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choose your own adventure

DISCOVER THE NEWEST TREND IN TRAVEL

The definition of the word adventure is a “rewarding and remarkable experience.” Think of adventure travel and you might picture a rugged 20-something guy climbing a mountain. But if you think adventure travel isn’t for you, think again!

TRY A SOFT ADVENTURE

Adventure travel is the fastest growing trend in the travel industry with soft adventure being the largest segment. Today’s travelers increasingly want not only to sightsee but also to “live see.” They want to learn about people and their cultures and to explore natural environments. And while a hard adventure may include camping and roughing it, a soft adventure is none of that. When it comes to traveling well, great food and comfortable accommodations are of utmost importance, and

you’ll enjoy these things and more on a soft adventure.

ACTIVE LIFESTYLES

With such an emphasis on health and exercise in our culture, soft adventure travel has emerged. Soft adventures might include paddling down a peaceful river, exploring the coast by sea kayak, small-ship cruising, hiking to a waterfall, and walking or biking from inn to inn through Italy, visiting small villages and participating in wine tasting or cooking demonstrations.

Gone are the days of our parents’ era when traveling on a bus with 50 other people was the norm. Today we’re much more active and prefer a regional discovery to a “If it’s Tuesday, this must be Belgium” scenario. Typical walking and biking tours are a week in length and include 15 to 20 travelers. Walking tours range from easy to moderate terrain walking five to ten miles per day to more rigorous levels. Yet, if you are tired that day you can sum-

mon a pick-up van, head back to your hotel or inn, and meet your group later.

CATERING TO YOU

Your tour leader, by some, has been equated to a “traveling concierge,” clearing the way for a stress-free experience. They are there when you need them and mystically gone when you don’t. Your luggage magically appears in your room at your next destination. Your bikes are taken from you and reconditioned for the next morning’s ride, and dinner plans are in place.

No one likes an over-booked schedule, so time is set aside for leisurely activities. Enjoy a swim at your inn, do some shopping, and later meet up with your new friends for dinner under a grapevine-covered patio where you experience regional cuisine and sip local wine.

WHAT’S RIGHT FOR YOU?

While there are many soft adventure companies offering a truly rewarding and remark-

able experience, you need to find which trip is right for you. Destinations include Tuscany and Umbria, Ireland, England, Peru, the Baja Peninsula, and Morocco, to name just a few. Some focus on a younger clientele with younger tour leaders while others may cater to the more mature traveler. Some tours may be more educationally oriented as opposed to culturally oriented. Other options may include different levels of accommodations, services, and experiences provided along the way. Many offer select departure dates and itineraries for family travel, solo travel, multi-sport, multi-generational travel, and women only travel.

All are open to you, forming your own group of like-minded individuals wanting to share a travel experience. Popular groups are family reunions, college reunions, and small company retreats, as well as girls’ trips away! There is a soft adventure out there to accommodate people of all ages, interests, and fitness levels. So choose your own adventure and get out and experience the world! 🌍

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