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Vegas Versus Victoria Falls: Which Vacation Is The Better Value?

Study compares costs of 10 global adventure trips with rates at 3-4 star hotels

Today's travelers seek memorable experiences when they vacation. A recent cost comparison study shows that global adventures can be more affordable than many three and four-star hotel stays. The research by AdventureLink.com suggests that cost-conscious consumers may wish to consider adventure travel as an alternative to traditional "been-there done-that" hotel stays.

Despite ongoing worries about the economy, the adventure travel industry is growing at 17 percent per year, according to the Adventure Travel Trade Association. The growth is being fueled by aging baby boomers seeking more value from their vacation travel experiences. "Many travelers don't realize that some of the most sought-after adventure trips in the world cost less per day than staying in three and four-star hotels in major cities," says Kelly Tompkins, Founder & CEO of AdventureLink Travel Inc.

In the study, AdventureLink.com compared 10 popular trips—such as African safaris, climbing Machu Picchu, and walking tours of Europe—to the cost of staying at three and four-star hotels across major destinations.

	Adventure Trips	Days	Cost	U.S. Hotels	Days	Cost*
1	Costa Rica River Rafting	8	\$649	Denver - Embassy Suites	8	\$714
3	Moroccan Camel Trek	8	\$740	New Orleans – Holiday Inn	8	\$1,034
3	Kruger Safari to Victoria Falls	8	\$1,075	Las Vegas – Treasure Island	8	\$1,076
4	Trekking in Nepal	8	\$1,100	San Diego - Best Western	8	\$1,119
5	Machu Picchu, Peru	8	\$1,249	Miami - DoubleTree	8	\$1,302

6	Explore Northern India	8	\$1,299	Honolulu - Aston Waikiki	8	\$1,351
7	Croatia Walking Tour	8	\$1,384	Washington DC – Radisson Hotel	8	\$1,431
8	Guided Tour in Italy	8	\$1,388	Los Angeles - Hilton	8	\$1,445
9	Hike Mont Blanc in the Alps	8	\$1,549	Chicago - Hilton	8	\$1,662
10	Grand Canyon and Yosemite Hiking	8	\$1,705	San Francisco - Club Quarters	8	\$1,780

**Expedia 3-to-4 star hotel prices for single occupancy from May 12 - May 19, 2013. Sourced April 15, 2013.*

As with hotel stays, adventure tours typically do not include airfare. But adventure vacations do often include the cost of lodging, meals and in many cases a guide and local transportation.

“Everybody is value-conscious. So when I share with friends the adventures they can have for as little as \$59 dollars a day, they often can’t believe it,” notes adventure travel pioneer Richard Bangs, an AdventureLink board member. Bangs points out that AdventureLink.com alone offers over 350 trips that cost less than \$59 per day, roughly the cost of a night at a Motel 6.

“Most people are unaware that meaningful, affordable adventure travel options exist. That’s why we created AdventureLink.com,” Tompkins adds.

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Note to Editors: Pre-cleared high-resolution photos and follow-up interviews available upon request.

About Us: AdventureLink.com is the world’s leading system for booking adventure travel. The company provides consumers and travel professionals with the ability to book more than 14,000 trips to 160 countries worldwide. AdventureLink.com’s mission is to be the trusted source for delivering life-changing trips, matched to customers’ interests and budgets. AdventureLink has assembled the world's best adventure tour operators in a single system giving consumers and travel agents the best possible selection and the ability to easily find, compare and book trips from around the world.