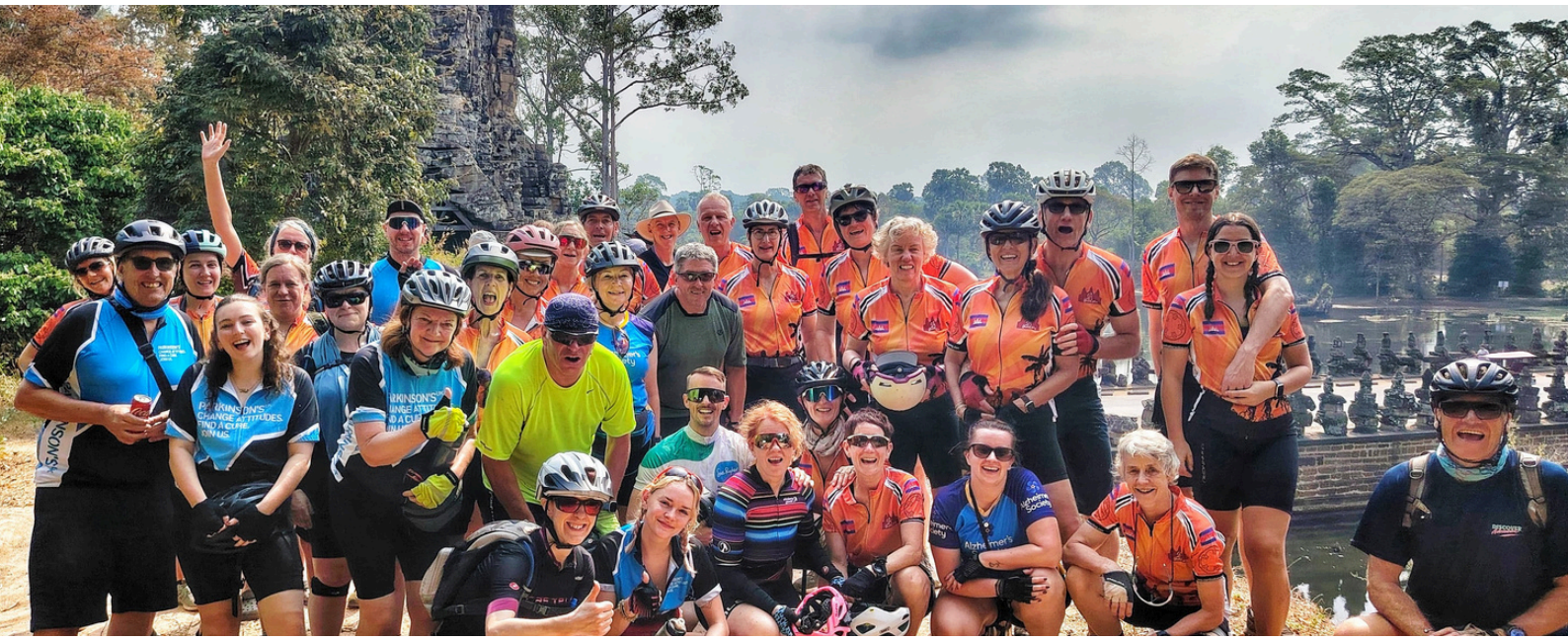






ICONIC CHALLENGES BROCHURE 2027/28

DISCOVER Adventure

ABOUT DISCOVER ADVENTURE



WE ARE AN ADVENTURE TRAVEL COMPANY WITH FUNDRAISING AT OUR HEART.

EXPERIENCE

You are joining the specialists in worldwide trekking and cycling challenges. Established in 1994, we have explored the world with over 120,000 participants and helped them raise over £100,000,000 for charitable causes. For over three decades we have been known for our professionalism and our friendly, flexible and safe approach. We have been long-term members of industry bodies ABTA and AITO, and we are ATOL-bonded for financial protection.

CARE

We want you to succeed. Members of our team have previously worked for charities, so we understand your priorities and challenges when it comes to increasing income and raising awareness. Supporter care is just as important to us and we pride ourselves on delivering a personalised, caring supporter journey every step of the way.

PARTNERSHIP

Working in partnership is important for us; it's why so many of our participants, charity and corporate partners, suppliers and crew return year after year. We also have an exclusive partnership with the fundraising platform Enthuse, providing us with additional industry knowledge and expertise.

OUR TEAM

Our sheds are full of tents and bikes, our cupboards are full of boots, and our minds are full of adventures. Our office team have backgrounds in travel, customer support and charity. Our crew are qualified and highly experienced in events and travel guiding. Our mission is to provide challenges that enable everyone to achieve their personal ambitions, whether that involves going above and beyond for charity or breaking out of their comfort zone and fulfilling a lifelong goal.

OUR ICONIC CHALLENGES



These are the challenges we're known for. The classic, recognisable, bucket-list routes: the Inca Trail, Kilimanjaro, London to Paris...

Over thirty years, some trips have earned a place here that others haven't. Not because we promote them harder, but because they deliver year after year, for the people who take them on and the charities behind them. In the last two years, more than half of all the bookings we've taken have been for one of these challenges. When a trip has genuine pull, supporters commit, train, fundraise and see it through.

Other trips move in and out of our wider programme as we keep things fresh. But these stay. Each runs at least twice most years, so there's always a date to promote.

The range runs from five days to Paris to eighteen in Nepal, so there's an entry point for a first-timer and a bigger goal for a returning fundraiser.

Nothing we offer is easy. Every challenge is designed to test someone. Whether that's the distance, the altitude, the terrain, the nights under canvas or the culture shock of somewhere completely new. Each is graded from Yellow through Orange to Red, so you can see at a glance how hard a trip really is before you point a supporter towards it. Think of it as a gauge: the further round the dial, the more the challenge asks.

These trips aren't everything we do. But if you're deciding where to focus your limited time and energy, this is where we'd point you first. Sometimes the strongest programme isn't the broadest one.

YELLOW | UK, FRANCE

5 DAYS

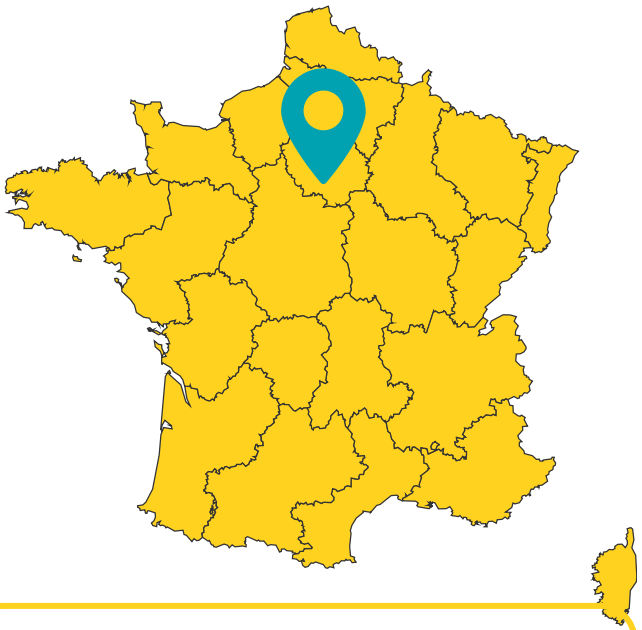
LONDON TO PARIS CYCLE

A PROVEN WINNER WITH BROAD APPEAL.



Average Booking Lead Time: 7 months

Cycle approximately 300 miles in 4 days, ending beneath the Eiffel Tower. With scenic countryside, a tough endurance test, and Tour de France flair in July, this iconic challenge sells itself.



WHY PROMOTE IT?

Great for teams, first-timers or confident cyclists. Easy to market, easy to fill, and a brilliant flagship ride for fundraising campaigns.





ROI FOR CHARITIES

All of our fundraising targets are set at a 50:50 ratio.

Minimum fundraising target:

£2,050

Cost for supporters place on trip:

£1,025

Charity retain 50% of target:

£1,025

Charity with 5 supporters could earn

£5,125+

in fundraising monies.

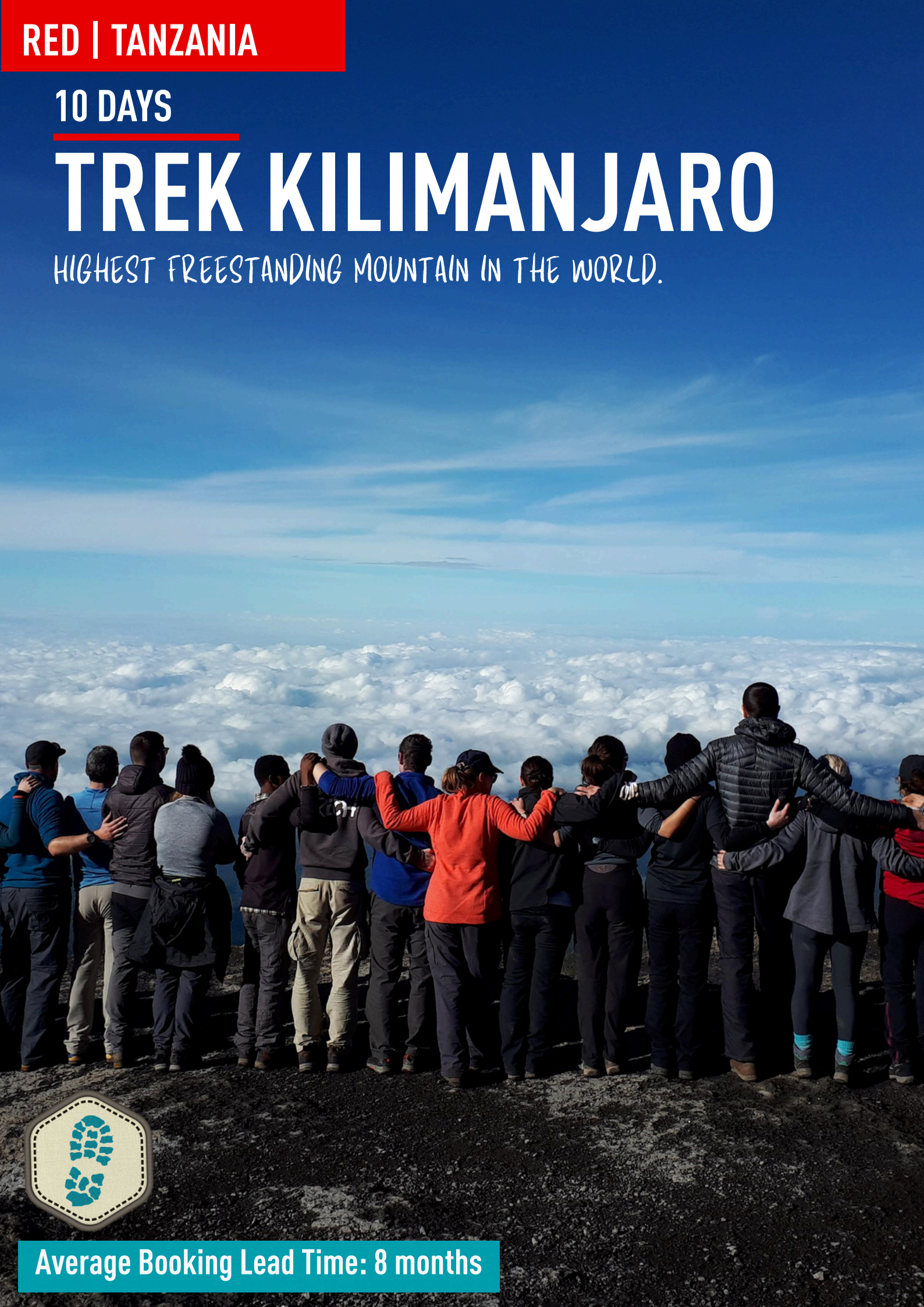
These are examples are based on a Fundraising Participant on a 2027 departure. Full Payment and Part Payment options also available.

RED | TANZANIA

10 DAYS

TREK KILIMANJARO

HIGHEST FREESTANDING MOUNTAIN IN THE WORLD.



Average Booking Lead Time: 8 months

Trekking on the Machame Route, ascending through rainforest, moorland and alpine scree to reach Uhuru Peak at 5,895m - the highest point in Africa. With an impressive 85-90% summit success rate, expert support and a strong focus on safety and acclimatisation, this climb offers supporters the chance to push their limits.



WHY PROMOTE IT?

One of the most iconic fundraising challenges around still remaining to be popular today. High commitment, large fundraising targets, high reward.





ROI FOR CHARITIES

All of our fundraising targets are set at a 50:50 ratio.

Minimum fundraising target:

£6000

Cost for supporters place on trip:

£3,000

Charity retain 50% of target:

£3,000

Charity with 5 supporters could earn

£15,000+

in fundraising monies.

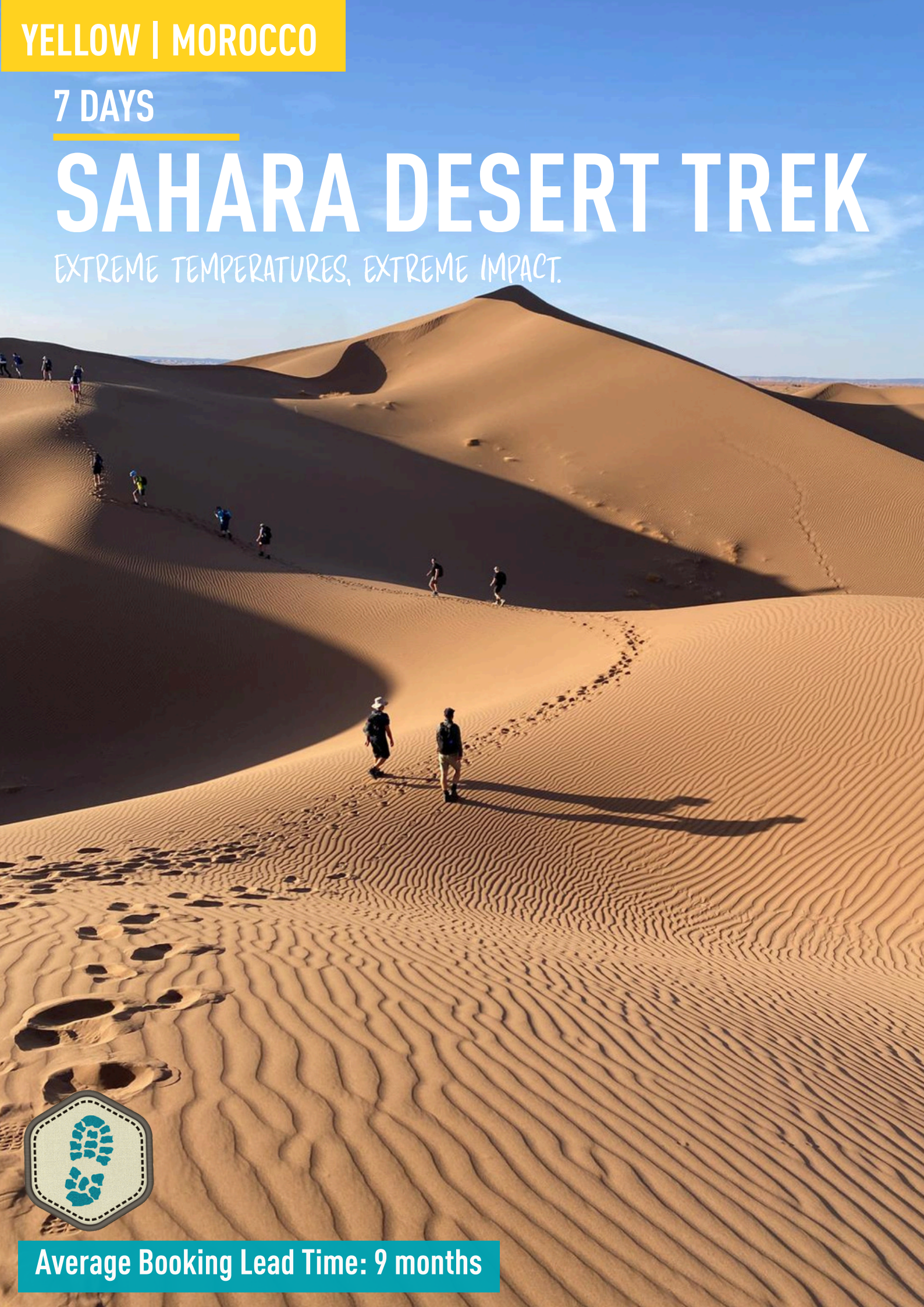
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YELLOW | MOROCCO

7 DAYS

SAHARA DESERT TREK

EXTREME TEMPERATURES, EXTREME IMPACT.



Average Booking Lead Time: 9 months

A 7 day trek across the Moroccan Sahara desert with vast dunes, rocky plains and star-filled night skies. Experience the extreme temperatures, barren and unforgiving landscape which is the ultimate test of endurance for those seeking a unique fundraising challenge.



WHY PROMOTE IT?

An extreme challenge for those who want to trek overseas but aren't drawn to mountains. A short flight to Morocco makes it a great entry to the overseas trekking scene.





ROI FOR CHARITIES

All of our fundraising targets are set at a 50:50 ratio.

Minimum fundraising target:

£2,400

Cost for supporters place on trip:

£1,200

Charity retain 50% of target:

£1,200

Charity with 5 supporters could earn

£6,000+

in fundraising monies.

These are examples are based on a Fundraising Participant on a 2027 departure. Full Payment and Part Payment options also available.

ARE YOU TALKING TO YOUR CORPORATE PARTNERS?

Most charities think of challenge events as a job for one team, recruiting fundraisers one at a time. It's an easy assumption to make, and it limits what a challenge can do for you.

We're seeing more and more businesses want in. Companies are looking for something real for their people to take on together - a shared goal, a genuine bonding experience - and a challenge gives them exactly that. The interest is there whether or not you go looking for it.

There are two sides to this, and a good programme works across both:

BESPOKE

A company takes a departure of its own, or in collaboration with a charity, built around its people, dates and cause. The bigger commitment.

OPEN

A corporate team joins a scheduled departure, often block-buying places and sharing the trip with other fundraisers. Quicker to fill, lower-risk.

So think of your challenge programme as more than a recruitment tool for individuals. It's closer to a multi-tool: the same trip can hand your corporate partnerships team a ready-made Charity of the Year activity, give a company a team-building and CSR moment it can stand behind, and give comms a story a recognisable brand is happy to share.

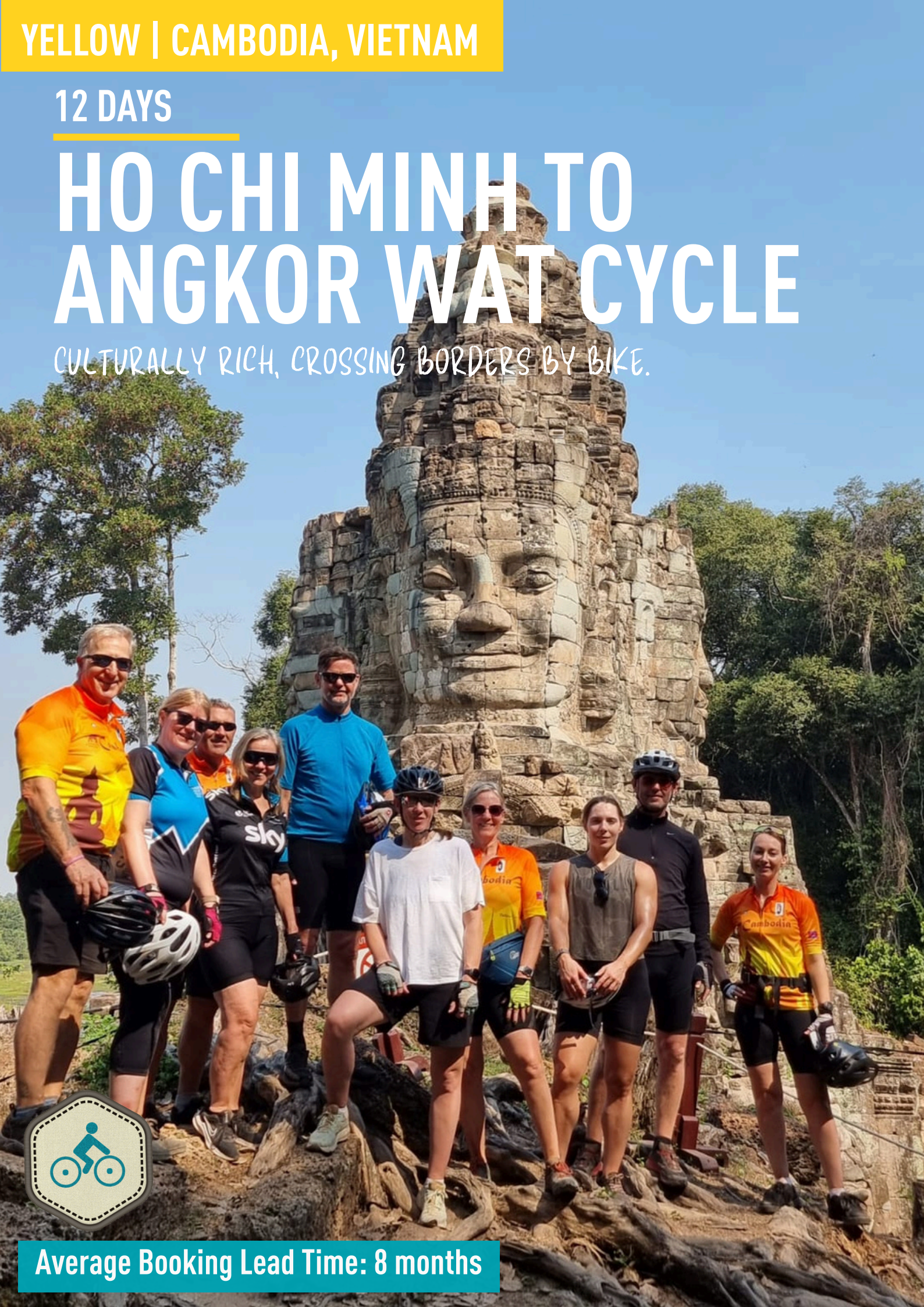
Before your next challenge goes out to individuals alone, have a conversation with your corporate partners or corporate partnerships team. The teams waiting in the wings might be the ones you haven't asked yet.

YELLOW | CAMBODIA, VIETNAM

12 DAYS

HO CHI MINH TO ANGKOR WAT CYCLE

CULTURALLY RICH, CROSSING BORDERS BY BIKE.



Average Booking Lead Time: 8 months

Cycle through lush Vietnam and on into rural Cambodia, experiencing vibrant cultures, ancient temples and stunning landscapes. The journey finishes at the famous World Heritage Site of Angkor Wat, a trending destination in the travel scene.



WHY PROMOTE IT?

Immersive adventure for those supporters seeking a more unique and culturally rich cycle in south-east Asia





ROI FOR CHARITIES

All of our fundraising targets are set at a 50:50 ratio.

Minimum fundraising target:

£4,500

Cost for supporters place on trip:

£2,250

Charity retain 50% of target:

£2,250

Charity with 5 supporters could earn

£11,250+

in fundraising monies.

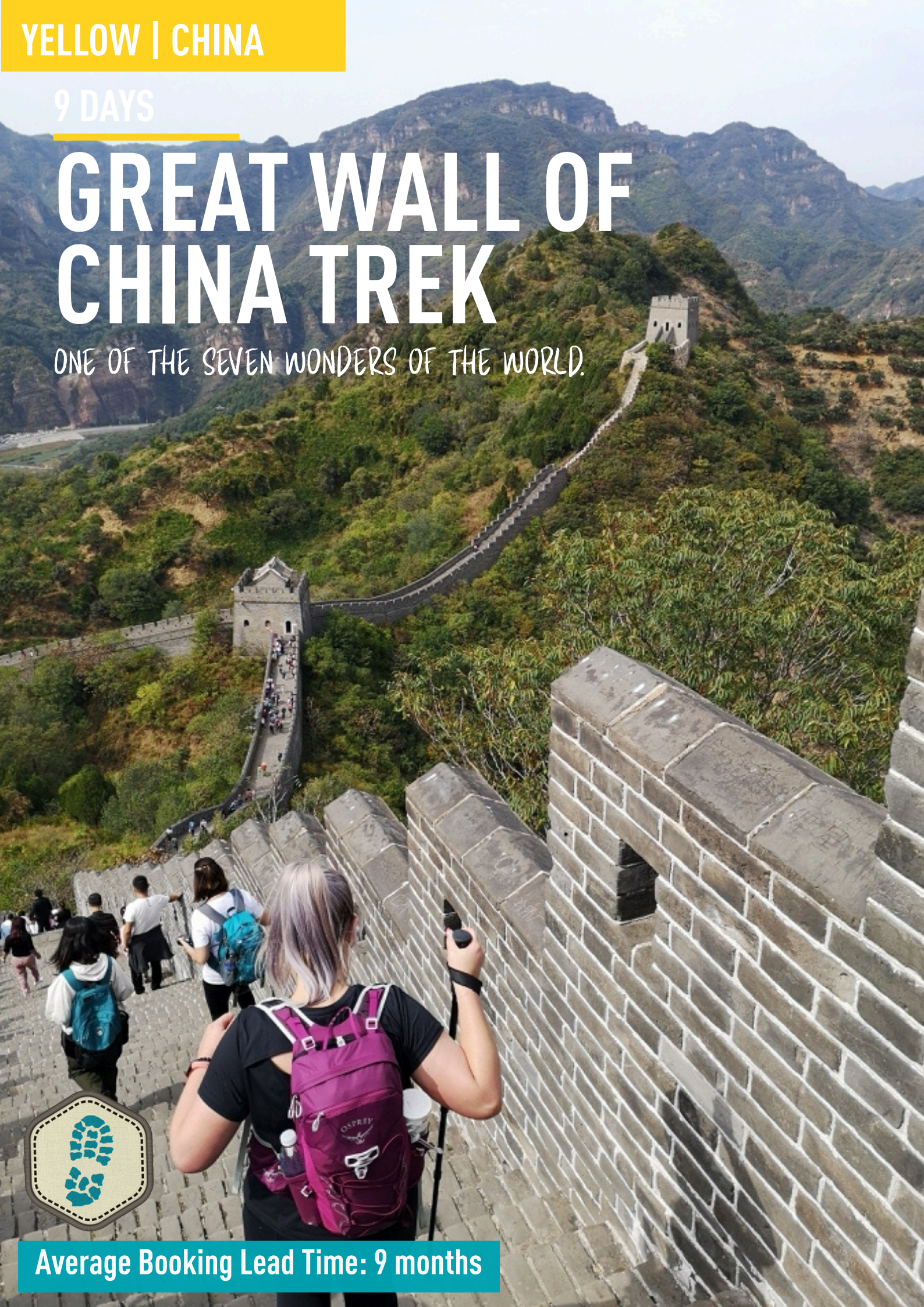
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YELLOW | CHINA

9 DAYS

GREAT WALL OF CHINA TREK

ONE OF THE SEVEN WONDERS OF THE WORLD.



Average Booking Lead Time: 9 months

Trek for 9 days through remote mountain scenery north of Beijing, following both restored and unrestored sections of the iconic Great Wall of China as it winds across ridges, ancient villages and farmland.



WHY PROMOTE IT?

Great for those looking to experience stunning scenery, rich history and a strong sense of accomplishment with a lot of steps!





ROI FOR CHARITIES

All of our fundraising targets are set at a 50:50 ratio.

Minimum fundraising target:

£3,800

Cost for supporters place on trip:

£1,900

Charity retain 50% of target:

£1,900

Charity with 5 supporters could earn

£9,500+

in fundraising monies.

These are examples are based on a Fundraising Participant on a 2027 departure. Full Payment and Part Payment options also available.

RED | PERU

10 DAYS

INCA TRAIL TO MACHU PICCHU

HIGH-ALTITUDE IMPACT, UNFORGETTABLE EXPERIENCE.



Average Booking Lead Time: 10 months

10 day trek through the Peruvian Andes, climbing high mountain passes over 4,200m. Walking ancient Inca-paved paths and camping under the stars before arriving at the legendary site of Machu Picchu via the Sun Gate.



WHY PROMOTE IT?

Big adventure, high reward. Ideal for those first timers who might be looking to tick off a bucket list adventure for charity.





ROI FOR CHARITIES

All of our fundraising targets are set at a 50:50 ratio.

Minimum fundraising target:

£5,100

Cost for supporters place on trip:

£2,550

Charity retain 50% of target:

£2,550

Charity with 5 supporters could earn

£12,750+

in fundraising monies.

These are examples are based on a Fundraising Participant on a 2027 departure. Full Payment and Part Payment options also available.

The Power of Focus: CASE STUDY

From 24 bookings to 103. Three years. One strategic shift.

In 2024, one of our charity partners was doing what many charities do: offering a broad range of trips and hoping something would land. The result was 24 bookings across 13 departures. No momentum. No focus.

There was nothing wrong with the trips. The problem was the approach.

THE SHIFT

Working with Discover Adventure, the charity committed to actively promoting just three priority departures - iconic overseas treks with strong supporter appeal. The rest of the portfolio stayed available, but the energy and sustained promotion went behind three trips. Consistently. Over time.

THE SAHARA EFFECT

If one trip defines this story, it's the Sahara Desert Trek. By 2026, it accounts for 56 bookings alone, more than double the charity's entire programme two years earlier. Promoted consistently, given a clear audience and enough runway, it has become a flagship. With an average lead time of 9–10 months, it also gives supporters — and the charity — the time to build something meaningful in fundraising terms.

WHAT ELSE THE DATA REVEALED

London to Paris wasn't part of the 3-trip strategy; it simply proved popular without dedicated promotion. Cycling bookings also came in stronger than expected, suggesting a real untapped appetite among this charity's supporters. The focus lifted the whole portfolio to the forefront of people's fundraising exploration and, in doing so, showed exactly where the next opportunities lie.

Three years of data now gives this charity a clear picture of what their audience actually wants, and the confidence to consider what comes next: a bespoke departure, designed specifically for their supporters, built on evidence rather than instinct.

YOUR DATA TELLS A STORY. LET'S READ IT TOGETHER.

Every charity has a portfolio. Not every charity has looked closely at what their booking data is actually telling them. Discover Adventure can help you work through that: reviewing what's converting, spotting untapped potential, and building a programme that grows with confidence.

Sometimes the answer isn't more challenges. It's fewer. Done properly.

RED | NEPAL

18 DAYS

EVEREST BASE CAMP TREK

THE WORLD'S HIGHEST MOUNTAIN RANGE.



Average Booking Lead Time: 9 months

Over 18 days, trek through Nepal' s stunning Khumbu region. Ascending from lush valleys to icy high-altitude terrain before reaching the legendary Base Camp at approx. 5,364m and witness the highest mountain on the planet.



WHY PROMOTE IT?

Fantastic to promote as the appeal sells itself for those seeking a longer adventure and reaching heights. Great storytelling opportunities.





ROI FOR CHARITIES

All of our fundraising targets are set at a 50:50 ratio.

Minimum fundraising target:

£5,400

Cost for supporters place on trip:

£2,700

Charity retain 50% of target:

£2,700

Charity with 5 supporters could earn

£13,500+

in fundraising monies.

These are examples are based on a Fundraising Participant on a 2027 departure. Full Payment and Part Payment options also available.

ORANGE | UK

13 DAYS

LAND'S END TO JOHN O'GROATS CYCLE

THE CYCLING CHALLENGE OF THE UK.



Average Booking Lead Time: 8 months

Covering over 1,000 miles from Land's End to John O'Groats in just 13 days. Traversing Cornwall, Dartmoor, the Welsh border, Lake District and the Scottish Highlands. A classic test for those cyclists seeking a tough adventure.



WHY PROMOTE IT?

Great for teams and confident cyclists. Ideal for those who 'd like to remain in the UK and are up for the most challenging cycle on the portfolio.





ROI FOR CHARITIES

All of our fundraising targets are set at a 50:50 ratio.

Minimum fundraising target:

£4,100

Cost for supporters place on trip:

£2,050

Charity retain 50% of target:

£2,050

Charity with 5 supporters could earn

£10,250+

in fundraising monies.

These are examples are based on a Fundraising Participant on a 2027 departure. Full Payment and Part Payment options also available.

MARKETING: It's all in the planning.

We know how this goes: promoting a challenge is what slips. There's an event next week, marathon applications up to your eyes... a trip that doesn't leave until next autumn can surely wait!? And when you finally get to it, your comms and marketing colleagues are just as stretched, and your challenge isn't top of their list either.

These trips reward the exact skill you already have. You plan events months ahead as a matter of course - a challenge is no different. Our trips have an average booking lead time of seven to ten months, which means the people who'll join a departure are deciding the best part of a year before it leaves.

So the single most useful thing you can do takes barely any time at all: get the trip live early and work to a calendar rather than a scramble.

A ROUGH TIMELINE, WORKING BACK FROM DEPARTURE

- A year out: get the trip live on your website. This is the big one. With lead times of seven to ten months, a trip that isn't visible a year ahead is invisible during the exact window people book.
- Nine to ten months out: the booking sweet spot. This is when most people commit, so your promotion needs to be steady: a newsletter mention, a couple of social posts, and a story from a past participant.
- Six months out: the last meaningful push. A final call for anyone still on the fence.
- Three months: shift your energy from recruiting to supporting the people who've booked: stewardship, stewardship, stewardship.

OUR TIPS AND TRICKS

- Reuse what you've already got. We give you the images, trip content and more. You don't need to start from scratch!
- Batch it. Draft a few post ideas and a newsletter paragraph in one sitting, months ahead, and schedule them - or pitch them to your marketing team.
- Make one story work three times. A single participant's fundraising story is a social post, a newsletter item and a quote for the webpage. Gather it once, use it everywhere.
- Bring comms in early! And have a plan, not a favour to ask. Marketing teams don't resist challenge promotion because they don't care. Hand them a twelve-month calendar, the key dates and ready-made ideas, and you stop being another thing to squeeze in and become the easiest ask on their desk.

BRING YOUR CHALLENGES INTO THE PLANNING YOU ALREADY DO.

YOUR PORTFOLIO PLAN

Here's where you make it yours. Fill this in now, while it's in front of you - or take it back to your desk and start the conversation.

1. Focus: which trips will you get behind?

Pick up to 3 to promote consistently. Fewer, done properly, beats a long list.

TRIP: ..... DEPARTURE DATE: .....

TRIP: ..... DEPARTURE DATE: .....

TRIP: ..... DEPARTURE DATE: .....

2. Plan: when does it go live?

With lead times, aim to have these on your website a year before departure.

ON OUR WEBSITE BY: ..... FIRST PROMOTION BY: .....

3. Talk: who else needs to know?

A challenge isn't just a job for the events team. Who else could it be working for?

- ☐ CORPORATE PARTNERSHIPS
- ☐ COMMS & MARKETING
- ☐ MAJOR DONORS
- ☐ .....
- ☐ .....
- ☐ .....

None of this takes a big team or a big budget. You don't have to work this out alone. We've spent thirty years learning what fills a departure and what doesn't, and your account manager can sit down with you to build a plan around your supporters — which trips to back, when to launch, and who else in your organisation to bring in. The plan above is the start of that conversation, not the whole job.



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