

## Toronto Concept Store

### Quick Facts About the Gap Adventures Concept Store opened August 12, 2005 in Toronto

- The virtual concept store is an extension of the youthful, innovative Gap Adventures brand
- A presence “on the street” allows the public another channel to communicate and interact with the Gap Adventures team.
- Customers can drop by to learn more about adventure travel or browse “the world”
- An interactive environment, with computers available to browse or book trips online
- A great place to meet travel experts and discuss travel ideas
- Informative, public slideshows and presentations on selected eco and adventure destinations
- Special guests to offer seminars on travel writing and photography or tips about trip gear
- World music talent and portable travel health clinic visits to prepare people for their travels
- Visitors can watch video clips from our record-breaking “Great Adventure People” TV series
- Online presence at [www.gapadventures.com/store](http://www.gapadventures.com/store)

### About Gap Adventures:

- A pioneer in the adventure and eco travel industry
- One of the largest adventure companies in the world
- Operating adventure tours around the world since 1990
- First tours were in Ecuador, Belize and Peru
- Small group adventures, safaris & expeditions on all seven continents
- Sends more than 85,000 travellers on holiday annually, and more along Peru’s Inca Trail than any other company in the world
- Started by CEO, Bruce Poon Tip, with “maxed out” credit cards as banks shunned his travel idea
- Launched the highly successful “Great Adventure People” TV series on CTV Travel in 2003
- Over 700 staff in offices throughout Canada, in South America, UK, Australia and around the world, flagship concept stores in Toronto, Vancouver, Calgary, Melbourne and New York City
- Owner of the M/S Expedition
- Operates six yachts in the Galapagos Islands and 4 boats in the Greek Isles
- Gap Adventures brochures are distributed to agents in over 40 countries worldwide
- National Geographic regularly rates Gap Adventures trips among their top 25 adventures of the year
- National Geographic Adventure magazine named Gap Adventures the Top Do It All Outfitter for 2008
- CEO Bruce Poon Tip has advised the U.N., UNESCO, the World Bank, and has recently been named “Entrepreneur of the Year”
- Featured on Condé Nast’s 2006 Green List
- Gap Adventures started the Planeterra Foundation in 2003 - a traveller supported NGO that gives back to the regions we visit.

**For images and more information on the Gap Adventures concept store, visit our website.**

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