adventures and Intrepid Travel have broader global reach, more budget-friendly options, and diverse offerings.

Economic Uncertainty:

Rising cost of living and inflation

Safety Concerns:

Safety and security are critical factors for 81% of travelers when selecting a destination

Seasonal Dependency

Skepticism Around Sustainability Claims

Climate Change: Changing weather patterns

THREATS

Sustainability is increasingly important to travellers, with 56% of Germans prioritising ecological and social sustainability and 69% of global travellers valuing transparency in sustainable practices. (CBI, 2023) MBA's Certified B Corp status and focus on unique, nature-based destinations align with these trends. Additionally, 43% of adventure travellers are willing to pay more for sports and adventure, and 45% of German travellers base their destination choices on the natural environment. (CBI, 2023; Bremner, 2024) Safety remains a top priority for 81% of travellers, and MBA's Trustpilot rating of 4.8/5 and awards reinforce its reputation as a trusted provider. (Statista, 2025a; Much Better Adventures, n.d.)

Figure 1: SWOT Analysis (WARC Exclusive, 2024; Bremner, 2024; Knapp, 2024; Statista, 2025a; Statista, 2025)

OBJECTIVES

Challenges include higher price perception, which deters 50.6% of solo travellers and 65% of female travellers, as well as website limitations like the lack of real-time availability and robust search filters. The absence of a loyalty programme is another missed opportunity, especially as 31% of Europeans plan multiple trips within six months. (Statista, 2024d)

Opportunities lie in expanding into Germany, Europe's largest market for nature-based travel, where 15% of Germans plan solo trips in the next six months, and 54% enjoy nature-based activities. Social media and influencer marketing also present strong potential, with 60% of consumers finding travel influencers useful and Instagram achieving a 44% conversion rate for travel purchases in the UK. (Statista, 2025; Statista, 2024d; Statista, 2025c)

Threats include intense competition from larger players like G Adventures and Intrepid Travel, economic uncertainty, and scepticism around sustainability claims, with 70% of consumers avoiding destinations due to doubts about authenticity. Transparency in messaging will be critical to maintaining trust. (WARC Exclusive, 2024)

These insights shaped the following 12-month objectives:

- 1: Build brand awareness in new German Market with a target of **40 million impressions** across all German-targeted digital campaigns over 12 months.
2. Increase brand reach through UK & Germany through social media growth, achieving a combined total of **50,000 new followers**, **1.5 million video views**, and 20 influencer partnerships across the UK and Germany within 12 months by leveraging social media campaigns, influencer collaborations, and localised, engaging content.
3. Attain a 4:1 return on investment (ROI) within 12 months through paid media ads, utilising optimised ad targeting, creative strategies, and high-performing omnichannel platforms like Google, Instagram, Spotify, and YouTube.
4. Improve customer lifetime value (CLV) through a loyalty rewards programme, with a 10,000 UK customer sign up goal and 20% increase in returning customers within 12 months.

COMPETITOR ANALYSIS & MARKET POSITIONING

UK COMPETITORS

“Regional players such as Intrepid Travel and G Adventures hold around 30% of the market share by focusing on local tastes, sustainable tours, and niche experiences.” (Shah, 2025)

(G Adventures, 2023)



G Adventures

A social enterprise and adventure travel leader, offers small group tours focused on authentic experiences, community development, and responsible tourism.

2200+ employees | 28 global offices | Age

Demographic: 18 - 39 years (also catering to families and 60+) *(G Adventures, 2023)*

(Intrepid, 2024)



Intrepid Travel

As a certified B Corp and the largest purpose-driven adventure travel company, Intrepid Travel operates in 100+ countries. They focus on sustainable travel, immersive experiences, and building local connections.

3399 employees | 30 global offices | Age Demographic: 18 - 35 years *(Intrepid, 2024)*

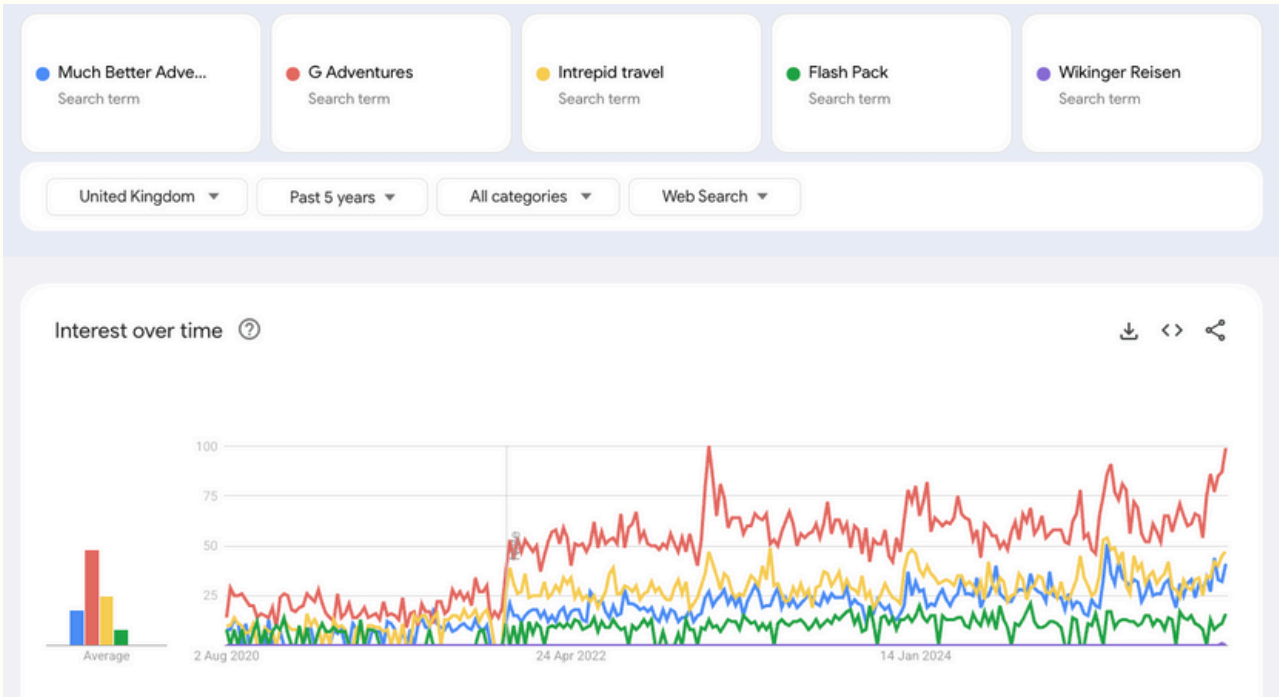
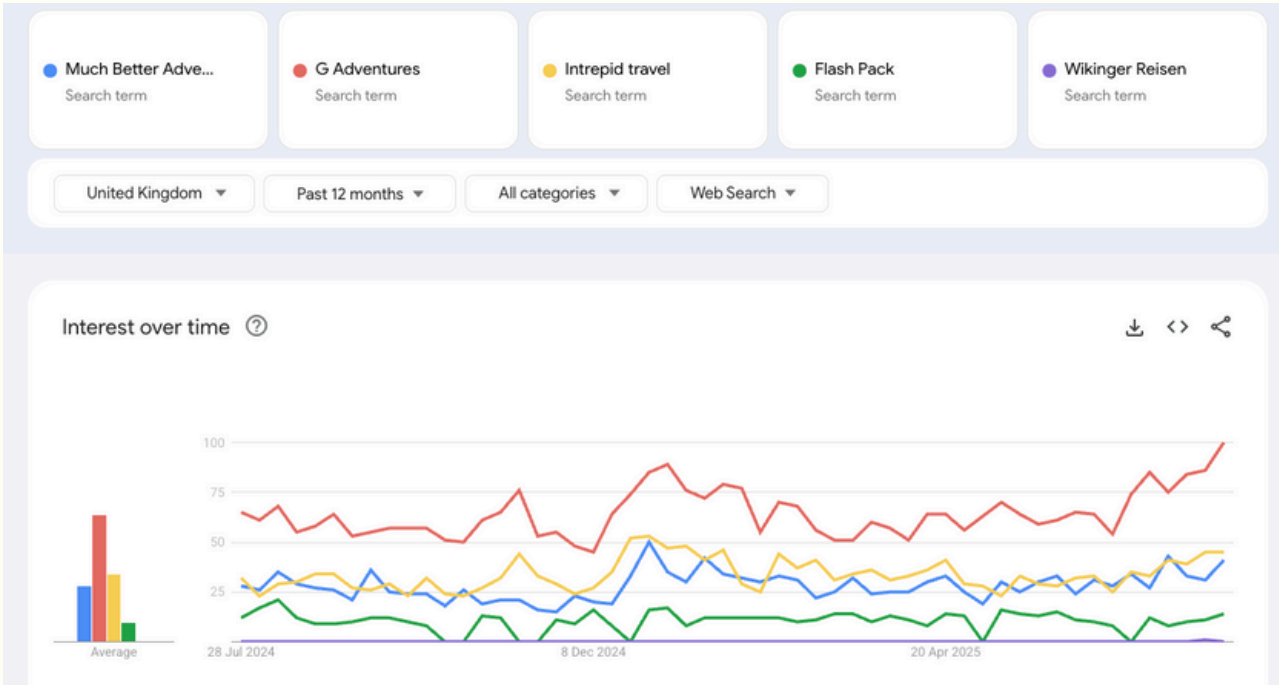


Flash Pack

A travel company offering boutique group adventures for solo travellers aged 30-50. They specialise in meaningful connections, unique local experiences, and hand-picked hotels, fostering friendships among like-minded individuals.

(Linkedin.com, 2023)

Social enterprise | 51-200 employees | 4 global offices | Age Demographic: 30 - 50 years *(Linkedin.com, 2023)*



GOOGLE TRENDS

Search trends for Much Better Adventures show consistent year-over-year growth, positioning the company as a strong competitor to Intrepid Travel in the UK market.

Figure 2 & 3: (Google Trends, 2025)

GERMAN COMPETITORS



(Linkedin.com, 2025b)

Wikinger Reisen

A top provider of guided and self-guided hiking holidays, Wikinger Reisen blends nature, culture, and adventure in its trekking, cycling, and active trips. With 66,500 guests annually and €117M in revenue, it ranks among Germany's top 20 tour operators. Sustainability is a core value, with 20% of shares supporting development projects via the Georg Kraus Foundation.

92 employees | Age Demographic: Mid 20s - 65+ years *(Linkedin.com, 2025b)*

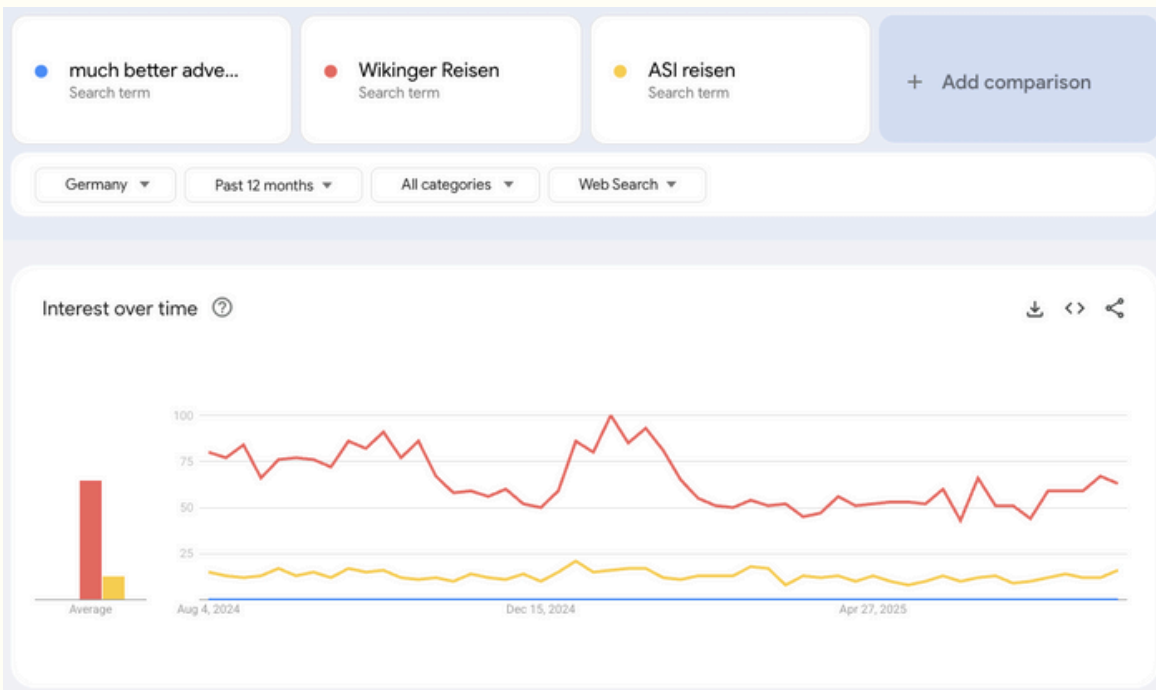


(Linkedin.com, 2025a)

ASI Reisen

A pioneer in sustainable travel since 1963, ASI Reisen offers 2,500+ adventure tours across 100+ countries. Their expertise spans hiking, trekking, biking, and skiing, supported by a dynamic team of 40 employees and 300 guides.

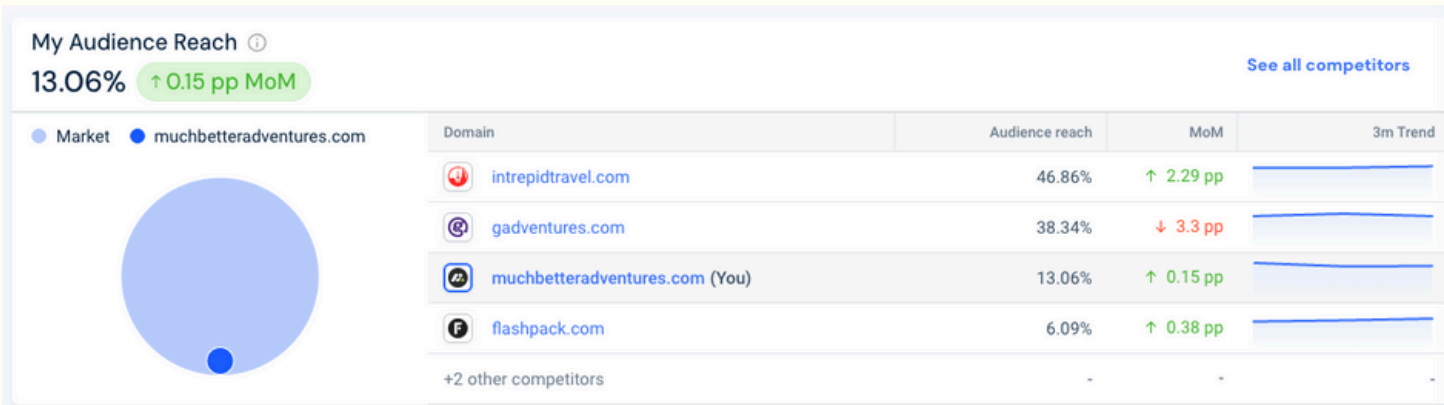
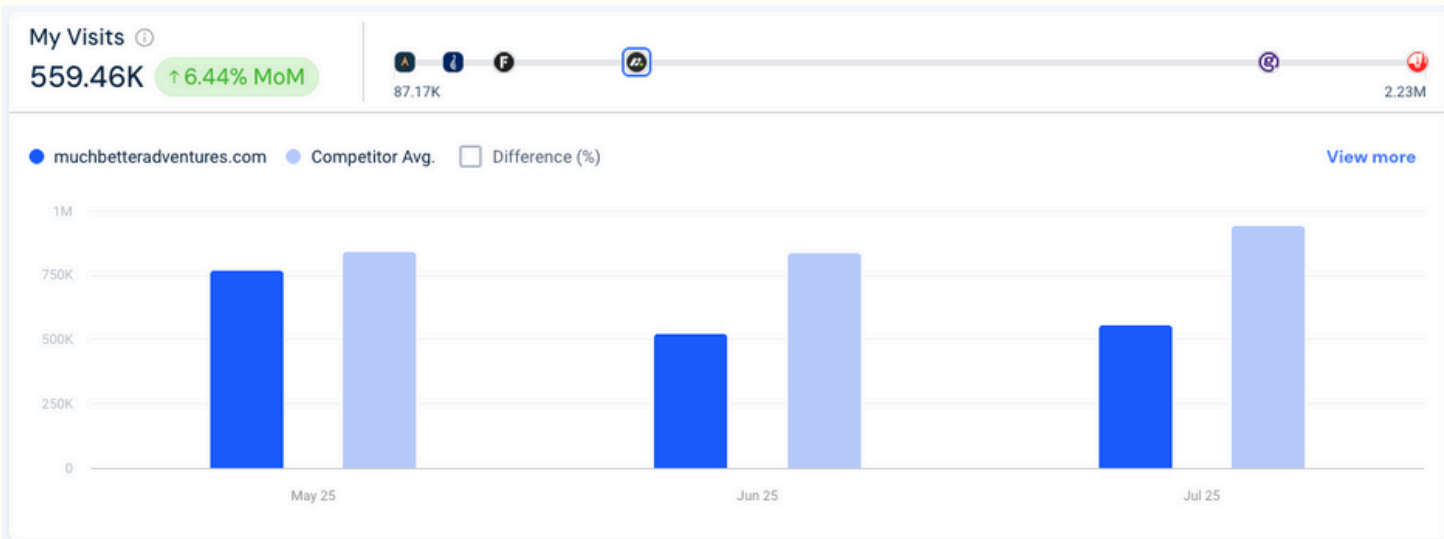
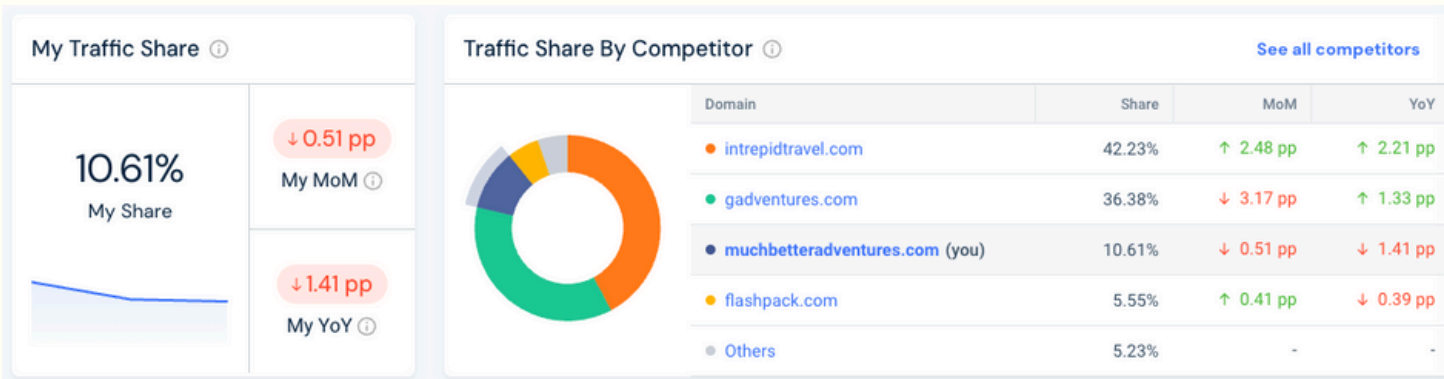
40 employees | Age Demographic: Older Adults *(Linkedin.com, 2025a)*



GOOGLE TRENDS

Wikingen Reisen dominates search share in Germany, particularly among older adults. This presents an opportunity for Much Better Adventures to target younger, adventure-seeking demographics and carve out a niche.

Figure 4 & 5: (Google Trends, 2025)



WEBSITE ANALYTICS

Much Better Adventures is well-positioned for growth, with increasing audience reach and month-over-month (MoM) visits. The company holds a 10.61% traffic share among selected competitors, indicating strong potential to expand its market presence.

Figure 6: (similarweb.com, 2025)

MARKET SHARE

Much Better Adventures currently fits into the Emerging Niche Brands category. With a clear strategy and long-term goals, the company has the potential to rival established players like Intrepid Travel and G Adventures.

Global Market Share 2025	Industry Share %
Top 3 (TUI Group, Expedia Group, Thomas Cook)	33%
Next 3 of Top 5 (Intrepid Travel, G Adventures)	17%
Emerging & Niche Brands (Machu Picchu Adventures, Nomadic Expeditions, Exodus Travels)	15%
Smaller Operators	5%
Regional & Specialized Tour Operators (Various Local Players)	30%

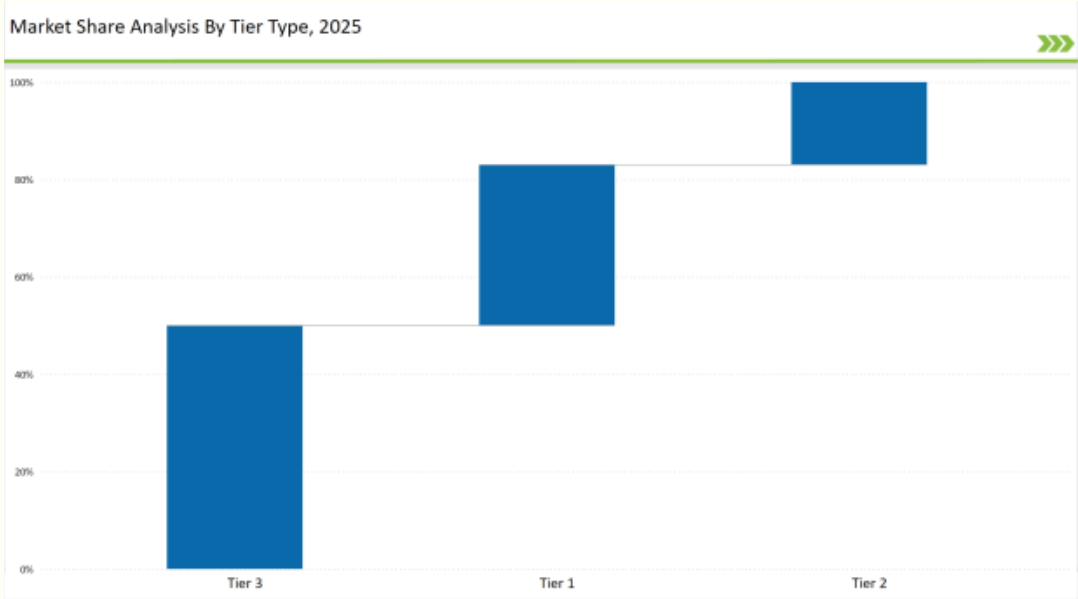


Figure 7: (Shah, 2025)

SOCIAL MEDIA


				
	496 subscribers 81 videos 23,845 views	Followers: 176K Posts: 3,211 Account: @muchbetteradventures	Followers: 245K Likes: 205K	Followers: 2.3K Likes: 18.7K
	12.2K subscribers 386 videos 32,462,453 views	Followers: 341K Posts: 3,414 Account: @gadventures	Followers: 1.3M Likes: 1.3M	Followers: 56.1K Likes: 395.8K
	11.1K subscribers 260 videos 3,282,546 views	Followers: 400K Posts: 1,104 Account: @intrepidtravel	Followers: 681K Likes: 664K	Followers: 400K Likes: 388.2K
	8.68K subscribers 481 videos 3,751,807 views	Followers: 436K Posts: 1,168 Account: @flashpack	Followers: 305K Likes: 262K	Followers: 436K Likes: 3.5M
	1.3K subscribers 83 videos 830,651 views	Followers: 14K Posts: 759 Account: @wikinger.reisen	Followers: 30.6K Likes: 28.4K	N/A
	3.1K subscribers 105 videos 1,719,413 views	Followers: 5.6K Posts: 36 Account: @asireisen	Followers: 29K Likes: 28K	N/A

Figure 7: Social Media Analysis

Figure 8:
Competitive
Matrix



COMPETITOR MATRIX

Based on these findings, here is a competitor matrix illustrating the current positioning of Much Better Adventure within the market. The arrow indicates the projected positioning goal outlined in this 12-month plan.

TARGET MARKET

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UK DEMOGRAPHICS

AGE

Primarily 18-34 years old, largely comprising late Gen Z and Millennials (Statista, 2024d)

GENDER

Predominantly male (59%), but with growing female participation in adventure travel. (Statista, 2025b; Statista, 2024d)

INCOME LEVEL

Middle to high income (33% middle, 38% high income). (Statista, 2024d)

BEHAVIOURAL INSIGHTS

- Highly active on Instagram, TikTok, and YouTube, with Instagram driving the highest travel purchase conversions (44%). (Statista, 2025)
- Motivated by unique experiences (48%) and sustainability (38%).
- Prefer nature-based activities (hiking, camping) and off-the-beaten-path destinations.
- Use smartphones for travel planning (47%) and engage with influencers and online reviews. (Statista, 2025b; Statista, 2024d)

HOBBIES

- Outdoor activities (hiking, camping),
- Fitness (aerobics, cardio)
- Exploring off-season, adventure-based travel.

INTERESTS

- Sustainability
- Unique and immersive experiences
- Travel-related content on digital platforms.

COMMON HABITS

- Heavy social media usage,
- Smartphone dependence for travel,
- Preference for off-season travel
- Strong engagement with travel influencers.

(Statista, 2025b; Statista, 2024d, Statista, 2025d)

TARGET MARKET

GERMAN DEMOGRAPHICS

AGE

18–39 (Gen Z and Millennials).

GENDER

Balanced, with women showing higher interest in nature-based activities.

INCOME LEVEL

Middle to high income, with strong willingness to spend on sustainable and nature travel.

BEHAVIOURAL INSIGHTS

- Prefer nature-based activities (54%) like hiking and camping.
- Use guidebooks (44%), word of mouth (42%), and online media (38%) for travel inspiration.
- Interested in soft adventures (canoeing, trekking)
- Curious about hard adventures (climbing, rafting).
- Avoid peak seasons and overtourism, prioritising safety and affordability.
- Engage less with influencers (7%).

(Statista, 2025; Statista, 2025c; Statista, 2024d)

HOBBIES

- Nature-based activities (hiking, camping)
- Soft adventures (canoeing, safaris)
- Cultural experiences (museums, historical sites)
- Fitness (cycling, climbing).

INTERESTS

- Sustainability
- Nature and wildlife
- Cultural exploration
- Regenerative tourism.

COMMON HABITS

- Prefer online booking (54%)
- Rely on guidebooks and reviews for planning,
- Prioritise safety,
- Value transparency in sustainability claims.

(Statista, 2025; Statista, 2025c; Statista, 2024d; CBI, 2023)

PEN PORTRAIT



JACK

*Figure 9: UK
Pen Portrait*

Jack is a 27-year-old marketing professional living in London. He loves exploring new destinations and is always on the lookout for unique, off-the-beaten-path experiences. Jack spends his weekends hiking in the countryside or running in local parks, and he's passionate about sustainability. He follows travel influencers on Instagram and TikTok for inspiration and often books trips based on their recommendations. Jack prefers to travel solo or with a small group of friends, using his smartphone to guide him through his adventures. He's willing to pay a premium for eco-friendly travel options and enjoys activities like camping, hiking, and exploring remote destinations. Jack avoids crowded tourist spots and prefers traveling during the off-season to enjoy a more authentic experience.

PEN PORTRAIT



Figure 10: Germany
Pen Portrait

Anna is a 32-year-old teacher living in Munich. She loves spending her holidays reconnecting with nature and exploring new hiking trails. Anna is passionate about sustainability and prefers to book eco-friendly trips that support local communities. She often uses guidebooks and online reviews to plan her travels and enjoys discovering lesser-known destinations to avoid crowds. Anna values safety and affordability when choosing where to go and is willing to pay a bit more for greener travel options. She enjoys soft adventure activities like canoeing and trekking and dreams of trying more challenging adventures like climbing. Anna prefers traveling during the off-season to enjoy a quieter, more authentic experience.

MEDIA STRATEGY

MEDIA STRATEGY

The UK strategy prioritises deepening Much Better Adventures' market penetration, while the German strategy focuses on market development.

Following a TOWS analysis (Figure 9) derived from the SWOT framework (Figure 1), the next 12 months will focus on a campaign theme of Once-in-a-Lifetime Adventures designed to achieve four key objectives by leveraging the company's strengths and opportunities, while addressing its weaknesses and mitigating potential threats.

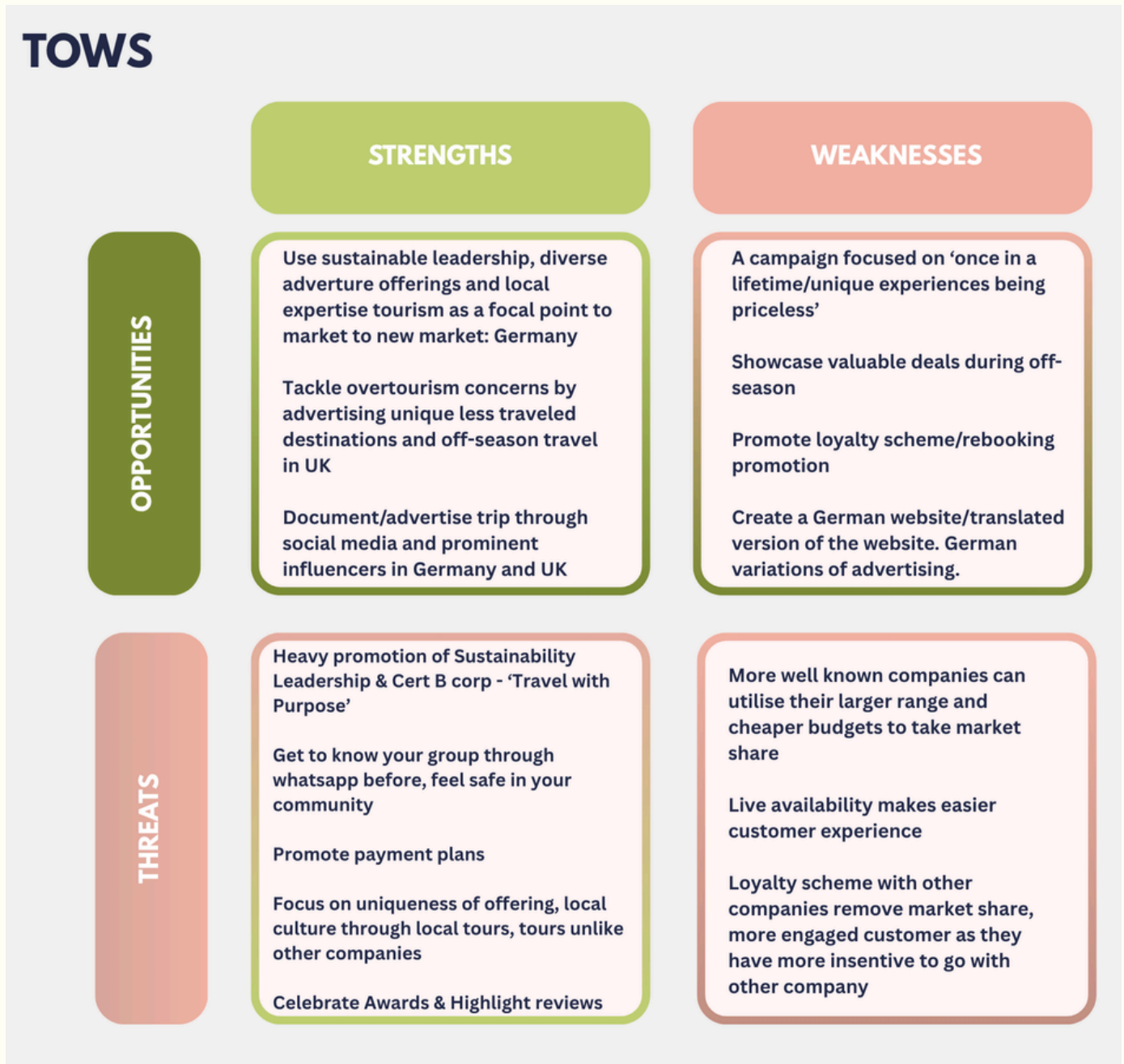


Figure 9: TOWS Analysis

MEDIA STRATEGY

"Once-in-a-Lifetime Adventures"

Theme Focus

For Germany: Build brand awareness and market share by emphasising sustainability and offering transformative, eco-conscious travel experiences. Highlight the message: "Once-in-a-Lifetime Adventures: Treat the world right through sustainable travel, and have the world treat you back."

For the UK: Focus on growth by promoting unique, less-travelled destinations and off-season travel to avoid overtourism. Emphasise personal growth and reconnecting with oneself, while introducing a loyalty scheme to incentivise repeat bookings.

Target Audience

- **Germany:** Gen Z and Millennials, aged 18–39, with a strong preference for nature-based and sustainable travel. 45% of German travellers base their destination choices on the natural environment, and 56% value sustainability when travelling (*Statista, 2025c*).
- **UK:** Gen Z and Millennials, aged 18–39, with a preference for active, adventure-based holidays. 40% of UK adventure travellers prefer active vacations, and 54% of British tourists in their twenties prioritise adventure (*CBI, 2023*).

Both demographics are highly engaged with travel content on social media, with 49% interacting with it regularly (*Statista, 2025*). Additionally, 43% of adventure travellers are willing to spend over 30% more for sports and adventure experiences (*CBI, 2023*).



MEDIA STRATEGY

Key Messaging

Germany:

- "Once-in-a-Lifetime Adventures – Treat the world right through sustainable travel, and have the world treat you back."
- "Discover the best experiences while protecting the planet."
- "Sustainability meets unforgettable adventures."

UK:

- "Create memories that last a lifetime."
- "Once-in-a-Lifetime Adventures."
- "Reconnect with yourself through unique, off-season travel."

These messages align with the preferences of each market. For Germany, the focus is on sustainability and eco-conscious travel, filling a gap in the market where competitors rely on traditional PPC and local ads (*CBI, 2023*). For the UK, the focus is on differentiation through unique destinations and off-season travel, appealing to travellers seeking personal growth and exclusivity. (*Statista, 2024d*)

EXECUTION PLAN

Influencer Partnerships

Collaborate with influencers to share real, unscripted stories of solo and adventure travel.

- Germany Focus: Partner with eco-conscious influencers to highlight sustainable travel practices, nature-based adventures, and MBA's commitment to protecting the planet. (*Statista, 2025c*)
- UK Focus: Work with adventure-focused influencers to showcase unique, less-travelled destinations and the benefits of off-season travel.
- Focus on Instagram, TikTok, and YouTube, where Gen Z and Millennials actively engage with travel content (*Statistia, 2025*)

Influencers are highly effective, with 60% of consumers finding them a useful source of travel information (*Statista, 2025*). Travel influencers also achieve strong engagement, with a 2.4% average rate globally (*Statistia, 2025*). For Germany, eco-conscious influencers can amplify MBA's sustainability message, while adventure-focused influencers in the UK can highlight unique travel opportunities.



EXECUTION PLAN

Social Media Ads

- Develop Instagram Reels and Tiktoks featuring:
 - Stunning destinations.
 - Solo traveller stories.
 - Behind-the-scenes footage of MBA's sustainable practices.
- UK Focus: Adventure and active travel themes, with a focus on off-season travel and unique destinations.
- Germany Focus: Sustainability-focused content, such as eco-friendly travel, local community impact, and nature-based activities.

Social media is a key channel, with Instagram (44%) and TikTok (42%) having the highest conversion rates for travel purchases in the UK . For Germany, storytelling through social media fills a competitive gap, allowing MBA to stand out. Platforms like Instagram and TikTok are ideal for reaching Gen Z and Millennials, who are highly engaged with travel content. (Statista, 2025)



EXECUTION PLAN

Long-Form YouTube Content

Influencer-Generated Content: Partner with travel influencers to create 10–15 minute videos showcasing:

- Their personal MBA travel experiences, including solo adventures and cultural immersion.
- Behind-the-scenes looks at MBA's eco-friendly lodges and sustainable practices.
- Guided tours of MBA destinations, highlighting unique cultural and natural features.

MBA-Generated Content: Produce high-quality, cinematic videos that:

- Tell the stories of MBA travellers and their transformative journeys.
- Provide practical tips for solo travellers, such as safety advice, budgeting, and planning itineraries.
- Highlight MBA's commitment to sustainability and its impact on local communities.

Long-form YouTube content is ideal for engaging audiences who seek detailed, immersive travel inspiration. YouTube is the second most-used platform for travel content, with 38% of UK travellers recalling travel ads on the platform (*Statista, 2025b*). For Germany, this format allows MBA to showcase its sustainability efforts, filling a gap where competitors lack storytelling through social media and streaming platforms (*CBI, 2023*).



EXECUTION PLAN

Streaming Service Ads (CTV)

Germany:

- Advertise on trusted public broadcasters like ZDF and ARD, which have broad reach and align with sustainability messaging.
- Use private broadcasters like ProSiebenSat.1 and RTL to target younger audiences.
- Leverage BVOD platforms like RTL+ and Joyn for targeted advertising.
- Include YouTube on CTV devices, which is widely used in Germany for both long-form and short-form content.
- Advertise on ad-supported streaming platforms like Netflix, Amazon Prime Video, and Disney+, which are growing in popularity.

UK:

- Advertise on ITV Hub and All 4 (Channel 4), which are the most popular streaming services in the UK.
- Use Sky Go and NOW TV to reach younger, tech-savvy audiences.
- Leverage YouTube on CTV devices for precise targeting and high engagement.
- Include ad-supported streaming platforms like Netflix, Amazon Prime Video, and Disney+ to reach premium audiences.

Streaming service ads (CTV) are highly effective for building brand awareness and engaging audiences in both Germany and the UK. CTV ads have a 95.3% viewer completion rate for 75-second ads, making them ideal for delivering impactful storytelling (*Statista, 2024c*). In Western Europe, 69% of advertising managers invest in CTV to raise brand awareness, highlighting its effectiveness as a marketing channel (*Statista, 2024a*).



EXECUTION PLAN

Spotify Ads

Germany and UK:

- Use Spotify's audio and video ads to target users based on their listening habits, location, and interests.
- Create ads that evoke the emotions of travel, using soundscapes of nature, adventure, and cultural experiences.
- Highlight MBA's key messages, such as sustainability for Germany and unique, off-season travel for the UK.

Spotify is the world's most popular audio streaming service, with over 626 million users globally, including 393 million ad-supported subscribers. Audio ads are non-intrusive and have high recall rates, while combining audio and video ads on Spotify boosts incremental sales by 66% compared to audio-only campaigns. Spotify's targeting capabilities allow MBA to reach Gen Z and Millennials effectively, as 57% of Spotify's audiobook listeners are aged 18–34 (*WARC Data, 2024*).



EXECUTION PLAN

Email Campaigns

Germany and UK:

- Create segmented email campaigns targeting:
 - New leads: Introduce MBA's unique offerings and sustainability focus.
 - Returning customers: Highlight the loyalty scheme and incentivise repeat bookings.
 - Seasonal promotions: Promote off-season travel opportunities to avoid overtourism.
 - Include personalised recommendations based on user preferences and past bookings.

Email marketing is one of the most effective channels for driving conversions, with a 2.8% conversion rate for B2C brands and a 2.4% conversion rate for B2Bs (HubSpot, 2025). Additionally, email campaigns have an average ROI of \$36 for every \$1 spent, making them a cost-effective way to nurture leads and retain customers (Kirsch, 2023). Personalised emails drive 30% more opens and 50% more click-throughs than unsegmented ones (HubSpot, 2025).



EXECUTION PLAN

Google Ads

Germany:

- Target keywords like "sustainable travel Germany," "nature-based travel Europe," and "eco-friendly solo travel."
- Use search ads with the Germany-specific messaging:
 - "Once-in-a-Lifetime Adventures – Treat the world right through sustainable travel, and have the world treat you back."
- Emphasise MBA's eco-friendly practices and nature-based experiences, aligning with German travellers' preference for sustainability and natural environments (Statista, 2025c).

UK:

- Target keywords like "adventure holidays UK," "solo travel Europe," and "unique travel experiences."
- Highlight MBA's loyalty scheme to incentivise repeat bookings, appealing to the 31% of UK travellers planning two trips in the next six months (Statista, 2024d).

Google Ads capture high-intent audiences actively searching for travel options. With solo travel at a peak in Google searches (Statista, 2024d), this is an ideal channel to drive traffic to MBA's website and YouTube content. Additionally, 54% of German travellers prefer online booking for vacations, making Google Ads a key tool for reaching this audience during their planning phase (Statista, 2025c).



MEDIA STRATEGY

£950K

UK: 55% overall budget

Influencer - 15%

Instagram ads - 10%

Tiktok ads - 5%

Youtube ads - 10%

Long form Youtube (Influencer & MBA) - 10%

CTV - 20%

Spotify Ads - 5%

Email Campaigns - 5%

Google Ads - 20%

Germany: 45% overall budget

Influencer - 15%

Instagram ads - 10%

Tiktok ads - 5%

Youtube ads - 10%

Long form Youtube (Influencer & MBA) - 10%

CTV - 20%

Spotify Ads - 5%

Email Campaigns - 5%

Google Ads - 20%

MEDIA STRATEGY

Customer Lifecycle Focus

1. Q1 (Awareness and Testing):

- **28.7% of total budget (£272,562.50).**
- Build awareness, onboard influencers, and test campaigns.
- Focus on off-season bookings for October–March travel.

2. Q2 (Scaling Successful Campaigns):

- **45.3% of total budget (£430,135.00).**
- Ramp up engagement, drive conversions, and promote peak travel offers.
- Continue off-season promotions and prepare for summer bookings.

3. Q3 (Retargeting and Engagement):

- **22.8% of total budget (£216,937.50).**
- Retarget users, maintain engagement, and drive last-minute summer bookings.

4. Q4 (Retention and Loyalty):

- **9.9% of total budget (£94,365.00).**
- Focus on loyalty programmes, repeat bookings, and end-of-year offers.



12 MONTH PLAN LINK

CLICK LINK TO VIEW

<https://docs.google.com/spreadsheets/d/1TQ1p2xcte2Kzbl9QQYFmmR5WUyL0dHhu5Kg0yJ-ugqk/edit?usp=sharing>

Channel	Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
Influencer (UK)	Budget (£)	£15,000	£15,000	£15,000	£10,000	£10,000	£10,000	£5,000	£5,000	£5,000	£2,500	£2,500	£2,500	£78,375	
	CPM (£)	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	
	Posts Per Influencer	2	2	2	2	2	2	2	2	2	2	2	2	2	
	Impressions	3,000,000	3,000,000	3,000,000	2,000,000	2,000,000	2,000,000	1,000,000	1,000,000	1,000,000	500,000	500,000	500,000	21,000,000	
	Engagement Rate (%)	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	
	Clicks	300,000	300,000	300,000	200,000	200,000	200,000	100,000	100,000	100,000	50,000	50,000	50,000	2,100,000	
	Conversion Rate (%)	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	
	Bookings	1,500	1,500	1,500	1,000	1,000	1,000	500	500	500	250	250	250	7,500	
	Instagram Ads (UK)	Budget (£)	£7,500	£7,500	£7,500	£6,000	£6,000	£6,000	£3,000	£3,000	£3,000	£1,500	£1,500	£1,500	£52,500
		CPM (£)	£5	£5	£5	£5	£5	£5	£5	£5	£5	£5	£5	£5	£5
Impressions		£1,500,000	£1,500,000	£1,500,000	£1,200,000	£1,200,000	£1,200,000	£600,000	£600,000	£600,000	£300,000	£300,000	£300,000	£10,500,000	
Cost Per Ad (£)		£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	
Number of Ads		30	30	30	24	24	24	12	12	12	6	6	6	216	
Video Ads (50%)		15	15	15	12	12	12	6	6	6	3	3	3	108	
Carousel Ads (30%)		9	9	9	7	7	7	4	4	4	2	2	2	65	
Static Image Ads (20%)		6	6	6	5	5	5	2	2	2	1	1	1	43	
Engagement Rate (%)		3.75%	3.75%	3.75%	3.75%	3.75%	3.75%	3.75%	3.75%	3.75%	3.75%	3.75%	3.75%	3.75%	
Clicks		56,250	56,250	56,250	45,000	45,000	45,000	22,500	22,500	22,500	11,250	11,250	11,250	405,000	
Conversion Rate (%)	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%		
Bookings	1,688	1,688	1,688	1,350	1,350	1,350	675	675	675	338	338	338	12,150		
Retained Revenue (£)	£405,000	£405,000	£405,000	£324,000	£324,000	£324,000	£162,000	£162,000	£162,000	£81,000	£81,000	£81,000	£2,916,000		
TikTok Ads (UK)	Budget (£)	£3,263	£3,263	£3,263	£2,610	£2,610	£2,610	£1,305	£1,305	£1,305	£652	£652	£652	£26,125	
	CPM (£)	£3	£3	£3	£3	£3	£3	£3	£3	£3	£3	£3	£3	£3	
	Impressions	1,087,667	1,087,667	1,087,667	870,133	870,133	870,133	435,067	435,067	435,067	217,533	217,533	217,533	8,200,000	
	Number of Videos	4	4	4	3	3	3	2	2	2	1	1	1	30	
	Clicks (5%)	54,383	54,383	54,383	43,507	43,507	43,507	21,753	21,753	21,753	10,877	10,877	10,877	410,000	
	Bookings (2.5%)	1,360	1,360	1,360	1,088	1,088	1,088	544	544	544	272	272	272	10,250	
	Estimated Followers	5,438	5,438	5,438	4,351	4,351	4,351	2,176	2,176	2,176	1,088	1,088	1,088	35,000	
	Engagements (5%)	54,383	54,383	54,383	43,507	43,507	43,507	21,753	21,753	21,753	10,877	10,877	10,877	410,000	
	Comments (15%)	8,157	8,157	8,157	6,526	6,526	6,526	3,263	3,263	3,263	1,632	1,632	1,632	61,500	
	Likes (70%)	38,068	38,068	38,068	30,455	30,455	30,455	15,227	15,227	15,227	7,614	7,614	7,614	287,000	
Shares (15%)	8,157	8,157	8,157	6,526	6,526	6,526	3,263	3,263	3,263	1,632	1,632	1,632	61,500		
YouTube Ads (UK)	Budget (£)	£8,000	£8,000	£8,000	£6,400	£6,400	£6,400	£3,200	£3,200	£3,200	£1,600	£1,600	£1,600	£58,400	
	CPM (£)	£2.75	£2.75	£2.75	£2.75	£2.75	£2.75	£2.75	£2.75	£2.75	£2.75	£2.75	£2.75	£2.75	
	Impressions Per Video	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	
	Number of Videos	3	3	3	2	2	2	1	1	1	1	1	1	21	
	Engagement Rate (%)	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	
	Clicks	116,364	116,364	116,364	93,091	93,091	93,091	46,545	46,545	46,545	23,273	23,273	23,273	930,000	
	Conversion Rate (%)	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
	Bookings	2,327	2,327	2,327	1,862	1,862	1,862	931	931	931	465	465	465	18,600	
	Impressions	2,909,091	2,909,091	2,909,091	2,327,273	2,327,273	2,327,273	1,163,636	1,163,636	1,163,636	581,818	581,818	581,818	21,000,000	
	Estimated Followers	5,818	5,818	5,818	4,655	4,655	4,655	2,327	2,327	2,327	1,164	1,164	1,164	46,364	
Engagement (1.5%)	43,636	43,636	43,636	34,909	34,909	34,909	17,455	17,455	17,455	8,727	8,727	8,727	327,273		
Comments (20%)	8,727	8,727	8,727	6,982	6,982	6,982	3,491	3,491	3,491	1,745	1,745	1,745	65,455		
Likes (60%)	26,182	26,182	26,182	20,945	20,945	20,945	10,473	10,473	10,473	5,236	5,236	5,236	196,364		
Shares (20%)	8,727	8,727	8,727	6,982	6,982	6,982	3,491	3,491	3,491	1,745					

12 MONTH PLAN LINK

CLICK LINK TO VIEW

<https://docs.google.com/spreadsheets/d/1TQ1p2xcte2Kzbl9QQYFmmR5WUyL0dHhu5Kg0yJ-ujek/edit?usp=sharing>

Channel	Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Influencer (Germany)	Budget (€)	€12,000	€12,000	€12,000	€8,000	€8,000	€8,000	€4,000	€4,000	€4,000	€2,000	€2,000	€2,000	€64,125
	CPM (€)	€12	€12	€12	€12	€12	€12	€12	€12	€12	€12	€12	€12	€12
	Posts Per Influencer	3	3	3	3	3	3	3	3	3	3	3	3	3
	Impressions	3,000,000	3,000,000	3,000,000	2,000,000	2,000,000	2,000,000	1,000,000	1,000,000	1,000,000	500,000	500,000	500,000	21,000,000
	Engagement Rate (%)	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
	Clicks	240,000	240,000	240,000	160,000	160,000	160,000	80,000	80,000	80,000	40,000	40,000	40,000	1,920,000
	Conversion Rate (%)	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%
	Bookings	960	960	960	640	640	640	320	320	320	160	160	160	6,400
Instagram Ads (Germany)	Budget (€)	€6,000	€6,000	€6,000	€4,800	€4,800	€4,800	€2,400	€2,400	€2,400	€1,200	€1,200	€1,200	€42,000
	CPM (€)	€6	€6	€6	€6	€6	€6	€6	€6	€6	€6	€6	€6	€6
	Impressions	941,285	941,285	941,285	753,028	753,028	753,028	376,514	376,514	376,514	188,257	188,257	188,257	7,530,285
	Cost Per Ad (€)	€200	€200	€200	€200	€200	€200	€200	€200	€200	€200	€200	€200	€200
	Number of Ads	30	30	30	24	24	24	12	12	12	6	6	6	216
	Video Ads (50%)	15	15	15	12	12	12	6	6	6	3	3	3	108
	Carousel Ads (30%)	9	9	9	7	7	7	4	4	4	2	2	2	65
	Static Image Ads (20%)	6	6	6	5	5	5	2	2	2	1	1	1	43
	Engagement Rate (%)	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
	Clicks	28,239	28,239	28,239	22,591	22,591	22,591	11,296	11,296	11,296	5,648	5,648	5,648	188,882
	Conversion Rate (%)	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
	Bookings	706	706	706	565	565	565	282	282	282	141	141	141	5,082
TikTok Ads (Germany)	Budget (€)	€4,800	€4,800	€4,800	€3,600	€3,600	€3,600	€1,800	€1,800	€1,800	€900	€900	€900	€36,000
	CPM (€)	€3.28	€3.28	€3.28	€3.28	€3.28	€3.28	€3.28	€3.28	€3.28	€3.28	€3.28	€3.28	€3.28
	Impressions Per Video	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
	Number of Videos	3	3	3	2	2	2	1	1	1	1	1	1	21
	Engagement Rate (%)	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%
	Clicks	65,854	65,854	65,854	49,390	49,390	49,390	24,695	24,695	24,695	12,347	12,347	12,347	436,659
	Conversion Rate (%)	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
	Estimated Followers	€7,317	€7,317	€7,317	€5,488	€5,488	€5,488	€2,744	€2,744	€2,744	€1,372	€1,372	€1,372	€50,000
	Engagement (2.5%)	€36,585	€36,585	€36,585	€27,439	€27,439	€27,439	€13,720	€13,720	€13,720	€6,860	€6,860	€6,860	€250,000
	Impressions	1,463,415	1,463,415	1,463,415	1,097,561	1,097,561	1,097,561	548,780	548,780	548,780	274,390	274,390	274,390	10,000,000
	Comments (15%)	€5,488	€5,488	€5,488	€4,116	€4,116	€4,116	€2,058	€2,058	€2,058	€1,029	€1,029	€1,029	€37,500
	Likes (70%)	€25,610	€25,610	€25,610	€19,207	€19,207	€19,207	€9,604	€9,604	€9,604	€4,802	€4,802	€4,802	€175,000
	Shares (15%)	€5,488	€5,488	€5,488	€4,116	€4,116	€4,116	€2,058	€2,058	€2,058	€1,029	€1,029	€1,029	€37,500
	Bookings	1,317	1,317	1,317	988	988	988	494	494	494	247	247	247	8,247
Youtube Ads (Germany)	Budget (€)	€6,000	€6,000	€6,000	€4,800	€4,800	€4,800	€2,400	€2,400	€2,400	€1,200	€1,200	€1,200	€48,000
	CPM (€)	€2.75	€2.75	€2.75	€2.75	€2.75	€2.75	€2.75	€2.75	€2.75	€2.75	€2.75	€2.75	€2.75
	Impressions Per Video	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
	Number of Videos	3	3	3	2	2	2	1	1	1	1	1	1	21
	Engagement Rate (%)	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
	Clicks	87,273	87,273	87,273	69,818	69,818	69,818	34,909	34,909	34,909	17,455	17,455	17,455	698,182
	Conversion Rate (%)	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
	Bookings	1,745	1,745	1,745	1,396	1,396	1,396	698	698	698	349	349	349	13,915
	Impressions	2,181,818	2,181,818	2,181,818	1,745,455	1,745,455	1,745,455	872,727	872,727	872,727	436,364	436,364	436,364	17,454,545
	Estimated Followers	4,364	4,364	4,364	3,491	3,491	3,491	1,745	1,745	1,745	873	873	873	34,545
	Engagement (1.5%)	32,727	32,727	32,727	26,182	26,182	26,182	13,091	13,091	13,091	6,545	6,545	6,545	261,818
	Comments (20%)	6,545	6,545	6,545	5,236	5,236	5,236	2,618	2,618	2,618	1,309	1,309	1,309	52,364
Likes (60%)	19,636	19,636	19,636	15,709	15,709	15,709	7,854	7,854	7,854	3,927	3,927	3,927	157,091	
Shares (20%)	6,545	6,545	6,545	5,236	5,236	5,236	2,618	2,618	2,618	1,309	1,309	1,309	52,364	

MONITOR

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Channel	Key KPIs
Google Ads	Impressions, CTR, CPC, ROI, Conversion Rate, Search Impression Share
Instagram	Follower Growth, Reach, Impressions, Engagement Rate, Video Views, ROI
YouTube	Subscriber Growth, Video Impressions, View Rate, Watch Time, ROI
TikTok	Follower Growth, Video Views, Engagement Rate, CPC, ROI
CTV	Impressions, Completion Rate
Spotify	Ad Recall Rate, CTR
Email Campaigns	Open Rate, CTR, Conversion Rate
Loyalty Program	Sign-Ups, Repeat Purchase Rate, Average Spend Per Customer
Influencers	Number of Partnerships, Reach, Engagement Rate, Conversions



MONITOR & CONTROL

Q1: Awareness and Testing

Focus: Build awareness, onboard influencers, and test campaigns.

Prioritise off-season bookings for October–March travel.

Check-In Dates:

- January : Initial campaign launch review.
- February : Mid-quarter performance check.
- March : End-of-quarter review and adjustments.

KPIs:

1. Objective 1 (German Market Awareness):

- Impressions: Achieve 10 million impressions across all German-targeted campaigns.
- CTR (Google Ads): 2-3%.
- Engagement Rate (Instagram/TikTok): 3-5%.

2. Objective 2 (Social Media Growth):

- Follower Growth: 10,000 new followers across Instagram, TikTok, and YouTube.
- Video Views: 300,000 views across all platforms.
- Influencer Partnerships: Secure 5 partnerships (3 UK, 2 Germany).

3. Objective 3 (ROI):

- ROI: 2:1 (early-stage testing phase).
- CPC (Google Ads): £1.50 or lower.
- Conversion Rate: 3% (Google Ads and Instagram).

4. Objective 4 (Loyalty Program):

- Loyalty Sign-Ups: 2,500 new members.
- Repeat Purchase Rate: 5% increase.
- Email Open Rate: 20%.



MONITOR & CONTROL

Q2: Scaling Successful Campaigns

Focus: Ramp up engagement, drive conversions, and promote peak travel offers. Continue off-season promotions and prepare for summer bookings.

Check-In Dates:

- April : Post-Q1 adjustments and scaling review.
- May : Mid-quarter performance check.
- June : End-of-quarter review and optimisation.

KPIs:

1.Objective 1 (German Market Awareness):

- Impressions: Achieve 20 million cumulative impressions (10 million additional in Q2).
- CTR (Google Ads): 3-4%.
- Engagement Rate (Instagram/TikTok): 4-6%.

2.Objective 2 (Social Media Growth):

- Follower Growth: 20,000 cumulative new followers (10,000 additional in Q2).
- Video Views: 700,000 cumulative views (400,000 additional in Q2).
- Influencer Partnerships: Secure 10 partnerships (5 UK, 5 Germany).

3.Objective 3 (ROI):

- ROI: 3:1 (scaling phase).
- CPC (Google Ads): £1.25 or lower.
- Conversion Rate: 4% (Google Ads and Instagram).

4.Objective 4 (Loyalty Program):

- Loyalty Sign-Ups: 5,000 cumulative new members (2,500 additional in Q2).
- Repeat Purchase Rate: 10% increase.
- Email Open Rate: 22%.



MONITOR & CONTROL

Q3: Retargeting and Engagement

Focus: Retarget users, maintain engagement, and drive last-minute summer bookings.

Check-In Dates:

- July: Post-Q2 adjustments and retargeting review.
- August: Mid-quarter performance check.
- September: End-of-quarter review and optimisation.

KPIs:

1. Objective 1 (German Market Awareness):

- Impressions: Achieve 30 million cumulative impressions (10 million additional in Q3).
- CTR (Google Ads): 4-5%.
- Engagement Rate (Instagram/TikTok): 5-7%.

2. Objective 2 (Social Media Growth):

- Follower Growth: 40,000 cumulative new followers (20,000 additional in Q3).
- Video Views: 1.2 million cumulative views (500,000 additional in Q3).
- Influencer Partnerships: Secure 15 partnerships (5 additional in Q3).

3. Objective 3 (ROI):

- ROI: 4:1 (target achieved).
- CPC (Google Ads): £1.00 or lower.
- Conversion Rate: 5% (Google Ads and Instagram).

4. Objective 4 (Loyalty Program):

- Loyalty Sign-Ups: 7,500 cumulative new members (2,500 additional in Q3).
- Repeat Purchase Rate: 15% increase.
- Email Open Rate: 23%.

MONITOR & CONTROL

Q4: Retention and Loyalty

Focus: Focus on loyalty programs, repeat bookings, and end-of-year offers.

Check-In Dates:

- October: Post-Q3 adjustments and loyalty program review.
- November: Mid-quarter performance check.
- December: Final end-of-year review.

KPIs:

1. Objective 1 (German Market Awareness):

- Impressions: Achieve 40 million cumulative impressions (10 million additional in Q4).
- CTR (Google Ads): 5%+.
- Engagement Rate (Instagram/TikTok): 6-8%.

2. Objective 2 (Social Media Growth):

- Follower Growth: 50,000 cumulative new followers (10,000 additional in Q4).
- Video Views: 1.5 million cumulative views (300,000 additional in Q4).
- Influencer Partnerships: Secure 20 partnerships (5 additional in Q4).

3. Objective 3 (ROI):

- ROI: 4:1 (maintain target).
- CPC (Google Ads): £1.00 or lower.
- Conversion Rate: 5%+ (Google Ads and Instagram).

4. Objective 4 (Loyalty Program):

- Loyalty Sign-Ups: 10,000 cumulative new members (2,500 additional in Q4).
- Repeat Purchase Rate: 20% increase (target achieved).
- Email Open Rate: 25%.



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