

SYDNEY WOMEN TO GET A TASTE OF ADVENTURE TRAVEL

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Australia's first adventure travel company which specialises in women only adventure journeys has begun operating in Sydney. *Women's Own Adventure's* foray into Borneo, which is scheduled for August this year has received a remarkable amount of interest from Australian women in the 40 plus age group.

Since launching in November 2007 the women only cultural and wildlife trips have been tailored for those who wish to get off the beaten track, but may be uncomfortable travelling on their own and want a travel experience with like-minded people.

An on-line survey of more than 200 women conducted by *Women's Own Adventure* revealed cultural interaction, wildlife encounters with short treks as well as being pampered were the most sought after travel experiences.

"The response to our survey was from a wide range of women including school teachers, business owners, home makers and office workers," *Women's Own Adventure* Director, Marika Martinez said.

"We have designed our small group trips to suit women from all walks of life, giving them the experience they seek as well as nurturing their adventurous spirit."

Interestingly, of those who currently take nature, adventure or cultural trips, 75% are women; tourism research conducted in the United States showed the average adventure traveller is not a 28 year old male, but a 47 year old female, Martinez said.

"According to the world travel and tourism council the 'adventure seeking woman' has purchasing power. She crosses all ages, family configurations and fitness levels."

"Women are carving time in their schedules and finding wiggle room in their budgets for new adventures that involve everything from rock climbing to Tuscan cooking," she said.

Departing from Sydney, the **2008 Borneo adventure** will journey deep into the Sabah region, a mystical land teeming with wildlife and natural beauty.

On this 14-day trip, adventurers will learn about ancient traditions and home stay with the local Dusun people. They will ascend the mystical Mount Kinabalu to catch the sunrise at the summit and be inspired by incredible views followed by relaxation in the Poring Hot Springs. The women will make friends with the orangutans and witness sea turtles lay their eggs. They will embark on a jungle trek, then be pampered at the luxurious Shangri La Tanjung Aru Resort for the last 2 days.

"Cultural sensitivity and a respect for the environment are of utmost importance in the choice of our international tour operators," said the Director, Marika Martinez.

"Women's Own Adventure is the result of a passion for travel and adventure, as well as the belief that life is too short and great experiences should be shared with like-minded people."

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