



Savvy travellers are finding the best value for money destinations

Turkey, Croatia and Bulgaria have been named the top three value for money destinations in the annual Holiday Costs Barometer from Post Office Travel Services.

This reflects what trips The Adventure Company's customers have been booking for this summer. Turkey has seen a staggering 35 per cent increase in bookings for the summer, closely followed by Croatia.

Paul Medley, product manager noted: "Our customers' behaviour is particularly savvy when it comes to choosing holidays this year. They're looking at exchange rates, and choosing countries where the pound is relatively strong still. They are also noting what's included, which can save £100s on spending money and booking land-only trips, sourcing their flights directly with low cost carriers, which can save up to £100 per person."

Active Turkey for Teenagers, eight-day trip

This is proving to be the Adventure Company's most popular family trip, specifically designed with teenagers in mind. The itinerary includes a day at the coastal town of Kas, a two-night gulet cruise along the turquoise coast, sea kayaking to Kekova and diving and snorkelling in Kas.

The trip costs from £679 per person and includes accommodation, flights, activities as per the itinerary and some meals (seven breakfasts, two lunches and two dinners).

Worldwide Adventures: Turkey Activity Week, eight-day trip

This is a centre-based trip in Kas – the adventure capital of the Med. This trip offers many optional activities so you can pick and choose what you do most days; be it sea kayaking, river rafting, mountain biking or SCUBA diving, or reading a book on the beach or exploring the beautiful Mediterranean villages.

The trip costs from £679 per person and includes flights, accommodation, activities as per the itinerary and some meals (seven breakfasts and three lunches).

To save money travellers can book trips on a land only basis and use the new 'Find and Book' system from The Adventure Company to source their flights.

The new 'Find and Book' system was launched in March 2009 so the reservations team can advise customers booking by phone which low cost airlines fly to the destination

they have chosen and the prices, all at the touch of a button. This service is also useful for customers wanting to fly from a regional UK airport outside London. Customers can then book a land-only adventure holiday and make their own flight arrangements, or The Adventure Company can book the budget airline flights on their behalf for a small administration fee. This takes away the hassle of browsing the internet for the best flight deals and can save customers money.

The Find and Book system searches options from seven low-cost and charter airlines, which service popular short-haul destinations including Andorra, Croatia, Bulgaria, Morocco, Madeira and Slovakia.

Croatia and Bulgaria are also proving popular destinations for travellers with The Adventure Company.

Worldwide Adventures: Active Dalmatia, eight days

This Croatian trip has been designed to encompass the many different activities available in the Croatian countryside. Based on the banks of the River Cetina there will be the opportunity to canoe, mountain bike, kayak and river raft during this weeklong trip. Prices start from £679 per person on a land only basis, plus 150 Euros local payment. This includes accommodation, activities as per the itinerary, some meals (seven breakfasts and seven dinners).

Bulgaria is the final destination in the top three value for money poll from the Post Office. Along with Croatia and Turkey, Bulgaria is great for active travellers.

Bulgaria Family Activity Week, eight days

This family holiday is the ideal opportunity for children to experience stunning countryside whilst participating in a range of activities. These include orienteering, kayaking, walking and a rope challenge. Travellers will also visit Bulgaria's largest canyon and enjoy a horse riding expedition. The trip costs from £649 for adults and £459 for children on a land only basis. The price includes accommodation, activities as per the itinerary and some meals (seven breakfasts, three lunches and four dinners).

The many inclusions in The Adventure Company's trip itineraries make the cost of travelling abroad much cheaper than first expected.

For more information about The Adventure Company's trips visit www.adventurecompany.co.uk or call 0845 609 0889.

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For media information or images, please contact Kate Popham or Kylie Jenkins at The Saltmarsh Partnership on 020 7928 1600 or email kate@saltmarshpr.co.uk or kylie@saltmarshpr.co.uk

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