# THE EXODUS ADVENTURE TRAVELS STATE OF ADVENTURE TRAVEL REPORT 2026/2027: NORTH AMERICA

## CURIOSITY BEATS CONQUEST: THE NEW AGE OF ADVENTURE TRAVEL

The modern adventurer is no longer chasing extremes. They're chasing experiences.

**ADVENTURE IS CHANGING. AND THAT'S EXCITING.**

As the original adventure travel company, Exodus Adventure Travels has spent more than 50 years not only creating extraordinary adventures, but understanding what inspires people to explore. We've seen firsthand how travelers' needs and expectations have evolved, and we've evolved alongside them. Now, through proprietary research conducted in partnership with YouGov, we're taking a closer look at the changing motivations, expectations and behaviors shaping the future of adventure travel.

Our State of Adventure Travel Report 2026/2027 explores what adventure means to travelers today and, importantly, what is motivating them to seek more from their vacations.

What comes through strongly is a growing appetite for discovery. Travelers want to experience new places, immerse themselves deeply in the destinations they visit and come home feeling that they have truly experienced somewhere, rather than simply seen it.

But adventure isn't only about where we travel. It is increasingly about how we travel and who we share those experiences with. Human connection, expert local knowledge and meaningful encounters are becoming an important part of what makes a small-group adventure trip memorable. At the same time, guided group adventures are challenging the idea that traveling solo means being alone, offering opportunities to meet like-minded people and share extraordinary experiences.

We're also seeing the definition of adventure expand. Premium experiences are allowing travelers to combine adventure with greater comfort, and people are continuing to seek adventure at different stages of their lives. Adventure isn't defined by age, fitness or how far off the beaten track you go.

While the ways we travel continue to evolve, the desire to discover new places, connect with people and return home with stories worth telling remains unchanged.

This report captures what adventure travel looks like today and offers a glimpse of where it could be heading next.

SALLY COWDRY

Managing Director, Exodus Adventure Travels

## ADVENTURE HAS GROWN UP

Adventure used to mean endurance. The highest summit. The longest trek. The most remote destination. New research suggests a different picture.

For decades, adventure travel rewarded those willing to go further, climb higher and push harder.

The modern traveler is searching for something different.

New research from Exodus Adventure Travels and YouGov suggests today's adventure is increasingly defined not by hardship, but by curiosity. Travelers still want discovery and challenge, but they also want cultural immersion, local expertise, meaningful encounters and time to slow down.

Once associated with specialist travelers and hardy enthusiasts, adventure travel has quietly entered the mainstream. More travelers are choosing experiences over sightseeing, exploration over observation and connection over convenience. What was once considered an alternative style of travel is increasingly becoming the preferred way to experience the world.

75% of all US adventure travelers say a real adventure means exploring somewhere new. And 63% want their next main vacation to combine relaxation with active experiences, compared with 18% who want a primarily active vacation.

**AMONG US ADVENTURE TRAVELERS**

**NEW PLACES DEFINE ADVENTURE:** 75% say exploring somewhere new defines a 'real adventure'.

**PEOPLE MATTER:** 77% would trust a knowledgeable person or travel advisor when an unexpected problem occurs, compared with 2% who would trust an AI tool.

**EXPERTISE ADDS VALUE:** 81% say access to a knowledgeable guide would increase the value of an international vacation.

**AMONG US INTERNATIONAL TRAVELERS AGED 35+**

**OFF-PEAK BECOMES MAINSTREAM:** 90% are likely to travel outside the busiest season.

**DISCOVERY REMAINS A KEY DRIVER:** 90% are likely to visit a country they have never visited before.

People still want adventure. They have simply changed what adventure means.

For today's traveler, the greatest reward is not reaching the summit. It's returning home with a deeper understanding of the world.

Stat Source: Survey research among 1,010 US international vacation takers aged 35+, plus a boosted sample of 662 adventure/activity vacation takers aged 35+.

## THE ADVENTURE TRAVEL MARKET NOW

Once associated with specialist travelers and hardy enthusiasts, adventure travel has quietly entered the mainstream. More travelers are choosing experiences over sightseeing, exploration over observation and connection over convenience. What was once considered an alternative style of travel is increasingly becoming the preferred way to experience the world.

Travelers want to walk through landscapes rather than drive past them. They want local guides rather than guidebooks. And increasingly, they want access to the people, traditions and stories that bring destinations to life.

The appeal of adventure travel is no longer simply seeing somewhere new. It is understanding it more deeply.

Adventure is no longer a type of vacation. It's increasingly the way people want to experience a destination.

80% of US adventure travelers would consider a guided small-group vacation in the future.

72% of all US international vacation takers surveyed would consider a guided small-group vacation.

And the figures tell us that adventure travel is addictive: a quarter of adventure travelers have taken more than 10 overseas adventure vacations.

## WHAT HAS CHANGED? ADVENTURE IS NO LONGER A SPECIALIST VACATION.

Adventure is rarely defined by just one type of experience: culture and history, walking and hiking, wildlife and multi-activity vacations all emerge strongly among US adventure travelers.

The real divide is no longer between adventure travelers and everyone else. It's between travelers who want to observe and those who want to participate.

## WHO IS THE ADVENTURE TRAVELER?

Experience, confidence and curiosity are broadening the profile of today's adventure traveler.

Adventure travel increasingly spans generations, shaped by travelers seeking enrichment, perspective and meaningful exploration. The popular image of the adventure traveler often focuses on youth. The numbers tell a broader story.

The average US adventure traveler in the research is 53, with adventure appealing across age groups from travelers in their 30s and 40s through to those exploring well beyond retirement age.

Their travel interests are broad too, with adventure travelers also considering beach/resort vacations, city getaways and cruises alongside active and adventure experiences.

Adventure no longer belongs to one generation. Curiosity crosses age groups.

**GUIDE'S VIEW**

"The people who surprise us most are often those traveling after retirement. Many tell us they finally have the time to explore places they've dreamt about for decades, and they want to understand those destinations properly, not simply tick them off a list." Michele Quaresimin | Exodus Leader, Italy.

"Adventure was exactly what I wanted in my life at that point." Wendy Lampert | Exodus Customer

Adventure travel isn't getting younger. It's getting more experienced.

**THE MODERN ADVENTURER IN NUMBERS**

53 Average age

70% Trust a knowledgeable person when something unexpected happens

78% Would consider a lesser-known destination

63% Want activity and relaxation combined

75% Think adventure means exploring somewhere new

Sources: US adventure/activity travelers aged 35. Exodus State of Adventure Travel Survey, September 2026. During unexpected situation or unexpected problems.

"Yet another fabulous trip with Exodus, this time to Vietnam. An experience that changes your mindset on the country's history and introduced us to amazing food and people." Coral Barton | Exodus Customer, September 2026.

**WHAT HAS CHANGED? AGE NO LONGER DEFINES APPETITE FOR ADVENTURE.**

Today's adventure traveler is experienced, confident and curious, reinforcing the idea that exploration is increasingly a mindset rather than a life stage.

## WHAT MAKES A REAL ADVENTURE

### WHY PEOPLE ARE TRAVELING

Adventure is about curiosity, not conquering peaks.

For generations, adventure travel was associated with challenge. Today's travelers are motivated by something different; less by achievement and more by a desire to engage with the world.

Three quarters of US adventure travelers say a real adventure means exploring somewhere new, while 67% associate it with learning about another culture. Just 26% define it through a sense of achievement.

What sets them apart is their curiosity. They want to travel to broaden their understanding of the world, to be active outdoors, to reach remote places and to learn something new.

That desire to learn helps explain the enduring appeal of local experts and guides. Travelers increasingly want more than recommendations. They want insight, perspective and a deeper understanding of the places they visit.

Creating lasting memories is the leading motivation among US adventure travelers, cited by 73%, followed by broadening their understanding of the world (63%) and learning something new (62%).

Exploring somewhere new: 75%

Sense of achievement: 26%

"The age of collecting destinations is giving way to the age of discovering them."

"Travelers increasingly want to understand a place, not simply stand in front of it."

"We saw and did so much over the 14 days, getting a real experience of this country and its incredible landscape and culture. This is an experience not to be missed, life affirming and life changing." Stephen Tabener | Exodus Customer

"Travel has been life changing for me. I feel like I'm honouring my late husband, Richard, by getting out there, exploring and making the most of life." Wendy Lampert | Exodus Customer

### WHAT HAS CHANGED? TRAVELERS INCREASINGLY WANT TO UNDERSTAND PLACES, NOT JUST VISIT THEM.

The traditional idea of adventure focused on achievement. Today's version is increasingly focused on understanding. Travelers still want discovery and challenge, but they are increasingly motivated by learning, perspective and cultural connection.

## HOW ADVENTURE IS EVOLVING

### A NEW ERA OF ADVENTURE TRAVEL

Today's travelers don't want less adventure. They want more ways to adventure.

The traditional idea of an adventure vacation centered heavily on activity and challenge. But today's traveler is looking for a broader mix of experiences. 84% of US adventure travelers find multi-activity vacations appealing, while 75% are attracted by combining activity with culture, food or wildlife.

Flexibility matters too. 62% say being able to choose how much they participate appeals to them, while 56% value options suitable for different ability or fitness levels.

63% of US adventure travelers want their next main vacation to combine relaxation with active experiences.

Source: US adventure/activity travelers aged 35. Exodus State of Adventure Travel Survey, September 2026.

### WHAT DOES TODAY'S TRAVELER WANT?

**ACTIVE + RELAXED** – 63% want their next main vacation to combine relaxation with active experiences.

**MORE VARIED** – 84% find a vacation combining multiple activities appealing.

**MORE IMMERSIVE** – 75% like the idea of combining activity with culture, food or wildlife.

**MORE FLEXIBLE** – 62% value being able to choose how much they participate on a mixed-activity vacation.

**MORE ACCESSIBLE** – 56% value having options for different ability or fitness levels.

**MORE EXPERT-LED** – 81% say access to a knowledgeable guide increases the value of an international vacation.

## TRAVEL STYLES: ADVENTURE, FOUR WAYS

As travelers seek more varied, immersive and flexible ways to explore, Exodus's new Travel Styles reflect the broadening definition of adventure, helping travelers choose not only where they want to go, but how they want to experience it.

**ORIGINALS – CHALLENGE & ACHIEVEMENT:** Adventure in its most active, authentic form. Rugged experiences, purposeful simplicity and the satisfaction of earning every view. For travelers who value challenge over comfort and want to experience adventure closer to its roots.

**CLASSIC – DISCOVERY & CONNECTION:** The best-selling Exodus blend of adventure and comfort. Iconic experiences, local insight and shared discovery across our broadest range of cultural, active and wildlife trips.

**SUPERIOR – COMFORT & EXPLORATION:** The same spirit of discovery, with a gentler pace, characterful accommodation and more considered comfort. Active and authentic, but with a softer place to land at the end of the day.

**SIGNATURE – DEPTH & DISTINCTION:** Slower, deeper and more immersive journeys, shaped by exceptional guides, character-rich stays, outstanding food and rare access. Refined rather than showy, with luxury expressed through depth, time and experiences that are difficult to repeat.

“Adventure isn’t becoming one thing. It’s becoming more varied, giving people more ways to experience the world.”

**WHAT HAS CHANGED? ADVENTURE HAS BECOME BROADER.**

Travelers are looking beyond a single activity or definition of adventure, with stronger appetite for trips that bring together activity, relaxation, culture, discovery and comfort.

**2027 TRAVEL TREND: ACCESS IS THE NEW LUXURY**

“Today’s travelers still want wild days. They just want comfortable nights too.”

Adventure and comfort are no longer opposites.

Modern luxury is increasingly measured by the quality of the experience, not simply excess. One of the most enduring myths is that discomfort is part of the appeal; the research suggests otherwise. US adventure travelers associate premium experiences with high-quality food and drink, comfort and convenience, seamless arrangements and distinctive accommodations. But experience matters too: exceptional local guides and access to experiences not usually available to visitors are both important markers of value.

**WHAT MAKES AN ADVENTURE VACATION PREMIUM?**

High-quality food and drink – 63%

High level of comfort and convenience – 59%

Seamless travel arrangements – 59%

Distinctive or high-quality accommodation – 52%

Exceptional local guides – 51%

Access to experiences not usually available to visitors – 47%

Source: YouGov US adventure travelers. Full question asked: Please imagine you were planning an adventure or activity based vacation abroad… Which, if any, of the following factors would make this particular type of vacation feel premium or particularly 'high-value' to you? (Please select all that apply)

"The new luxury in adventure travel isn't simply where you stay. It's where you can go, who takes you there and what you get to experience."

**WHAT HAS CHANGED? LUXURY IS NO LONGER ABOUT INDULGENCE. IT'S ABOUT ACCESS.**

Premium travel was once defined by what travelers had. Increasingly, it is defined by what travelers can access. Luxury in adventure travel is about more than where you stay. Alongside comfort, food and distinctive accommodation, travelers place value on seamless arrangements, exceptional local guides and access to experiences not usually available to visitors.

**2027 TRAVEL TREND: NEW FRONTIERS, QUIETER SEASONS**

Exploring new places, traveling at quieter times and seeking cooler climates.

**EMERGING DESTINATIONS AND LESSER-VISITED REGIONS**

As travelers gain confidence and experience, they are increasingly seeking out new places, with 9 in 10 saying they would consider visiting a country they have never been to before.

The appeal of a destination lies in what it offers, not how famous it is. For many travelers, emerging destinations and lesser-visited regions offer opportunities for closer connections with local people, new cultural experiences and a stronger sense of discovery.

78% would consider a lesser-known destination or region.

90% would visit a country they've never been to before.

66% would consider a cooler destination because of extreme heat concerns.

90% would travel outside the busiest season.

"Travelers increasingly seek places with stories, not status."

"The future of travel may belong to the places that haven't yet become famous."

**TRAVELING IN QUIETER SEASONS**

It's not just where people travel that's changing, but when. 90% would consider traveling outside the busiest season, reflecting an appetite for experiencing destinations away from peak-season crowds.

For travelers, this can mean exploring popular sights at a quieter time of year, enjoying a different perspective on familiar destinations and making the most of the experiences available outside the traditional vacation season.

**THE APPEAL OF COOLER CLIMATES**

Climate is also influencing travel decisions, with nearly two-thirds of travelers choosing cooler destinations in direct response to extreme heat.

As travelers become more conscious of seasonal temperatures, cooler destinations and traveling at different times of year are becoming increasingly relevant considerations when choosing where and when to travel.

Exodus Adventure Travels is also seeing the shift towards the shoulder seasons. More than half (51%) of its European travelers departed in May, September or October in 2026.

**WHAT HAS CHANGED? FROM FAMILIAR FAVORITES TO BROADER HORIZONS.**

The traditional travel wish list was often built around iconic destinations and peak-season vacations. Today, travelers are increasingly open to exploring lesser-visited places, traveling at quieter times of year and considering climate when planning their next adventure.

Morocco, Slovenia and Estonia are emerging growth destinations for Exodus Adventure Travels in 2027, alongside continued growth in established favorites Italy and Vietnam.

**2027 TRAVEL TREND: THE MULTI-ACTIVITY MIX**

**MORE EXPERIENCES, NOT SIMPLY MORE ACTIVITY**

Walking. Wildlife. Culture. Food. Biking. Today's travelers want the freedom to bring different experiences together within the same journey, creating a richer way to discover a destination.

Among US adventure travelers, 84% find a vacation combining multiple activities appealing. And there is no single formula for what that looks like: 52% favor several different activities with no main focus, while 36% prefer one main activity complemented by additional experiences.

And variety itself matters. 75% are attracted by combining activity with culture, food or wildlife, while 62% value being able to choose how much they take part.

The appeal isn't necessarily about doing more. It's about experiencing more. For travelers considering this type of vacation, the most appealing experiences stretch well beyond traditional adventure activities.

88% want more than one experience within an adventure trip.

74% walking or hiking.

75% cultural or historical experiences.

72% wildlife and nature.

72% food and drink.

Source: US adventure travelers asked about their preferred multi-activity vacation structure.

**MULTI-ACTIVITY ADVENTURES ON THE RISE**

In response to the growing demand for more variety in travel, Exodus Adventure Travels has launched a collection of multi-activity adventures for 2027. From hiking volcanic trails, cycling and kayaking in the Azores to tackling whitewater rapids and exploring Costa Rica's Pacific coast, these trips bring together different activities, landscapes and cultural experiences in a single adventure.

AZORES: SUP paddleboarding, whale watching, cycling.

VIETNAM: Cycling, kayaking, village visits.

COSTA RICA: Rainforest walks, rafting, wildlife.

NORWAY: Ziplining, RIB boat excursion, e-mountain biking.

"Modern travelers don't just want a walking vacation or a cultural tour. Increasingly, they want both."

**GUIDE'S VIEW:** "Travelers increasingly tell us they want to hike in the morning, meet local communities in the afternoon and enjoy great food in the evening. They're looking for variety rather than specialization." Michele Quaresimin | Exodus Leader, Italy.

**WHAT HAS CHANGED? FROM ONE PURSUIT TO A RICHER MIX.**

Adventures have traditionally been defined by their main activity: walking, cycling or wildlife. But today's adventure traveler is looking for a broader experience of a destination, bringing together activity, culture, nature, food and discovery within the same journey. It signals a shift away from specialization towards variety, flexibility and a richer overall experience.

**2027 TRAVEL TREND: THE HUMAN TOUCH**

In a world shaped by technology, trust remains profoundly human. Far from replacing human expertise, technology may be making it more valuable.

AI is changing how people plan travel, particularly at the ideas stage. But when something unexpected happens, 70% would rather rely on a knowledgeable person during unexpected situations or problems.

And the human touch matters beyond moments of uncertainty. 81% of US adventure travelers say a knowledgeable guide makes an international trip more valuable.

“Technology can tell you where to go. People tell you why it matters.”

**FROM INFORMATION TO UNDERSTANDING**

In an age when information is everywhere, the value of local expertise is shifting. The best guides do far more than navigate routes or manage logistics. They provide context, bring local cultures to life and help travelers uncover experiences they may never have found on their own.

They can explain the story behind a landscape, the traditions behind a meal or the history of a community, turning somewhere travelers have simply seen into somewhere they genuinely understand.

“The more information we have, the more valuable local insight.”

**GUIDE’S VIEW:** “Travelers often arrive having read everything online. What they can’t find online are the stories, relationships and local context that bring a destination to life.” Michele Quaresimin | Exodus Leader, Italy.

**THE TRAVELER’S VIEW:** “Sukman was our guide, our translator, our waiter, our nurse, our Nepalese encyclopaedia and our reservoir of serotonin during our trek. He worked from sunup to bedtime, answering our myriad of questions with a smile.” Tom McDonald | Exodus Customer

“Really felt we got under the skin of this fascinating country, helped by our brilliant guide in Amer.” Steve Jordan | Exodus Customer, September 2026

73% trust a knowledgeable person when something unexpected happens. 4% would trust an AI tool.

**WHAT HAS CHANGED? THE SHIFT FROM ACCESSING INFORMATION TO VALUING EXPERT INTERPRETATION.**

Technology has transformed how travelers discover and plan their trips. But greater access to information doesn’t diminish the role of human expertise. Travelers aren’t rejecting technology. Instead, they are placing value on something technology cannot provide: trusted judgement, lived experience and genuine local connection.

**THE EXODUS GUIDE NETWORK**

At the heart of every Exodus trip are the guides who bring destinations to life.

The human touch has always been fundamental to Exodus adventures. Behind every trip is a global network of experienced local leaders whose specialties range from wildlife and conservation to cycling, mountain guiding, history and archaeology. Their expertise, local knowledge and personal connections help travelers experience places beyond the guidebook, providing knowledge that turns journeys into deeper cultural experiences.

Operating across more than 120 destinations worldwide, Exodus guides are selected not only for their expertise, but for their ability to create meaningful connections between travelers and destination communities. Consistently rated 4.9 out of 5 by customers, they remain one of the company's strongest differentiators in an increasingly competitive travel landscape.

**GUIDE SPOTLIGHT**

One guide who embodies the Exodus approach is Valerie Parkinson, Himalayan leader and recipient of the Wanderlust Guide of the Year Award. Recognized for her expertise, leadership and deep knowledge of the region, Valerie represents the local insight and personal connection that travelers consistently value most. Her ability to bring landscapes, communities and cultures to life reflects the role guides continue to play in shaping the modern adventure travel experience.

"The destinations may inspire people to book, but it is often the guides who become the most memorable part of the journey."

"Valerie is simply peerless in her abilities to lead this trip and her passion for Ladakh. She was simply the best and a big feature in our success and the group having such a great time on expedition."Phillip Dixon | Exodus Customer, March 2024.

**2027 TRAVEL TREND: SOLO, BUT NOT ALONE**

**INDEPENDENCE WITHOUT ISOLATION**

Solo travel has strong appeal, but traveling independently doesn't necessarily mean wanting to experience everything alone. For US adventure travelers, freedom and flexibility are the leading attractions of solo travel (56%), closely followed by the opportunity to explore their own interests (55%). Personal growth appeals to 41%, while 36% value the chance to meet new people.

For those considering a vacation alone, 71% of adventure travelers would consider traveling completely independently, but 54% would also consider an organized small-group trip with people they didn't previously know.

Small-group travel provides that balance: the freedom to explore independently, alongside expert guidance and a ready-made community of fellow travelers.

54% would consider an organized small-group trip when traveling solo.

**SOLO TRAVELERS ARE LOOKING FOR…**

Freedom & flexibility – 56%

Exploring their own interests – 55%

Personal growth – 41%

Meeting new people – 36%

“For today’s solo traveler, independence doesn’t have to mean isolation.”

“For me, it’s the freedom, the convenience and being able to go off and join like-minded people. You’re thrown together from day one and there’s just this unspoken camaraderie. You can feel that your local guide is looking out for you and that you’re in a safe pair of hands.” Alison Rainbow | Exodus customer

“There are some places I wouldn’t be quite so confident getting around. I wouldn’t have had a clue how to get to the Danum Valley in Borneo or the Tsingy stone forest in Madagascar on my own. I like the security and social aspect that comes with guided group travel.” Angela Beckwith | Exodus Customer

**WHAT HAS CHANGED? FROM TRAVELING ALONE TO TRAVELING INDEPENDENTLY.**

The appeal of solo travel remains strong. What is evolving is the expectation that independence and support can coexist. Today’s solo travelers want the freedom to experience a destination on their own terms, with reassurance, expertise and human connection there when they want it.

**THE FUTURE OF ADVENTURE**

In 2027, the defining characteristic of an adventure traveler is not how far they travel or how high they climb. It is their desire to engage more deeply with the world around them.

Local guides, experts and communities are becoming as important to the experience as the destinations themselves, helping travelers move beyond simply seeing a place to understanding it.

People have not stopped seeking adventure. They’ve simply changed what adventure means:

Less about conquering places. More about connecting with them.

Less about collecting destinations. More about understanding them.

Less about enduring hardship. More about creating meaningful, memorable experiences.

**CURIOSITY, NOT CONQUEST, IS SHAPING THE FUTURE OF ADVENTURE TRAVEL.**

## EXODUS ADVENTURE TRAVELS: MORE THAN 50 YEARS OF ADVENTURE

Since its first overland journey to Afghanistan in 1974, Exodus Adventure Travels has been helping people see the world differently. Today, its small-group adventures span all seven continents, guided by the same belief: that travel is most rewarding when it creates meaningful connections between people and places.

That pioneering spirit continues to shape Exodus today. By listening to travelers and responding to their changing needs, the company continues to evolve its adventures — from deeper cultural immersion and meaningful shared experiences to more ways to explore in comfort. Every itinerary brings together exceptional local expertise and thoughtfully crafted experiences that help travelers understand destinations rather than simply visit them.

### AWARD-WINNING ADVENTURES

300+ curated small-group adventures, from walking and cycling to wildlife and cultural discovery.

4,000+ five-star Trustpilot reviews.

96% of customers say they would travel with Exodus again.

4.9/5 average rating from more than 14,700 travelers worldwide.

## EXODUS THROUGH THE DECADES

**1974 – The adventure begins**

Exodus is founded in London and operates its first overland expedition to the Minaret of Jam in Afghanistan, helping pioneer modern adventure travel.

**1975 – The road to Kathmandu**

Exodus launches its first overland expedition from London to Kathmandu, establishing Nepal as one of the defining destinations in the company's history.

**Early 1980s – The birth of the walking and trekking program**

Exodus begins leading organized treks in Nepal, laying the foundations for what would become one of the world's most respected walking and trekking programs.

**1980s – Nepal becomes iconic**

Exodus helps pioneer organized trekking in the Nepalese Himalaya and establishes many of the Himalayan adventures that continue to inspire travelers today. Nepal becomes synonymous with the Exodus brand.

**1981 – South America arrives**

The company's first South American route launches through the Amazon Basin, marking the beginning of wider global expansion.

**1990s – Europe takes centre stage**

Walking vacations across Italy, Spain, Greece and France grow rapidly as travelers discover a new style of active vacation that combines culture, food and adventure.

**2000s – Adventure evolves**

Exodus expands beyond trekking into cycling, cultural discovery, wildlife and premium adventures, helping redefine what adventure travel can be.

**2015 – Supporting Nepal**

Following the devastating Nepal earthquake, Exodus and its community raise more than £250,000 to support recovery efforts, strengthening a relationship with Nepal that spans more than 40 years.

**2019 – The Exodus Travels Foundation launches**

The Foundation is established to support communities, conservation projects and environmental initiatives in destinations around the world.

**2020s – A new generation of adventure**

Solo travel, cycling, wildlife, cultural immersion and premium experiences become major growth areas, while local guides remain at the heart of every journey.

**Today – The adventure continues**

More than 50 years on, Exodus continues to lead the small-group adventure travel sector, evolving with travelers while staying true to its pioneering spirit.

**ABOUT THE REPORT**

The State of Adventure Travel Report 2026/2027 was created by Exodus Adventure Travels, combining independent consumer research with Exodus insight and expertise to explore how attitudes toward adventure travel are changing.

The Core sample (1,010 people) comprises US adults aged 35+ planning an international vacation in the next two years. The Adventure sample (662 people) comprises US adults aged 35+ planning an international adventure or activity-based vacation in the next two years. The adventure sample was boosted to provide a robust

sample for analysis. All interviews were conducted in September 2026. Additional data comes from internal Exodus booking records.

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