

## BON VOYAGE TRAVEL

### Cost

Increased costs for providing guided adventure tours in North America would be derived from three major areas:

- 1) Locating, training, and paying competent tour guides
- 2) Increased insurance costs.
- 3) Purchasing equipment such as tents, cooking tools, etc.

### PROFIT POTENTIAL

Profits from guided adventure tours could be significant. An analysis of businesses offering similar services shows that the number of clients