

Live the dream

An impressive line-up of travel experts has been confirmed for **Adventure Travel Live**, which takes place from 29 to 31 January 2010 at the Royal Horticultural Halls, Victoria, London

The UK's only consumer travel exhibition dedicated to exploring the world, off the beaten track, has attracted some big names from travel to discuss the exciting world of adventure travel.

Supported by **Travel Africa** magazine, this event promises to be an essential show for travel companies to be seen at and for travellers to attend.

Simon Calder (pictured bottom right), Travel Editor of *The Independent*, TV and radio broadcaster says: "When the organisers of Adventure Travel Live asked if I'd like my own travel theatre at the show, I jumped at the chance.

"I have really enjoyed the challenge of creating a programme of talks, interviews and panel discussions on what I regard as the most interesting issues, countries, people and ideas in travel today.

"But for the theatre to work, to be inspirational, informative and entertaining, I had to call upon the very best people in the business, the individuals I rely on professionally for insights and expertise".

Big hitters

To open the show on the Friday evening, Simon Calder will be on stage interviewing some of the big hitters in travel, including Ben Fogle – TV presenter, explorer and adventurer; Alain de Botton – philosopher, broadcaster and author of *The Art of Travel*; Sarah Miller – Editor of *Condé Nast Traveller* and Will Whitehorn – President of Virgin Galactic, the world's first spaceline.

In Simon Calder's Travel Adventure Theatre, you'll also find panels, talks and interviews featuring travel experts such as Tim Jeans, Managing Director of Monarch Airlines, Mark Smith, founder of The Man in Seat 61 and Dr Ben MacFarlane, bestselling author of *Holiday SOS: Sun, Sea & Surgery*. And on the Sunday between 2pm and 4pm Simon Calder's Travel Clinic (LBC 97.3) will broadcast live from the theatre in front of an audience.

But it does not stop there. In a further five theatres there are talks by Benedict Allen – explorer, adventurer and filmmaker; Paul Rose



– BBC *Oceans*, explorer and polar guide; Hilary Bradt – guide book publisher and travel writer; Chris Coe – founder of the Travel Photographer of the Year competition and many more.

The show is packed with ideas, practical advice and inspiration. Adventure Travel Live is the perfect one-stop-shop for anyone looking to plan an exciting and original travel adventure.

Other show features include: Big Earth Expedition Planning Feature – meet the team and the machines behind Ewan McGregor and Charley Boorman's motorcycle expeditions and find out how they did it.

Nat Geo Adventure Explorer's Workshop: practical advice on how to film, document and publish your next adventure on natgeoadventure.tv

Map Zone: start planning your adventure by discovering and understanding the destination with this interactive planning feature.

Travel Photographer of the Year: be among the first to see the winning images of the 2009 Travel Photographer of the Year competition

If you have ever wanted to uncover the journey of a lifetime, from small group adventures, wildlife encounters, trekking, family adventures, career breaks, safaris, overland expeditions, volunteering, gap years and much more – or if you have itchy feet and want to discover a once-in-a-lifetime travel adventure, make sure you get down to Adventure Travel Live – it is where your adventure begins.

Endorsed by Travel Africa magazine

Travel Africa are specialists when it comes to travel information about the world's most exciting continent. The team visit some of Africa's most popular attractions and introduce readers to some of its lesser known, unexplored destinations. *Travel Africa* knows about Africa's diverse wildlife and discovering some of its extraordinary flora and fauna. If you want to plan an African Adventure then the Show's Guide Planner feature will set you up to meet Africa's people, understanding their traditions and aspirations as the continent adapts to the modern world.

ADVENTURE TRAVEL LIVE™

TICKET INFO

For tickets call 0871 2307159 or visit adventuretravellive.com to find out more.

In advance: £6 per day (£15 for the evening with Simon Calder)

On the door: £10 per day (£18 for the evening with Simon Calder)

Under 16s go free

JANUARY 29th – 31st 2010
ROYAL HORTICULTURAL HALLS,
VICTORIA LONDON



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