

LIVING ADVENTURE

ABOUT US

Living Adventure was established in 1981 to promote enriching travel experiences, not just a 5 star resort escape from reality. The ethos is still true to today.

We specialise in small group adventure tours, round the world airfares and tailor made itineraries.

Travel for the Traveller.



www.livingadventure.net

“Come up with a slogan!”

Commonly asked, why is it that adventure travel is becoming so popular?

Travellers want to really feel the destination, they want to be a part of the experience, not an onlooker.

We begin with the (Living Adventure) itinerary designed to give you memorable experiences:

Culture is sampling the local cuisine and interacting with the locals on the street to appreciate the true culture of a country, not a 'show and tell' dress up put on whilst dining in 5 star luxury. There is nothing really wrong with that, it does offer a great glimpse of the finery of traditional dances and costume, but the real culture is on the street, the real culture you can get amongst and be a part of.

Scenery. This goes without saying, when travelling to remote and exotic destinations, the scenery needs to be enjoyed. The best way to appreciate the scenery is travelling slowly overland. Half the fun of the journey is arriving at the destination.

Not for the time precious. There is no point travelling to a destination to just tick off your bucket list. The best way to remember a destination is challenge yourself, take part in activities, enjoy a bit of adrenalin or participate in traditional ceremonies and banquets. These create memories worth bottling.

Meet like-minded people from all over the world and share life changing experiences that can knit people with kindred spirits together like a family in the space of hours.

When you combine the many exciting once in a lifetime experiences, you will begin to better appreciate life back at home and of the small world we live in. This is why adventure travel is becoming so popular.

COMPETITIONS (3 x 10 SEC)

WIN A FREE TRIP TO SRI LANKA TO THE VALUE OF \$1649

Living Adventure is giving away one 14 DAY tour of cultural Sri Lanka to the value of \$1649* to an adventurous traveller to discover the vibrant colours, diverse cultures in this tropical jewel. You'll explore tea plantations and rock fortresses, try stilt fishing in Galle and get inspired at an elephant sanctuary. This trip is about more than just beaches and stunning views; it's about the inspiring people you'll meet along the way. Visit www.livingadventure.net for more information and Ts&Cs

ONLINE DEAL

5% discount applies on selected Gadventures tours in conjunction with a return Singapore Airlines airfare. When you purchase 2 or more Gadventures tours, you are entitled to 10% discount on the tour with the least amount. This Offer is valid to 30 JUNE 2014. Travel Insurance is compulsory on any tour(s) and a condition of booking. Visit www.livingadventure.net for more information and T&C.

WEEKLY \$500 PRIZE MONEY GIVEAWAY

From 1 March - 15 March 2014. Visit www.livingadventure.net for more information and T&C



21 FEB 2013

DISCOUNT 5% TOUR ONLY

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TOUR		AIRFARE
Indochina Discovery (ATID) 30 Days, Bangkok To Bangkok	\$2706 \$2849	ADELAIDE TO BANGKOK RETURN FROM \$.....
Cultural Sri Lanka (ASSL) 14 Days, Negombo To Colombo		
Botswana And Falls (DAJL) 8 Days, Johannesburg To Livingstone		
Tibet Adventure (ACTA) 15 Days, Beijing To Kathmandu		
Delhi To Kathmandu (AHDK) 15 Days, Delhi To Kathmandu		
Europe Encompassed (EELL) 24 Days, London To London		
Southern Cross Country (NUCW) 23 Days, New York To San Francisco		

TARGET AUDIENCE

The jingle target audience are the "young adventurous traveller" (20 - 40 y.o not married professional) and retiree.

FUN, ENERGETIC YOUNG FEMALE AND MALE VOICE

Jingle for the launch of website on 03 MARCH.

1 x 30 sec jingle for an adventure travel business that specializes in tailor made Overland, African safari, Antarctica & Arctic expeditions, round the world airfare.

MUSIC AND SOUNDFX

3 x 10 sec PROMO AUDIO.

Trivia question on Africa, ASIA and South Africa.

Promote (ONLINE DEALS) TOUR AND AIRFARE SPECIAL, TOUR GIVE AWAY COMPETITION AND \$500 GIVEAWAY.

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