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**TRENDS**

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**The emerging adventure travel trends of 2011**

Categories: Trends



Adventure travel can be defined as traveling beyond one's known sphere and gaining some unfamiliar experiences. The Adventure Travel Trade Association (ATTA) has found that demand for adventure travel is on the rise. Chris Doyle, Vice President of the Adventure Travel Trade Association opines that in recent times most travelers are showing increasing inclination

in gaining exclusive adventure experiences, which can be translated into lifetime memories.

This concept of outdoor adventure travel in small groups is quite unique. The adventure tour organizers put considerable effort in taking the travelers in the off beaten track, to reveal the real world. In the entire trip, the travelers usually travel in local transports, accompanied by a group of local guides, who share their considerable knowledge and experience with the travelers. The accommodation is generally arranged either in some remote lodges or in a picturesque campsite near a lake.

Off late most travelers are not satisfied by spending two weeks on the Costa del Sol but look for something unique like walking through Kilimanjaro, diving in Vietnam, hiking the Inca Trail or tracking the Gorillas in East Africa. Those who want to experience the extreme adventures are looking forward to ski down K2, sky-dive around Mount Everest or wingsuit-flying in the Alps. Thus, most travelers want to explore the unknown frontiers and enjoy the unheard experiences.

Antarctica has become a popular choice for the adventure travelers. Though it takes several days to reach this far-flung destination, but a trip to Antarctica is quite rewarding with leopard seals, humpback whales and colossal icebergs. An excursion on the 78-passenger Antarctic Dream for 11 days in this white continent along with mountain climbing, snowshoeing and kayaking is truly an incredible adventurous experience, which is gaining popularity in the recent years.

As most travelers are showing interest for adventure travel, the tour operators are designing the trips that mostly appeal to the adventurous spirit of the travelers. Volunteer-based tours are adventurous in their own way. Some trips are based specifically on an initiative of a volunteer whereas some tour operators include a volunteer component in the trip, such as spending an entire day in an orphanage.

Adventure Life, a highly acknowledged Missoula, Mont.- based tour operator has included volunteer-based travel in its offerings. Their latest addition is the Cotopaxi Conservation Project, which is a trip for five days in the conservation area of Ecuador's Condor Biosphere, spanning an area of 5.4 million acre. The trip includes some exciting activities like horseback riding, mountain biking and zip-lining.

The craze for these adventurous tours is soaring across the globe, hence, expeditions and safaris are found on all seven continents nowadays.

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