



News release

Friday, 11 October 2019

### **G Adventures announces strengthened commitment to Asian market**

- The adventure operator dedicates more resources to growing Asian traveller numbers -

After a record-setting year for Asian traveller numbers, leading small group tour operator G Adventures is marking its commitment to the market by expanding their Outside Sales Team.

Bryce Young, Director of Emerging Markets for G Adventures, will now head up a team of six Global Purpose Specialists (GPS) throughout Asia, having recently appointed a second GPS in China.

Young says the move comes as G Adventures seeks to invest in the significant potential of dynamic markets within Asia, which resonate with the tour operators style of small group adventure travel.

“We consider adventure travel to be less about zip-lining and bungee jumping - although those are available on some of our itineraries! - and more about cultural immersion that connects you with like-minded travellers.”

“Our style of travel is culturally authentic, sustainable, and caters for travellers looking for experiences based on their interests, as opposed to just by destination. Increasingly, we are finding that these are traits Asian travellers are looking for when choosing a holiday provider.”

“Importantly, a G Adventures tour provides the structure and security for those of whom English is a second language, with the freedom and flexibility to still make the adventure their own,” adds Young.

Within Asia, the company has identified the key emerging markets to be Singapore, Hong Kong, China, Malaysia, India, South Korea, Japan and Taiwan, with GPS serving each of these regions. In time, they hope to expand into other markets, such as the Philippines or Indonesia.

G Adventures has strong ties to Asia, having been operating and running tours throughout the region since 2007. 'The Kingdom', G Adventures Bangkok office, is one of the largest operation offices for the company, globally, and Asia as a region has the largest volume of inbound travellers.

The announcement of the trade sales expansion in Asia is the latest in what has already been a strong year of growth and innovation for the leading adventure tour operator. In the past 12 months, the company has launched three brand new product styles in TailorMade, [National Geographic Family Journeys](#) and [Wellness](#), as well as announced leading responsible travel initiatives such as [Ripple Score](#) and [Project 100](#).

For more information please visit [www.gadventures.com](http://www.gadventures.com). Any trade agency in Asia wishing to work with G Adventures is encouraged to contact [asia\\_gps@gadventures.com](mailto:asia_gps@gadventures.com).

ends

### **About G Adventures**

Founded in 1990 by social entrepreneur Bruce Poon Tip, G Adventures is a small group adventure travel operator offering more than 750 tours in 100 countries, on all seven continents. G Adventures' award-winning trips support local communities, giving travellers meaningful experiences with people, cultures, landscapes and wildlife, while offering them the freedom and flexibility to explore on their own. G Adventures' responsible approach to travel is demonstrated through its 'G for Good' social impact initiatives, which include travel guidelines for children, wildlife and Indigenous people, community-based social enterprise projects travellers can experience on a trip, and its industry-leading 'Ripple Score' assessment which measures how many traveller dollars stay in the local economy. G Adventures offers life-changing tours for individuals of all ages, interests and budgets. Because our world deserves more you. For more information please visit [www.gadventures.com](http://www.gadventures.com).

### **For more information, images or interviews, please contact:**

Bella Twomey, Communications, G Adventures Asia Pacific, [btwomey@gadventures.com](mailto:btwomey@gadventures.com)

For Asia trade enquiries, [asia\\_gps@gadventures.com](mailto:asia_gps@gadventures.com)