

# 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\*



### 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

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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