



INTREPID TRAVEL LAUNCHES TOURS TO PAKISTAN

The company's new expedition trip offers a sustainable option in the enigmatic country for global travellers

MELBOURNE, Australia – February 10, 2020 – [Intrepid Travel](#), the world's leading sustainable tour operator, has introduced Pakistan as a new destination to its portfolio in 2020, with the launch of an expedition trip exploring the country's turbulent past, fascinating present and hopeful future on a 17-day adventure from Islamabad to Lahore, travelling through the remote reaches of the Karakoram Mountains.

The emerging tourist destination is quickly gaining interest from travellers around the world, with visitors to the country doubling between 2018 and 2019, [according to Pakistan Prime Minister Imran Khan](#).

"We're always looking to develop experiences that will get travellers out of their comfort zones, to break new ground and to broaden their horizons," said Tara Kennaway, Senior Product Manager – Operations, Intrepid Travel. "We're excited to be providing the global community with access to Pakistan, one of the world's few countries that remain under-the-radar with tourists."

Intrepid Travel's new [Pakistan Expedition](#), priced from AUD \$4,370 / £2,400 GBP / US \$3,560 per person per person, begins in the capital of Islamabad and ends in Lahore, a city that's not only stood strong through the rise and fall of empires, but also preserved the culture that makes Pakistan such a mesmerising, all-consuming country.

Highlights of the trip include:

- Travelling on the famous Karakoram Highway past panoramas of glaciers, alpine lakes and mountains
- Visiting the point where the Himalaya, Karakoram and Hindu Kush – three of the world's largest mountain ranges – meet
- Taking a 4WD to Khunjerab National Park in search of snow leopards, bears, wolves and rare Marco Polo sheep
- Checking out the ancient site of Taxila, World Heritage-listed ruins that are evidence of over 500 years of cultural evolution influenced by Persia, Greece and the spread of Buddhism
- Enjoying a homestay with a local family in Gulmit
- Meeting with a local women's group created by the Aga Khan Foundation to learn about their projects and have lunch at a cafe run by local women
- Exploring Lawrence Gardens, now known as Bagh-e-Jinnah, which contain a botanical garden, an open-air theater and a historic cricket ground

- Shopping within the Walled City of Lahore at Akbari Mandi, dedicated to grains and spices, the bustling fish market by Delhi Gate, and Azam Cloth Market, one of Asia's largest, housing close to 16,000 shops

The expedition will run twice in 2020 from 17 August-2 September, 2020 and 2-18 September, 2020, with two additional departures scheduled in 2021.

As with all Intrepid Travel tours, each trip is carbon-offset on behalf of every traveller and are designed to have a low environmental footprint while having a positive impact on local communities.

For more information, visit: <https://www.intrepidtravel.com/us/pakistan/pakistan-expedition-129812>.

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Notes to Editors:

Images are available [here](#), with credit to Intrepid Travel.

For further information, please contact the Global PR Team: globalpr@intrepidtravel.com

About Intrepid Group

Independently owned by the founders of Intrepid Travel, Intrepid Group is a collection of three tour operator brands and 25 destination management companies united by the vision of Changing the Way People See the World. For more than 30 years, Intrepid has been taking small groups to travel the local way, on real life experiences that give back to the places and people we visit. As this style of travel has caught on, Intrepid has grown to now offer more than 2,700 trips to more than 120 countries and on all seven continents. We cater for all ages, budgets, and appetites for adventure through Intrepid Travel, Peregrine Adventures, and Urban Adventures. Globally renowned as a leader in responsible travel, in 2018 Intrepid became the world's largest travel business to be certified B-Corp, joining a growing community of businesses looking beyond the bottom line. Our not-for-profit, [The Intrepid Foundation](#) has raised over AUD \$9M for more than 130 charities around the world by matching traveller donations dollar-for-dollar. For further information on Intrepid or to download the company's 2018 Integrated Annual Report, visit www.intrepidgroup.travel