



## MEDIA RELEASE

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### MOVE OVER VENICE, INTREPID SETS SIGHTS ON EUROPEAN 'NOT HOT' SPOTS IN 2018

**Intrepid Travel** has released its inaugural '**Not Hot Travel List**' along with its new 2018 Europe brochure, in response to overtourism issues across Europe. The responsible travel specialists are offering travellers a unique bucket-list of brand new and less-trodden destinations, to help combat the escalating issue of overtourism in parts of Croatia, Iceland, Italy and Spain, and promote sustainable travel.

More than 799,916 tourists from 539 cruises visited the UNESCO World Heritage listed city of Dubrovnik in 2016, a 13.5% increase on the previous year that has led to growing tensions among locals and tourists on the over-crowded streets. The situation is similar in cities like Barcelona and Venice, and numerous other tourist hot spots around the world.

Intrepid CEO James Thornton said the 2018 Not Hot Travel List was developed in response to concerns about overtourism and travellers desire to get away from the masses. A focus on less frequently visited destinations supports the adventure travel company's ongoing commitment to responsible tourism.

"Europe is a favourite with Australian travellers, so we're constantly on the look-out for new ways to explore the continent by adding unique itineraries and new destinations. Overtourism has become a real issue in many of the world's most beautiful cities and it's impacting the experience for locals and for travellers, so in 2018 we're encouraging travellers to consider the alternatives, and look beyond the typical destinations," Thornton said.

"Responsible travel is about making choices that benefit not only the tourists but also the local people while respecting their cultures, economy and the environment too. The global tourism industry is growing rapidly, but not always sustainably. We need to work harder to tell travellers about lesser-known destinations that are just as worthy of your time."

#### **Intrepid's 2018 Not Hot Travel List:**

1. [North Cyprus](#) - instead of Croatia, bask in the warm hospitality, hunt for castles and monasteries and swim off the shimmering northern coastline of Cyprus. Intrepid Travel's first Cyprus tour is an eight-day itinerary taking in castles and monasteries, idyllic swimming spots, the Tree of Idleness, traditional bread and cheese making and the chance to stay in a traditional Cyprus village where residents are preserving local culture and heritage, priced from \$1224\* per person twin share, including a 10 per cent earlybird discount on sale until 13 October 2017.
2. [Calabria & Sicily](#) - instead of Venice, discover Italy's vibrant south, a hidden gem starring dramatic cliffside villages, clear waters and delicious seafood. A 15-day tour from the Amalfi Coast to Palermo combines the best of Calabria and Sicily with the chance to meet an anti-mafia movement in Palermo and immerse in the culinary delights of Calabria while it still has relatively low tourist numbers. Priced from \$3748\*, the tour runs throughout summer.
3. [Portugal & Azores](#) - instead of Spain, experience the food and wine culture of Portugal, or go Island hopping and hike around Sao Jorge or Faial Islands in the Azores. A 10-day tour offers the chance to discover a new side to ancient Portugal, island-hopping from mainland Lisbon and ending in Sao Miguel with the rolling blue hydrangeas of Faial, the steep cliffs of Sao Jorge and the vineyards of

Pico in between, priced from \$3501\* per person twin share, including a 10 per cent earlybird discount on sale until 13 October 2017.

4. [Finland](#) – instead of Iceland, explore Finnish Lapland in winter, home of the indigenous Sami people, it's a magical Arctic wonderland of pristine peaks and snow-dusted woodlands. From the docks of Helsinki to mountainous Yllastunturi and Santa's workshop in Rovaniemi, an eight-day tour of Lapland includes hiking through Finland's spectacular taigas, getting cosy with the locals over a glass of salmari and experiencing the rush of a real dog-sled, priced from \$3395\* per person twin share, including a 10 per cent earlybird discount on sale until 13 October 2017.
5. [Moldova](#) - instead of Tuscany, enjoy the largest quality wine collection in the world without the crowds. A 13-day tour takes in the best of Romania's remote Danube Delta, the Ukraine's atmospheric abandoned Chernobyl Exclusion Zone and highlights of Moldova from a breakaway strip of land called Gagauzia to a guided wine tour of Mileştii Mici which sits on top of the world's largest wine cellar, and Transnistria, a breakaway republic in the east of the country, from \$2682\*.
6. [Tatra Mountains](#) – instead of the Alps, combine a traditional sleigh ride, village visits and traditional cooking in this winter wonderland. An eight-day winter itinerary featuring the Tatra Mountains combines beautiful scenery, local culture and food activities such as a traditional sleigh ride in Zakopane, snowshoeing and cross-country skiing in Jasna, a Zalipie village visit and cooking class in Krakow, priced from \$1520\*.

For more information or to book visit: [www.intrepidtravel.com.au](http://www.intrepidtravel.com.au)

\*subject to availability, conditions apply. Prices are per person twin share.

**ENDS**

#### **Notes to editors:**

Images are available to download here:

<https://intrepidgroup.bynder.com/web/6f6dea9b69c6d165/intrepid-s-not-hot-list-2018/>

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#### **About Intrepid Travel**

Intrepid Travel is a global adventure travel company that has been taking travellers off the beaten track to discover the world's most amazing places for 28 years. The company offers more than 1,000 trips in more than 100 countries and on every continent. Every trip is designed to truly experience local culture - to meet local people, try local food, take local transport and stay in local accommodation. A world leader in responsible travel, Intrepid's award-winning tour leaders, small group sizes and included activities mean they offer travellers great value for money. [www.intrepidtravel.com](http://www.intrepidtravel.com)