

BEYOND

PRESENTED BY :

Charlotte Palmer
2404336

THE CAMPFIRE

PROBLEM

CAMP AMERICA

1.

HIGH COSTS LOW CHOICE

With camp America there are options to book onto after camp travels however, these spaces are very limited and are set trips at set prices. These prices tend to be high cost for little experience. They tend to stay within one to two states and allow lots of free time, but this can often create too much freedom and sometimes individuals are left not knowing what to do. (Camp America, 2025)

CAMP LEADERS

2.

NO AFTER CAMP TRAVEL

Camp Leaders are another agency that book and organise camps within America for individuals all over the world to book onto. However, there is no designated section to be able to book for after camp excursions/ trips. (Campleaders.com, 2024)

TRK AMERICA

3.

NOT UK BASED

Trek America is a brand based in the US and was designed for individuals or groups to be able to book onto pre-planned trips. However, these costs were far too high for after camp travellers and as a result is no longer running trips around the US for after camp travellers (Exodus, 2025).

OUR SOLUTION

UK BASED

By being based within the UK allows no confusion with timezones and allows meeting to be able to occur in person but also online. By working from the UK can create a comfort feeling as individuals are able to relate and are more inclined to book it after knowing that this has been done before from first hand experience. This creates a big trust element.

PARENT AND GUARDIAN PORTAL

By creating a portal where parents and guardians are able to check in to see where their loved ones are without having to be asked creates a sense of independence for the individual. By simply being able to check to see if they have been able to 'check in' to their flight, hotel or even excursion will allow a greater sense of security and confidence within them.

CHOICE AND FLEXIBILITY

By having so many different options like booking onto pre-planned trips or creating a custom trip from scratch will allow for more flexibility and choice over what the individual is looking for and what they would like to get out of it. No two people are the same, neither are their travels!

MARKET OPPORTUNITY

30,000

30,000 ATTEND
CAMPS ACROSS
AMERICA
ANUALLY

NICHE TARGET MARKET

My target audience is a niche marget yet hits a wide audience. With approximately 30000 each year (American Camp Association, 2024b) attending camps within America and over 20% traveling after camp (WifiTalents, 2026). This creates a gap in the market and a potential to open up to a wiider group of individuals who may feel that they need a safty net to fall bock on in order to step out of their comfort zone.

VISA AND TRAVEL DOCUMENTS ASSISTANCE

For some individuals the thought of travel visas and documentation is a scay process, not knowing what is needed, not being able to find the right documentation etc. However, by having a company that is able to explain what is needed and for why will be able to calm individuals nerves and can attract more indiviudals to this opportunity.

BUSINESS MODEL

REVENUE STREAMS

Low upfront costs

By having a low upfront cost will attract more individuals as they will see it that they could potentially do it themselves but for a small extra fee they could pay another person to do it. This will attract our target market and individuals with little time eg. students and full time workers.

Commission basis with brands

By working on a commission basis with brands can create brand loyalty and can help to keep costs for the customer down lower. By negotiating a commission of 10-20% can help to bring more money in through the brands but keep costs down low for customers.

Getting links from camp america

Working alongside camp america can help to promote them but also can help to potentially bring in more customers for the brand. By attending open day events with them at universities, camp hiring fairs and embassy days can help to bring in more customers and boost the Camp America image.

COMPETITIVE ANALYSIS

1.

**USING REPUTABLE AND
WELL KNOWN BRANDS
LIKE ABTA AND ATOL
PROTECTIVE**

2.

3.

**WORKING WITH
CUSTOMERS ALL OVER
THE UK AND REMAINING
IN CONTACT WHILE THEY
ARE AWAY**

**WORKING CLOSELY WITH
THE CUSTOMER AND
WHAT THEIR WANTS AND
NEEDS ARE MAKING IT
MORE PERSONALISED**

MARKET STRATEGY

SOCIAL MEDIA PLATFORMS

Social media will be a way of bringing more clientel to the brand. If customers can see first hand what individuals are doing and that it is easy for them to do the same thing it will create a need and desire to want to do the same. It will also naturally create a trust element as individuals will be able to see from other who they trust what they are achieving and how reputable the brand is.

CAMP AMERICA SEPECIALISED DAYS

A camp open day is a greate way of showing off the brand and to take one on one and in person to lots of different individuals at once. It allows individuals to see in person what this brand is about and to sk any questions they may have there and then. They will then be able to take this information home and decide their next steps. By attending events like this will allow this brand to become more well know and will create a greater footfall to the online company.

UNIVERSITY EVENT DAYS

University event days are a great way of attracting more customers, events like ITT are great ways of showing individuals of my target audience what is available to them and how they are able to access this.

FINANCIALS

KEY FINANTIAL METRICS

Gross Booking Value - the total value of trips booked
Commission Rate - dependent on hotels, airlines and tours
NetRevenue - the income from commission
Average booking value

FINANCIAL FORCAST

When I start to make moeny I can calculate my financial forcast for the year by working out:

- average trip value
- average commission
- net income per booking
- how many bookings per month

from here I'll multiply the number of bookings by the net income per booking multiplied by the number of months within the year.

REVENUE MODEL

How I'll make money:

- Small upfrount cost
- Supplier Commission
- Markups on packages

TEAM

WEBSITE DESIGNER (HIRE)



By hiring a web-designer as a one off occasion will allow me to save money where possible brands like Toptal allow low cost web-designers to be able to work alongside the business at an affordable cost and have worked with reputable brands like Calm (Toptal, 2025).

FINANCIAL ADVISOR (HIRE)



Hiring a financial advisor would be able to help with the long term sustainability, growth and drive of the business making sure everything is paid and in the right departments (Free, 2019).

MARKETING EXPERT (EMPLOY)



Marketing experts can help to grow and expand brand visibility while also promoting the company creating a loyal and sustainable feel. By employing them will allow for this standards to constantly be held maintaining the brand loyalty (Katiebullon.com, 2025).

THANK YOU
THANK YOU

2026

**CHARLOTTE
PALMER 2404336**

**ENTERPRISE
PROJECT**
BMTP5020

NEIL DYER

REFERENCES

- AMERICAN CAMP ASSOCIATION. (2024). INTERNATIONAL STAFF. [ONLINE] AVAILABLE AT: [HTTPS://WWW.ACACAMPS.ORG/TOPICS/INTERNATIONAL-STAFF](https://www.acacamps.org/topics/international-staff).
- CAMP AMERICA. (2025). CAMP AMERICA® USA SUMMER JOBS IN AMERICA SINCE 1969. [ONLINE] AVAILABLE AT: [HTTPS://WWW.CAMPAMERICA.CO.UK](https://www.campamerica.co.uk).
- CAMPLEADERS.COM. (2024). CAMP LEADERS: SUMMER CAMP IN AMERICA 2025. [ONLINE] AVAILABLE AT: [HTTPS://WWW.CAMPLEADERS.COM/UK](https://www.campleaders.com/uk).
- EXODUS. (2025). TREKAMERICA & EXODUS TRAVELS. [ONLINE] AVAILABLE AT: [HTTPS://WWW.EXODUS.CO.UK/DESTINATIONS/NORTH-AMERICA-HOLIDAYS/INFO/TREKAMERICA](https://www.exodus.co.uk/destinations/north-america-holidays/info/trekamerica) [ACCESSED 1 MAR. 2026].
- FREE, Y. (2019). IFA CONNECT. [ONLINE] IFA CONNECT. AVAILABLE AT: [HTTPS://WWW.IFACONNECT.CO.UK/FIND-YOUR-LOCAL-IFA?GAD_SOURCE=1&GAD_CAMPAGNID=22754832709&GBRAID=0AAAAA_CMFPS7BPOTGNDQVTEM9VFVDCUO2&GCLID=CJWKCAIAH5XNBHAAEIWA_BU8FQF23EWO7IKBNISEFYBVEAZ4JG9SDTYVUO7BPIGYA1BXQK5-UFUJUROCQCAQAVD_BWE](https://www.ifacconnect.co.uk/find-your-local-ifa?GAD_SOURCE=1&GAD_CAMPAGNID=22754832709&GBRAID=0AAAAA_CMFPS7BPOTGNDQVTEM9VFVDCUO2&GCLID=CJWKCAIAH5XNBHAAEIWA_BU8FQF23EWO7IKBNISEFYBVEAZ4JG9SDTYVUO7BPIGYA1BXQK5-UFUJUROCQCAQAVD_BWE) [ACCESSED 2 MAR. 2026].
- KATIEBULLON.COM. (2025). WHY UK MARKETING EXPERTS ARE ESSENTIAL FOR SMALL BUSINESS SUCCESS. [ONLINE] AVAILABLE AT: [HTTPS://WWW.KATIEBULLON.COM/WHY-A-MARKETING-EXPERT-IS-KEY-FOR-SMALL-BUSINESSES/](https://www.katiebullon.com/why-a-marketing-expert-is-key-for-small-businesses/) [ACCESSED 2 MAR. 2026].
- TOPTAL (2025). [HTTPS://WWW.TOPTAL.COM/DESIGNERS/HIRE-WEB-DESIGNERS?](https://www.toptal.com/designers/hire-web-designers?ADNETWORK=SEARCH&KEYWORD=HIRE%20WEB%20DESIGNERS&CREATIVE=725654663004&CAMPAIGNID=22027640136&ADGROUPID=179058703824&MATCHTYPE=E&NETWORK=G&DEVICE=C&DEVICEMODEL=&ADPOSITION=&NOUN=&UTM_TERM=HIRE%20WEB%20DESIGNERS&UTM_CAMPAGN=&UTM_SOURCE=ADWORDS&UTM_MEDIUM=PPC&HSA_ACC=3970072741&HSA_CAM=22027640136&HSA_GRP=179058703824&HSA_AD=725654663004&HSA_SRC=G&HSA_TGT=KWD-2338895371199&HSA_KW=HIRE%20WEB%20DESIGNERS&HSA_MT=E&HSA_NET=ADWORDS&HSA_VER=3&GAD_SOURCE=1&GAD_CAMPAGNID=22027640136&GBRAID=0AAAAADIPO5GWEPPNNHXYGISCOV_HGPRB4&GCLID=CJWKCAIAH5XNBHAAEIWA_BU8FUKLL1W4OXYEQHV9DCOBU4KLMZUN6R_WPUEBIWD6O9P09C_DDBKYZHOCY4WQAVD_BWE)
ADNETWORK=SEARCH&KEYWORD=HIRE%20WEB%20DESIGNERS&CREATIVE=725654663004&CAMPAIGNID=22027640136&ADGROUPID=179058703824&MATCHTYPE=E&NETWORK=G&DEVICE=C&DEVICEMODEL=&ADPOSITION=&NOUN=&UTM_TERM=HIRE%20WEB%20DESIGNERS&UTM_CAMPAGN=&UTM_SOURCE=ADWORDS&UTM_MEDIUM=PPC&HSA_ACC=3970072741&HSA_CAM=22027640136&HSA_GRP=179058703824&HSA_AD=725654663004&HSA_SRC=G&HSA_TGT=KWD-2338895371199&HSA_KW=HIRE%20WEB%20DESIGNERS&HSA_MT=E&HSA_NET=ADWORDS&HSA_VER=3&GAD_SOURCE=1&GAD_CAMPAGNID=22027640136&GBRAID=0AAAAADIPO5GWEPPNNHXYGISCOV_HGPRB4&GCLID=CJWKCAIAH5XNBHAAEIWA_BU8FUKLL1W4OXYEQHV9DCOBU4KLMZUN6R_WPUEBIWD6O9P09C_DDBKYZHOCY4WQAVD_BWE. [ONLINE] AVAILABLE AT: [HTTPS://WWW.TOPTAL.COM/DESIGNERS/HIRE-WEB-DESIGNERS?](https://www.toptal.com/designers/hire-web-designers?ADNETWORK=SEARCH&KEYWORD=HIRE%20WEB%20DESIGNERS&CREATIVE=725654663004&CAMPAIGNID=22027640136&ADGROUPID=179058703824&MATCHTYPE=E&NETWORK=G&DEVICE=C&DEVICEMODEL=&ADPOSITION=&NOUN=&UTM_TERM=HIRE%20WEB%20DESIGNERS&UTM_CAMPAGN=&UTM_SOURCE=ADWORDS&UTM_MEDIUM=PPC&HSA_ACC=3970072741&HSA_CAM=22027640136&HSA_GRP=179058703824&HSA_AD=725654663004&HSA_SRC=G&HSA_TGT=KWD-2338895371199&HSA_KW=HIRE%20WEB%20DESIGNERS&HSA_MT=E&HSA_NET=ADWORDS&HSA_VER=3&GAD_SOURCE=1&GAD_CAMPAGNID=22027640136&GBRAID=0AAAAADIPO5GWEPPNNHXYGISCOV_HGPRB4&GCLID=CJWKCAIAH5XNBHAAEIWA_BU8FUKLL1W4OXYEQHV9DCOBU4KLMZUN6R_WPUEBIWD6O9P09C_DDBKYZHOCY4WQAVD_BWE)
- WIFITALENTS. (2026). CAMP INDUSTRY: DATA REPORTS 2026. [ONLINE] AVAILABLE AT: [HTTPS://WIFITALENTS.COM/CAMP-INDUSTRY-STATISTICS/](https://wifitalents.com/camp-industry-statistics/) [ACCESSED 26 APRIL. 2026].