

Our sectors – Specialist & Activity

Specialist & Activity

Peter Long
Chief Executive



Colleagues

6,600

Peter Long joined the Board on 28 June 2007 as Chief Executive. In November 1996 he was appointed Group Managing Director of First Choice and became Chief Executive in September 1999. Prior to joining First Choice, he was Chief Executive of Sunworld Holidays. From February 2001 to June 2005 Peter was a non-executive director of RAC plc, and from April 2006 to July 2009 he was a non-executive director of Debenhams plc. He was appointed as a Non-Executive Director of Rentokil Initial Plc in 2005 and is currently the Senior Independent Non-Executive Director. In October 2013, Peter was appointed President of the Family Holiday Association, a UK-based charity which provides short breaks away from home for more than 2,000 disadvantaged families.

Top selling brands*

CRYSTAL
SKI HOLIDAYS

HAYES & JARVIS
UNMISTAKABLE VALUE

BrightsparkSM
Simplifying Student Travel

Market presence

A diverse collection of experience-focused travel businesses that operate across the globe. Specialist & Activity has a number of market leading brands including Quark (polar expeditions), i-to-i and Real Gap (volunteering experiences), Sunsail and The Moorings (award-winning catamarans) and TCS Expeditions (bespoke private jet holidays)

Customer numbers

1.4m

Number of brands

93

Top three destinations*

Italy
France
USA

Sustainable Development Initiatives

Sawadee, one of our Dutch tour operators, received the Best Carbon Reduction Initiative award at the World Responsible Tourism Awards for identifying innovative and effective ways of reducing the carbon footprint of its trips.

Sunsail, our market-leading sailing holiday brand in the UK, achieved sustainable event management certification ISO 20121 from the British Standards Institute for maximising economic, social and environmental opportunities at its events.

*By customer numbers

Our sectors – Specialist & Activity

Leading provider of tailored & experiential travel

Leading brands

Market position

Unique experiences

PEAK



Specialist Holidays Group



Events



Education



North American Specialist



A market leader

World's largest adventure travel group offering unique and small group trips to over 100 destinations globally

Leading brands offering ski, sailing, destination specialist and luxury holidays

Unrivalled experts in supporter tours, sport event breaks, school and university sport trips and corporate hospitality programmes

Educational experiences and student group travel for all ages in the UK and North America

Luxury adventure travel including polar expedition cruises, high-end escorted tours and round-the-world private jet travel