

ADVENTURE TRAVEL: CRUISE LINES DISCOVER THE PROFITABLE INDUSTRY



Certain destinations get your adrenaline pumping. They include the Galapagos Islands and the Gulf of California in Mexico as well as Alaska and the South Pacific as well as Antarctica. Taking a cruise to these places will make you enjoy an adventure like no other as you take in inaccessible beaches and concealed coves as well as enthralling wildlife. Adventure cruise has become a profitable industry.

For a long time the only way to reach many places on earth was by ships, which were designed for expeditions. Nowadays, cruise lines are offering a better alternative. **Adventure travel is a rapidly growing segment.** Many of the well-known and famous cruise lines have jumped on this bandwagon.

The people they are targeting include baby boomers, retirees and the like. However, Gen-X and families are also being targeted to take a cruise. According to the Vice President of Princess Cruises, Bruce Krumrine, adventure travel attracts people of every age group. Princess, which turned fifty this year, has got together with Discovery Channel to promote excursions to the same places that figure in the channel's different shows.

There is much to attract the adventure traveler. For example, nothing beats visiting Alaska where you can watch bears and whales. Hiking the important Chilkoot Trail (famous from the Klondike Gold Rush) is another attraction that draws people to Alaska. Such tours are available to those who take a trip on a Princess ship.

Celebrity Cruise on the other hand has its own set of excursions to offer. They focus mainly on adventure and take you to places like Sicily, where you can hike by the side of Silvestri Spent Craters and learn how Mt. Etna changed the landscape.

According to the managing director of Celebrity global operations, Roberta Jacoby, the company is interested in ensuring that each guest gets to experience real and authentic moments. Towards this end, Celebrity has deployed a forty-passenger ship that takes you to wonderful locations like the Galapagos Islands, which for a long time was accessible only to those who took part in expeditions.

These kinds of destinations are chosen because people are becoming more and more fascinated with ecology. They like to leave their comfort zones and experience something different like to visit wild places.

Linblad Expeditions also takes you on adventure trips on their ships that can accommodate between 28 and 148 people. This cruise line has earned a reputation for taking you to places that hitherto were only visited by scientists.

AmaWaterways is a cruise company from Europe that collaborates with Backroads Travels to provide guests with a chance to enjoy some great river cruising with biking and walking as well as hiking tours thrown in as well.

Hurtigruten offers **Antarctic Circle expeditions whereby you get to spend seven days or more**

exploring this wonderful part of the world. In addition, you also get to enjoy some canoeing and kayaking.

Uniworld Boutique River Cruise Collection takes you to visit the Mekong River and you also get to visit places like Hanoi as well as Ho Chi Minh City and Phnom Penh, the capital of Cambodia.

Windstar Cruises offers a weeklong voyage that takes you to places like Panama and Costa Rica where you can dive the coral reefs at the Isle de Coiba in Panama.

Crystal Cruises take you to places that lie further than the Arctic Circle to the Land of the Midnight Sun as well as five different ports in the White Sea of Russia.

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