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The Adventure Company launches five new family trips

Tour operator The Adventure Company has launched its new Family Adventures brochure for 2010/11.

Additions to the brochure include five new family trips; advice on the best destinations for different times of year; and a new feature highlighting the suitability of trips for children of different age groups. The brochure now contains over 70 trips, including eight dedicated Teen Adventures.

The five new family trips for 2010/2011 are:

Turtles, Rivers and Mountains – A 15-day Hands On Adventure trip to Costa Rica. Hands On Adventures allow travellers to participate in a conservation or community project for two or three days during their holiday. This trip includes time at a turtle conservation project where activities will include beach patrols, nest protection and measuring and tagging leatherback and green turtles, as well experiencing the best in Costa Rica. There will be the opportunity to explore the rainforests, hike in Gandoca Manzanillo Wildlife Refuge and white water rafting and hiking around the giant rumbling Arenal Volcano. Prices start from £1,969 per child and from £2,129 per adult.

Kruger & Beyond - A 14-day Teen Adventure in South Africa and Swaziland. The itinerary includes a visit and stay in a traditional Zulu village to learn about the lives of the local people; game drives in the Kruger National Park; kayaking and snorkelling in a dense mangrove in the Kosi Bay Nature Reserve; and hiking in Blyde River Canyon. Prices start from £1,699 per person.

Wonders of the Nile - A 10-day Adventure Collection trip. The itinerary includes all of the highlights of Egypt including Cairo and the Pyramids, Luxor, the Red Sea and Aswan. In Aswan, holidaymakers will board a luxury Felucca boat and embark on a classic Nile cruise. Prices start from £1,399 per child and from £1,539 per adult.

Essential India - On this all-encompassing trip 14-day trip families will explore both Northern and Southern India with a houseboat cruise through the Malabar backwaters, wildlife safaris in the Ranthambore National Park, sightseeing in Delhi and a visit to the Taj Mahal. Prices start from £1,799 per child and from £1,879 per adult.

Cycling in Austria - Families will cycle on traffic-free routes passing through alpine meadows, pine forests, gorges and along the shores of rivers and lakes. As well as cycling there is the chance to try white water rafting, tobogganing, llama trekking or summer skiing during the eight-day trip. Prices start from £989 per person. Austria is a new addition to The Adventure Company's portfolio this year. It will be joining

Bulgaria, Croatia, Turkey, Andorra, Slovakia and Malta in the European summer activities section of the new brochure.

Booking Incentives

The Adventure Company is offering an early booking discount of £50 per person to the first 100 people who book before December 20th 2009 for selected trips departing in 2010. This can be combined with a loyalty discount for repeat bookers – a discount or gift voucher worth £25 - £100 per person.

Also, families booking onto one of the following trips before 20th December will be entered into a prize draw to win the cost of a child place back:

- Safari and Spice – 10 day safari in Tanzania
- Saharan Sands – Eight day trip through Morocco's cultural and natural highlights
- Tropical Island Paradise – 11 day trip exploring Thailand including sea kayaking, walking and village home stays

First for Adventure

The Adventure Company has the largest selection of family adventures in the UK, having pioneered the concept over 10 years ago. The group trips have well planned itineraries led by knowledgeable local group leaders, taking all the hassle out of planning and running the holiday. In essence, families will see and do more. Family trips only run during school holidays and brochure prices include everything on the itinerary making it as clear as possible for parents when budgeting for holidays.

The Adventure Company positions itself as the 'first for adventure'. Its range of tours includes both trips for active families and those for parents looking for more experiences from their family holidays – including families new to adventure travel. The trips encompass a wide range of adventures, from summer and winter multi-activity trips to trekking holidays for teenagers; cultural journeys; and wildlife safaris.

To request copies of the 2010/11 family brochure, visit www.adventurecompany.co.uk or call 0845 609 0890.

The brochure is also available to view online at www.adventurecompany.co.uk. The website offers detailed Trip Notes of each itinerary, up-to-date pricing information, details on availability, image galleries, plus feedback on trips from past customers.

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For further media information, please contact Kate Popham or Kylie Jenkins on 020 7928 1600 or email kate@saltmarshpr.co.uk or kylie@saltmarshpr.co.uk

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