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## **US as a travel destination - Yes we can** *Senator Obama's win has travel industry excited*

**November 2009:** Adventure holiday operator, Intrepid Travel is reporting increased interest in North America as a destination following Senator Obama's election win last week.

Compared to this time last year, early bookings of Intrepid Travel's North America small group adventures are up 25 per cent.

"The mood from passengers and industry partners alike is, 'yes we can' when it comes to North America as a great travel destination. Whilst we can't put our sales increase solely down to Senator Obama's win, we have seen a noticeable lift in people's view of the US as a result," said Darrell Wade, CEO of Intrepid Travel.

Darrell Wade compared the effect of Senator Obama's win to President Bill Clinton's visit to Vietnam in 2000. At the time, he was the first US head of state to visit Vietnam since the end of the Vietnam War 25 years earlier. His visit had a positive knock-on effect on Vietnam's tourism industry.

"President Clinton's visit to Vietnam restored confidence and faith in that country as a travel destination. Similarly, Senator Obama's win is restoring confidence in the US," Darrell Wade said.

"A lot of our North America business comes from Europe where there has been a strong anti-sentiment towards the current administration. They view Senator Obama very differently and as a result are more willing to visit the US."

Intrepid Travel offers travellers real life experiences of North America that can only be discovered in a small group environment (its trips don't exceed 13 passengers) and that encourage interaction with the local people and landscapes. Intrepid Travel currently offers over 60 tours, from a seven day trip of California to nine weeks expeditions that zig zag across the country.

For more information on Intrepid Travel's North America trips visit [www.intrepidtravel.com](http://www.intrepidtravel.com).

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### **About Intrepid Travel Pty. Ltd.**

With over 19 years of experience, Intrepid Travel is one of the world's leading small group adventure tour operators. Intrepid takes around 80,000 travellers to over 90 countries worldwide, each and every year. Intrepid trips are designed to go off the beaten track, meet the locals and travel in an unconventional way, joining locals on their transport, in their markets and even in their homes. Intrepid employs close to a thousand employees in nearly 20 countries worldwide.

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