

# Adventure Trekking Introduction

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## **Adventure Trekking is a FUSION of Travel Styles**

*Adventure Trekking caters to a wide range of outdoor enthusiasts, ranging from digital nomads to cultural pilgrims (and everything in between). It encompasses a wide range of walking adventures, each offering its unique blend of excitement and discovery.*

*Unlike traditional backpacking, Adventure Trekking instead focuses on embracing diversity through cultures and travel experiences. This experience allows for a blend of tourism and backpacking, allowing the user to experience towns and cultures along the way while connecting each night's destination by foot.*

*The essence of Adventure Trekking lies in its adaptability. It allows for shorter trips for those with time constraints and provides access to creature comforts each evening for those who do not feel comfortable or have the desire to "rough it" in the wilderness. An Adventure Trek is a thru-hike for everyone!*

*A brand-new definition of a user group, **Adventure Trekkers** are explorers at heart. They are driven by an insatiable curiosity to discover new places, but they prefer to do so on foot. They blend the thrill of backpacking with the comforts of tourism, all while embracing the spirit of long-distance hiking.*

## **Adventure Trekking is a FUSION of Different Paths**

**Adventure Trekking** is a new name, yet it encompasses a wide range of Treks that have been around for a very long time. These treks include the Camino de Santiago in Spain, Hut-to-Hut treks in the Alps and elsewhere, Inn-to-Inn walks across the UK, Tea House Treks in Nepal, and Refugio Treks in the Dolomites.

These are but a small sample of the number and diversity of Treks found around the world. From Asia, Europe, North America, and South America, people are venturing out to experience their world on foot.

## **Adventure Trekking is a FUSION Of People and Cultures**

Just who are these **Adventure Trekkers**? Simply put, "They are all of us!"

Adventure Trekkers cover a wide spectrum of users from young adventure seekers on a shoestring budget to older retirees exploring their newfound freedom, and many in between.

A plethora of reasons draw people to **Adventure Trekking**; it is as varied as the people themselves. Trekkers on the Camino frequently refer to themselves as *Pilgrims* who are undertaking a religious pilgrimage. Others seek out walks for a social connection, these users know that by learning about others, they learn about themselves. After walking miles on foot, many will have a deeper understanding of who they are and the world around them.

Whatever their reasons, we all share a desire to explore, it's part of the human experience. This trait has been blossoming in recent years, with ever-increasing numbers of people yearning to get out. What used

to be viewed as the realm of the crazy few, the explosive growth in recent decades demonstrates that trekking is a continuously growing worldwide phenomenon.

### **A Mass Awakening**

It's difficult to calculate the number of people currently undertaking Adventure Treks. However, a few statistics can provide some insights. Upon the completion of the Camino de Santiago, the Catholic Cathedral in Santiago de Compostela issues a written certificate or Compostela for pilgrims who have completed the walk. In 2023, the church issued 442,000 Compostela's. This doesn't include many who did not apply or only walked a segment wanting to return later to complete their journey.

In the Italian Dolomites, there are a thousand Refugios, mountain huts that offer overnight accommodation and meals.

### **Why should we define this style of travel as Adventure Trekking?**

People are drawn to **Adventure Trekking** from all manner of experiences. They know what they want to do, but frequently need help finding out just how. Six Moon Designs have proposed the term **Adventure Trekking**.

When an activity has a defined name, it makes it easier for them to conceptualize an adventure and the gear that goes along with it. For instance, if one hears the term backpacking, they most likely envision a long multi-day walk high in the mountains, with all the gear they would need.

Defining the activity aids the user in their research to help them plan their own Adventure Trek, and connect with fellow Adventure Trekkers. This community will be able to share the logistics of a certain trek, introduce others to treks they are unaware of, and help each other select the gear that is well-suited for this activity.

As more people understand **Adventure Trekking** and its unique needs, retailers, and outfitters can offer appropriate suggestions on gear, designers and manufacturers can tailor their offerings to the Adventure Trekkers, and consumers can get appropriate gear for their needs.

### **Adventure Trekking Has a Bright Future**

Six Moon Designs has a strong belief that **Adventure Trekking** will grow. Regardless of name, people are yearning to travel. Many travelers are tired of standing in long lines at crowded tourist spots. They crave the small quiet towns and villages that offer many of the same experiences with far less stress and at their own leisurely pace.

*Get out there and do your own **Adventure Trek!***