



Press release: 26th October 2009

Do more for less this winter on a multi-activity trip with The Adventure Company

Travellers are realising that snow is good for a lot more than just skiing, according to The Adventure Company. The tour operator has seen its winter multi-activity trips rise in popularity this season as travellers look for more varied and unusual ways to embrace the European winter.

Igloo-building, dog-sledding, ice fishing, snowshoeing and sledging are just some of the options available alongside skiing and snowboarding on The Adventure Company's trips. With reductions and early booking offers available now on peak season trips, adventure-seekers are advised to book soon to avoid missing out.

"The massive snowfalls back in February must have reminded us just how much fun playing in the snow can be," comments managing director Claire Wilson. "Our customers are showing a definite migration from winter sun to winter snow, with particular interest in the more rare experiences and non-Eurozone countries which are seen to offer the best value for money."

As an example, almost a quarter of spaces on the **Finnish Dogsledding Week** - a new trip for early 2010 - were booked within three weeks of the trip being launched in the new Worldwide Adventures brochure and online earlier this month (October 2009). The trip includes a five-day husky dog-sled expedition beginning in Finnish Lapland, just south of the Arctic Circle - a once-in-a-lifetime experience for travellers.

The new trip to Sweden, with a stay in the Ice Hotel, has also proved popular with all departures over 50% sold already.

Flights over Christmas and New Year are already selling fast, so The Adventure Company has reduced a number of its winter trips to encourage customers to book now. These savings can be found on selected departures of trips to Bulgaria, Slovakia and Finland including:

High Peaks Snowshoeing – reduced by up to £110 per person

Spend the New Year in Bulgaria enjoying winter trekking in the Rila Mountains, relaxing in thermal spas and meeting the locals. The 27th December 2009 departure has been reduced by £110 from £829 to £719, including flights. For full trip details, see www.adventurecompany.co.uk/trip-details.aspx?productid=93028.

Slovakian Snow Adventure – reduced by up to £400 for a family of four

Families can enjoy a white Christmas in Slovakia on this trip which includes sledging, skiing, dog-sledding and other activities in the price. Adult and child places have each been reduced by £100 for the 20th December 2009 departure. The trip is now available for £869 per adult and £789 per child. For full trip details, see www.adventurecompany.co.uk/trip-details.aspx?productid=48910.

Winter Wonderland Adventure – reduced by up to £440 for a family of four

The 26th December 2009 departure of this family trip to Finland has been reduced by £130 for adults and £90 for children. Accommodation is in a traditional log farmhouse in the forest, where options for active families include cross-country skiing, snowmobiling and ice fishing. The seven-day trip now costs £1,319 per adult and £839 per child, including flights. For full trip details, see <http://www.adventurecompany.co.uk/trip-details.aspx?productid=33119>.

Tatras Winter Adventure – reduced by up to £120 per person

The snow-clad mountains of Slovakia's Tatras range are the perfect base for an invigorating week of winter activities. Skiing, snowshoeing, dog-sledding and an afternoon at thermal pools are amongst those included in the price. The flight-inclusive price on this adult trip has been reduced by £120 to £819 for the 20th December 2009 departure. For full trip details, see www.adventurecompany.co.uk/trip-details.aspx?productid=51175.

Prices quoted include flights, land transportation, activities as per the itinerary, accommodation, some meals and the services of a local guide. Reduced prices for land-only departures can be found on the individual trip pages of The Adventure Company's websites and may vary. Reductions are also available on selected other departure dates of these trips and may also vary.

To book any of The Adventure Company's discounted winter trips, see www.adventurecompany.co.uk or telephone 0845 609 0889.

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For media information or images, please contact Kate Popham or Kylie Jenkins at The Saltmarsh Partnership on 020 7928 1600 or email kate@saltmarshpr.co.uk or kylie@saltmarshpr.co.uk

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