

Domestic Adventures Bookings Significantly Up

2008-03-12

Bookings Up Nearly 30 Percent For Popular Family Departures, Double-Digit Growth in Demand for Alaska, Montana, Costa Rica, Reports Austin-Lehman Adventures

Demand for domestic destinations is booming, reports Dan Austin, director and founding partner of Austin-Lehman Adventures (ALA), a multi-sport adventure company.

Austin says ALA's clients are looking forward to the exotic qualities of such places as Alaska, Montana and Costa Rica -- instead of crossing the pond.

'Travelers are staying closer to home due to economic concerns, the weak dollar and election-year jitters,' he says. 'But the good news is that folks are still traveling.'

Austin-Lehman Adventures specializes in week-long multi-sport programs to iconic destinations in the Americas from Alaska to the Galapagos. This year they have expanded their winning formula for active vacations to southern Africa as well.

Austin notes that its domestic business, most specifically Alaska, is unexpectedly brisk. Bookings for Alaska trips are up 18 percent over last year and business overall is up 16 percent.

'We are hearing from clients that they are not afraid to travel this year, but that they are being more careful with their time and money,' says Austin.

The company continues to expand its family trip offerings and this year has added additional dates due to several set departures filling early. A case in point, says Austin, is ALA's Yellowstone Family program that is up 28 percent this year. This is the eighth consecutive year that its family trips have experienced double digit growth.

'We know that families are time-challenged and want the most from a destination once they reach it. This year, two of our most popular trips for families (ages 7 and up) are 6 day / 5 night adventures in Yosemite National Park and Whistler, BC that feature single-lodge based stays so that folks don't have to pack up and move one or more times during the week,' he says.

This article comes from Hotel News Resource

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