

“Learning....It’s a Trip”

By Kathleen Cleary

Venturing deep into Alaska’s vast Denali National Park, the small travel group enters the wildlife-rich boreal taiga forest. They are given access to Denali Park Road—an area seen by only 2% of visitors—miles from tourist buses and crowds. Soon they cross paths with moose, caribou, grizzly bears, golden eagles and porcupines.

This week long program, “Alaska: Enlightenment Under the Midnight Sun” includes a raft trip on the remote Kenai River, a cruise through the Kenai Fjords amongst whales, sea otters, porpoises, bald eagles, sea lions and puffins. Mountain biking, kayaking, dog sled demos and gold panning are optional activities that round out this learning adventure for nature lovers.

This Alaskan foray is one of many experiential and educational travel adventures offered by Road Scholar—a division of Elderhostel, the nation’s largest not-for-profit leader in adult lifelong learning.

Recognizing that Baby Boomers seek travel opportunities that allow active participation and learning by doing, Road Scholar was developed for active adults who view travel as a means of discovery and a journey towards wisdom.

“Road Scholar is designed for independent people who want an exciting educational-cultural experience that takes you behind the scenes and opens doors you would never open on your own,” says James Moses, President and CEO of Elderhostel and Road Scholar.

Each program offers opportunities and flexibility not found in traditional tourist programs. Resident experts lead each program and many local families share their culture with participants. Groups are limited to no more than 24, which allows easy one-on-one interaction with leaders and cultural hosts.

Free time is built into each program to allow participants to explore and choose experiences that mean the most to them.

From the ‘Soul of Buenos Aires’ to the ‘Land of the Thunder Dragon’ in Bhutan to celebrating New Years in Reykjavik, Iceland, Road Scholar offers destinations that cater to many diverse interests. Whether you are a history buff, food and wine lover, nature lover, spiritual guidance seeker, golfer, hiker or one of many other enthusiasts, there is a trip for you.

Current program samplings offer the opportunity to:

- Learn the secrets of the olive oil press from a Tuscan farmer in his olive grove in the “Umbria and Tuscany: the Heart of Italy” program.

- Cruise the Ganges River at sunrise and watch thousands of Hindu devotees taking their ritual bath in the holy river on the “A Spiritual Journey through India” tour.
- Discover how to create tender tortillas in the “Sante Fe and the New Tastes of Southwest Cuisine” program.
- Participate in one of Europe’s fastest-growing exercise trends, Nordic Walking on the “Villars to Zermatt: Walking the Swiss Alps” tour.

Road Scholar trips range in size from 16 to 24 participants and start at 4 nights (\$1039) in Cape Town, South Africa up to 21 nights in China and Tibet (\$4455). Fees include most meals, taxes, government fees and gratuities, accommodations, and emergency medical and travel assistance insurance.

To learn how you can participate, visit www.RoadScholar.org.

Kathleen is a Baby Boomer Direct Response copywriter and online marketing strategist who specializes in companies focused on the Boomer market. Her skills include Social Media Marketing and website optimization to boost conversions and sales. For information visit: www.boomermarketingcopy.com or email: kathleen@boomermarketingcopy.com