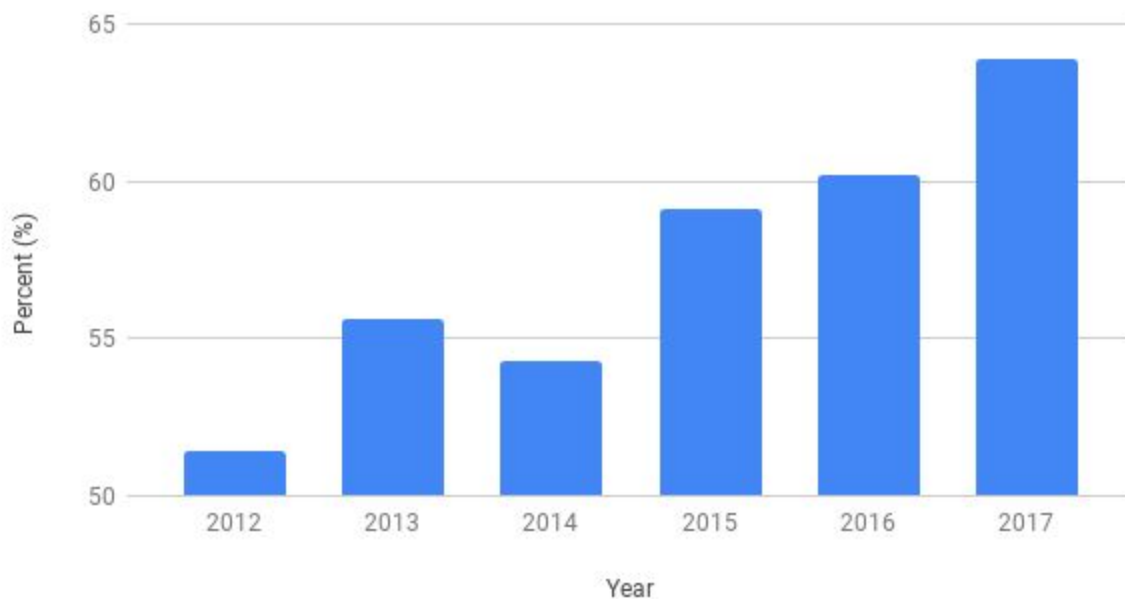


## Asia Developing as The New Adventure Hotspot for Travellers from USA - Thrillophilia Study

India's leading adventure travel company, Thrillophilia recently conducted a research to study the changing trends of people travelling to Asia from USA, and the report shows some interesting findings.

As per the report, Asia has witnessed a steep increase in tourists travelling to the continent for the purpose of adventure over the period of 5 years. In the year 2012, 51.4% of the total travellers from USA visiting Asia sought adventure, while the figure has been noted to have reached 63.9% in 2017, showing an impressive growth of 12.5%.

Share of US travellers who travelled to Asia for adventure



A further growth of at least 3.1% can be expected by the end of 2020 with more travellers diverting from leisure travel to adventure and active travel segment.

“The study has brought some interesting figures to our attention and we are excited to know how more and more people are traversing Asia to experience adventure. Asia has a lot of potential to cater to the expectations of different types of travellers, especially adventure lovers. Thrillophilia is all set to expand its horizons all over the region and serve in a more effective manner,” says Abhishek Daga, Co-Founder, Thrillophilia.

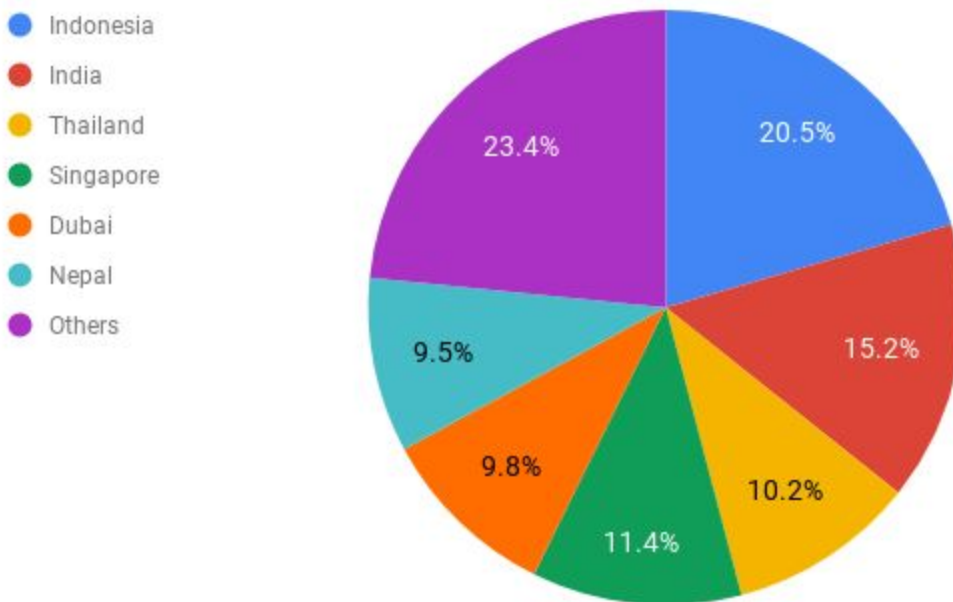
In the year 2017, Indonesia was recorded as the most popular adventure travel destination in Asia among the travellers from USA, and hosted 20.5% of the total travellers. This popularity can be attributed to an impressive range of adventure activities that covers river rafting, jet skiing, and canyoning.

India followed Indonesia with 15.2% of the total numbers. The popularity of India among travellers from USA in 2017 is owed to its varied terrains that are perfect for adventure activities like trekking, hiking, bungee jumping, high altitude motorbiking, etc. The treks like Stok Kangri and Chadar Trek were also sought by a number of travelers belonging to the segment.

With treks like Mt. Everest Base Camp Trek and Annapurna Circuit Trek, Nepal continued to be the most popular trekking destination for the American travellers over the period of 2012-2017.

Besides, the popular adventure travel destinations in Asia, namely Thailand, Singapore, and Dubai also amused a large number of adventure enthusiasts from USA with exciting adventure sports in 2017.

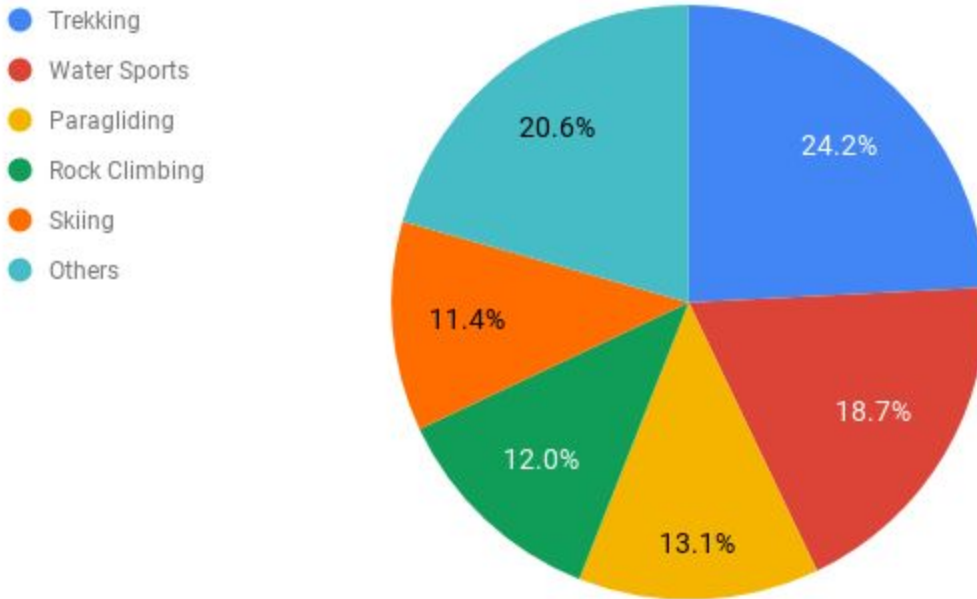
### Favourite Countries of US travelers in Asia



Abhishek further adds, “Influx of foreign tourists in many parts of India, especially the mountainous regions of Ladakh and Himachal Pradesh during past few years is noteworthy. These regions feature terrains that are perfect for high-altitude biking and trekking.”

The popularity of trekking in Asia has also shown a sharp increase lately. The continent houses some prominent mountain ranges including the great Himalayas, offering numerous trekking options. Among all the activities sought by American adventure enthusiasts in Asia, trekking holds the first spot as 24% of the travellers indulged in the activity during their visit. With wide array of water sports available in destinations like Thailand and Indonesia, the category attracted 19% of the travellers from US. Besides, activities like paragliding, rock climbing, and skiing were also undertaken by a large number travellers in the category.

## Favourite Activities of US Travelers in Asia



Considering the rising demand for adventure travel in Asia among the people of USA, Thrillophilia has launched an exciting range of adventure travel packages. These packages aim to offer the best of adventure in Asia to the people of USA.

### About Thrillophilia

Thrillophilia is India's biggest online platform for experiential travel, with over 8,000 activities listed on its portal, making travel and activities more accessible, affordable and safe globally.

### Contacts

Email - [info@thrillophilia.com](mailto:info@thrillophilia.com)

Website - [www.thrillophilia.com](http://www.thrillophilia.com)