GSR ADVENTURE
TOURISM • HOSPITALITY • CULINARY MAGAZINE
ISSUE 26/03 WEEK 41



WORLD ADVENTURE HIGHLIGHTS:

- PATAGONIA: WIND, ICE & WILDERNESS
- NORWEGIAN FJORDS: NATURE AT FULL SCALE
- KYOTO: THE ART OF STAYING SLOW
- JAPANESE ALPS: PEAKS & QUIET PATHS
- RAJA AMPAT: BENEATH THE BLUE
- MARRAKECH: THE MEDINA COMES ALIVE

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EDITOR'S NOTE

Where Journeys Connect Worlds

Türkiye is more than a destination. It is a meeting point of continents, histories and everyday life — where each journey can begin with wonder and end in connection.

Gürkan Sever

EDITOR-IN-CHIEF




TÜRKİYE



WILD TÜRKIYE WHERE LAND, SKY AND SEA BECOME ADVENTURE

From the sky to snow-covered peaks, mountain trails to the depths of the Mediterranean —**Türkiye** is waiting to be explored through real adventure.

İzmir-based outdoor enthusiast İzzet Göksu sees nature sports not as a hobby, but as a way of life. He says the experience nourishes his soul and strengthens his sense of freedom.



AYDER YAYLASI — THE GREEN HEART OF THE BLACK SEA

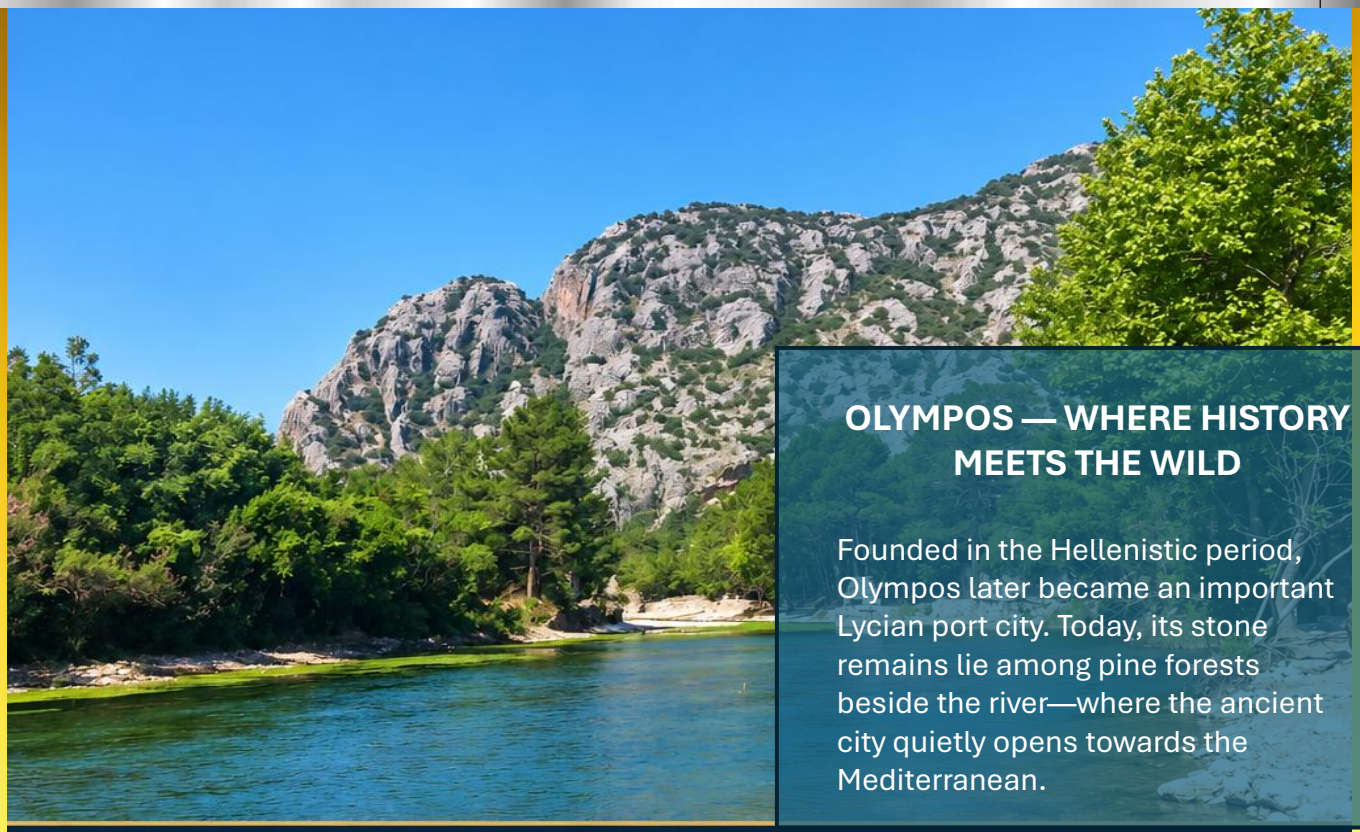
Set high in the Kaçkar Mountains, Ayder is shaped by misty forests, rushing water and centuries of highland life. Its trails lead into one of Türkiye's most dramatic mountain landscapes—slow, green and deeply restorative.

AYDER YAYLASI

THE GREEN HEART OF THE BLACK SEA

Misty trails, highland air and a landscape made for slow discovery.

Eastern Black Sea, Türkiye



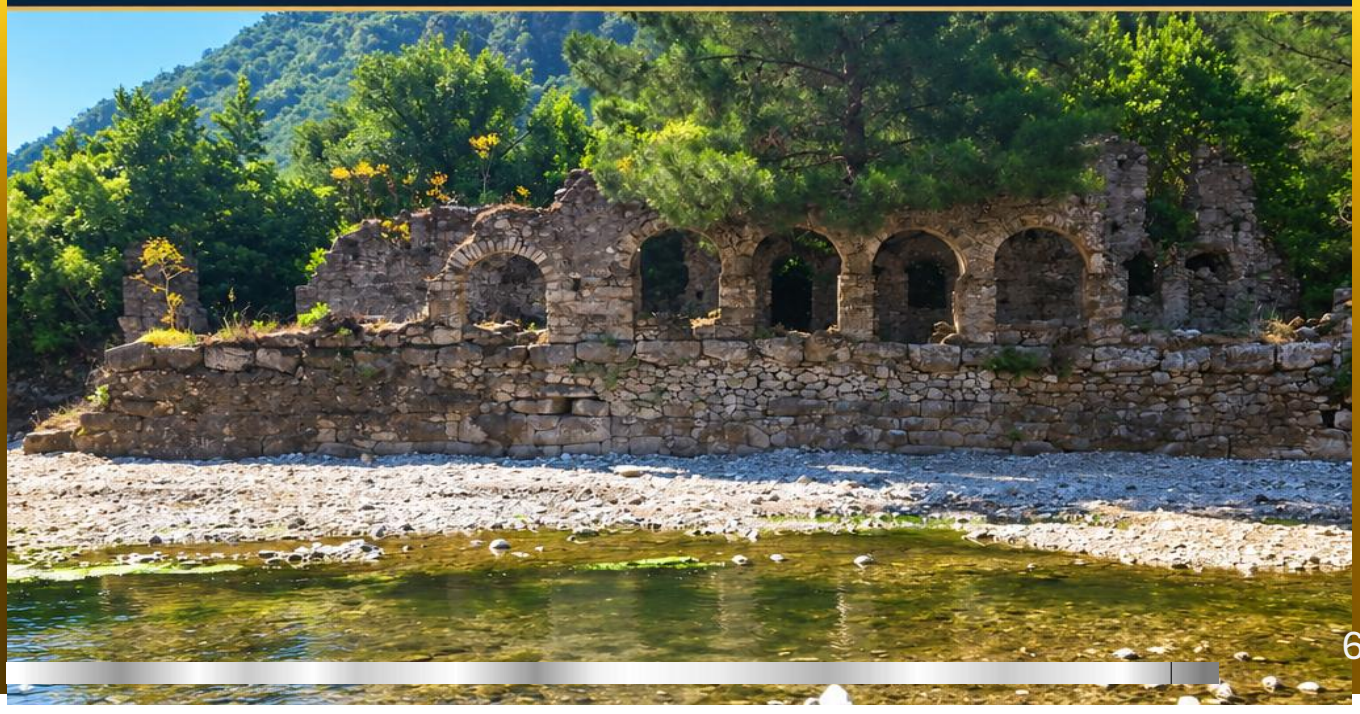
OLYMPOS — WHERE HISTORY MEETS THE WILD

Founded in the Hellenistic period, Olympos later became an important Lycian port city. Today, its stone remains lie among pine forests beside the river—where the ancient city quietly opens towards the Mediterranean.

OLYMPOS

WHERE THE RIVER MEETS THE MEDITERRANEAN

Ancient stone, pine-covered slopes and a quiet route to the sea.





AMASRA

THE BLACK SEA AFTER DARK

A small harbour town where forested cliffs, old stone and the sea meet after sunset.



A SMALL TOWN WITH A LONG MEMORY

Known in antiquity as Sesamos, **Amasra** has watched the Black Sea from its sheltered coves for more than two thousand years.

Roman, Byzantine and Genoese traces remain in its walls and stone lanes, while the harbour still sets the rhythm of local life. Come for the coastline; stay for the quiet shift from daylight to amber, when the town's lights begin to reflect across the water.



TÜRKİYE — STONE TO SEA

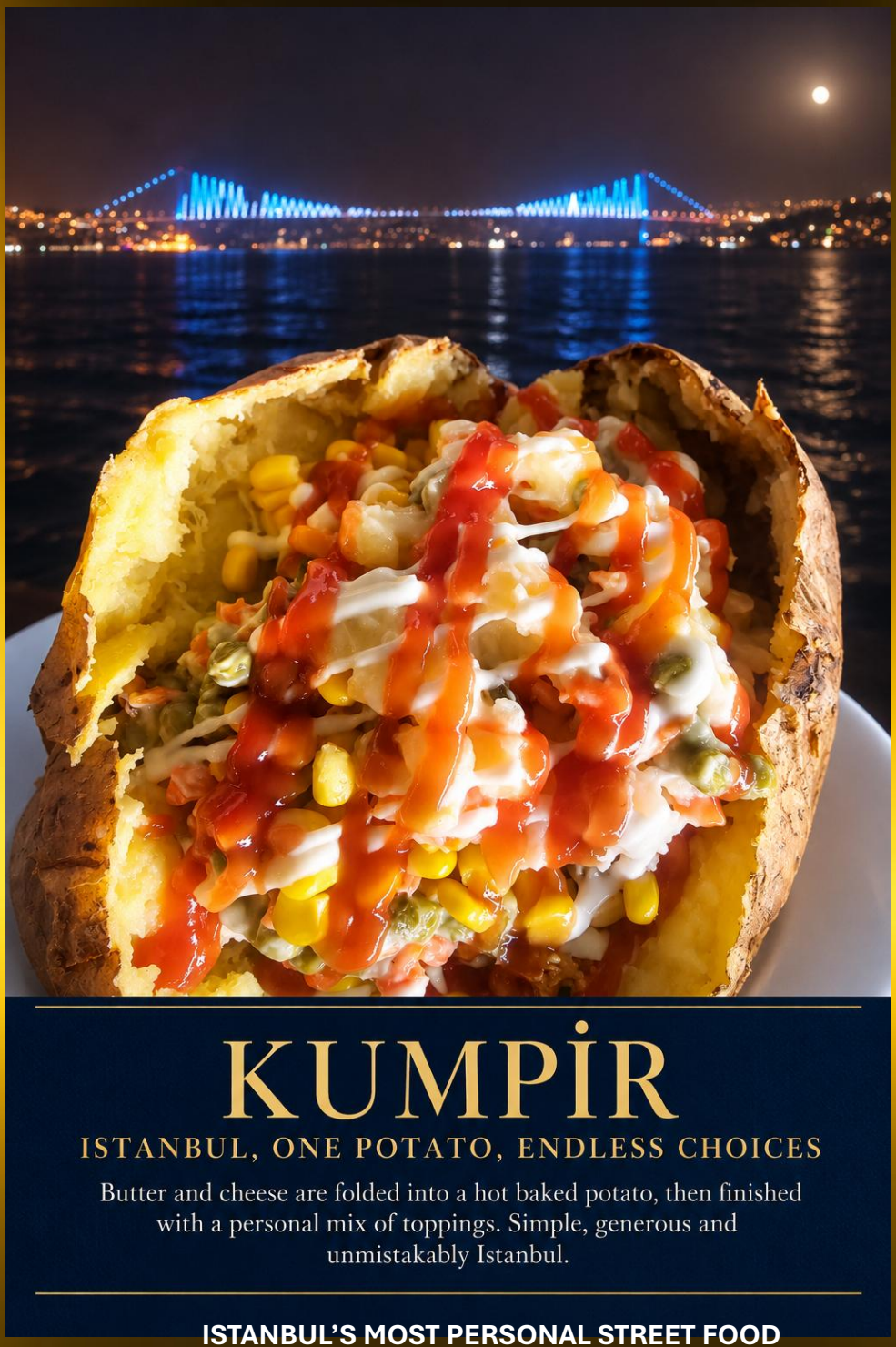


FROM STONE TO SEA

In Divriği, central Anatolia tells its story in stone. The 13th-century Great Mosque and Hospital is celebrated for its extraordinary carved portals—an enduring meeting point of faith, healing and craftsmanship.

Far to the south-west, Ölüdeniz opens into a world of pine-covered mountains and luminous water. Together, they show Türkiye at its most surprising: ancient detail in the highlands, then a coastline that feels almost unreal.





ISTANBUL'S MOST PERSONAL STREET FOOD

Kumpir begins with a large potato baked until its skin turns crisp and its centre is soft. Butter and cheese are worked into the hot flesh, then each guest builds the rest: corn, pickles, olives, vegetables, Russian salad and sauces.

There is no single correct version. That is its charm. In Istanbul, especially along the Bosphorus, kumpir is generous, informal and entirely your own.

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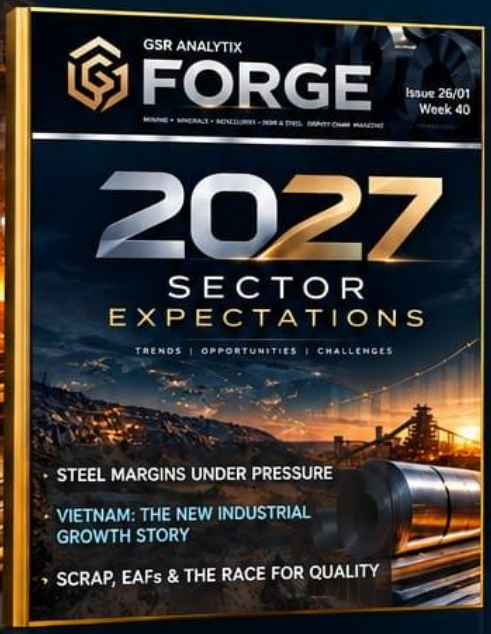
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THE AEGEAN TABLE

OLIVE GROVES, WILD HERBS AND COASTAL TABLES



OLIVE OIL

Fragrant, golden and generously poured, it is the quiet thread that brings the Aegean table together.

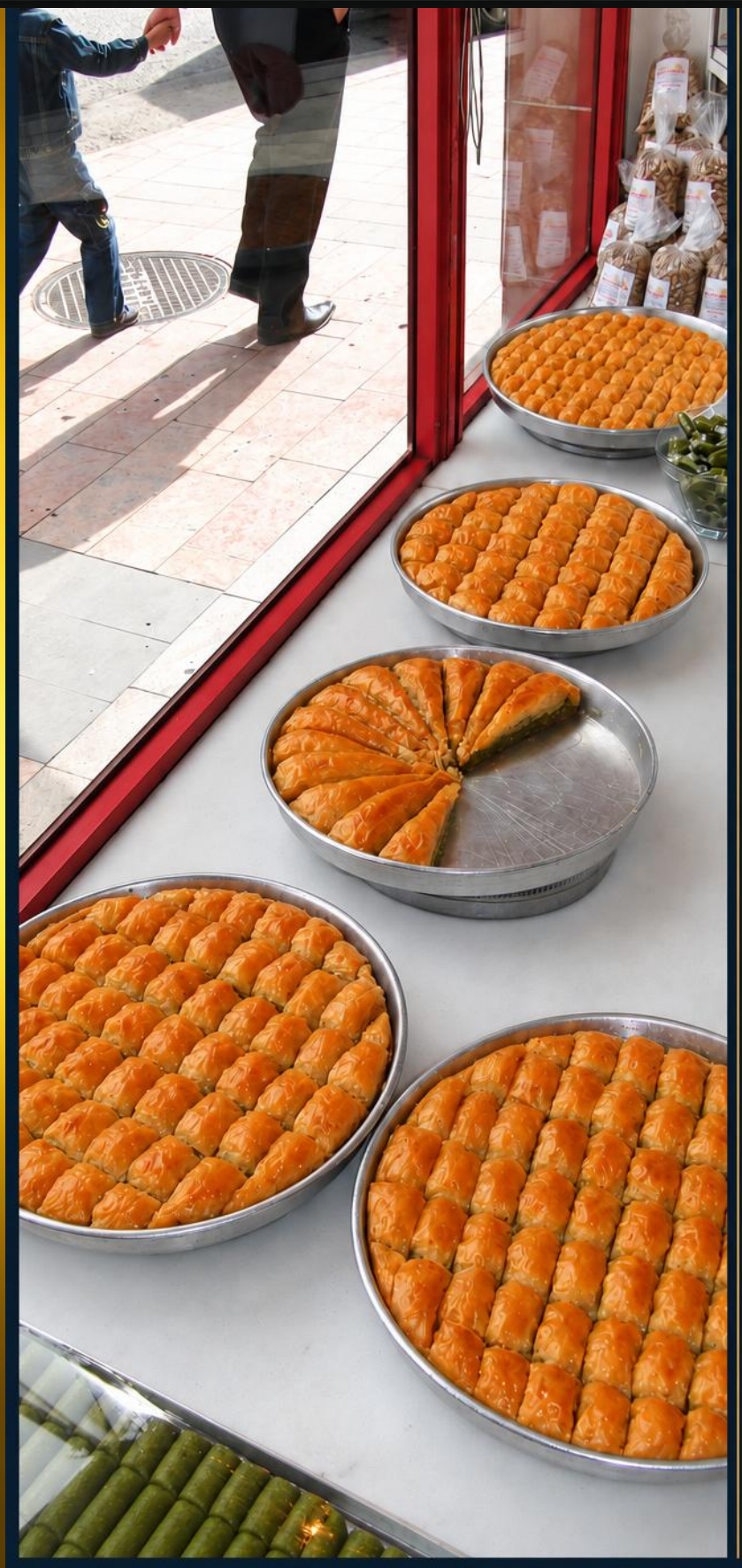
WILD GREENS

From hills and gardens, seasonal herbs and greens bring brightness, freshness and a sense of place.

FROM FIELD TO SEA

In Urla, land and coast meet at the table with simple ingredients, bold flavours and a warm, communal spirit.





GAZIANTEP

A KITCHEN BUILT ON CRAFT

PISTACHIO

In Gaziantep, pistachios are more than an ingredient — they are a way of life. Their distinctive flavour gives baklava its character, linking the city's fertile lands to a rich culinary heritage.

THE BAZAAR

Walk through the city's bustling bazaar and you'll find nuts, spices and sweets at every turn. It's a place where tradition and daily life meet, and where the aromas of pistachio, pastry and spice fill the air.

SLOW CRAFT

Baklava in Gaziantep is made with time, skill and care. Layers of delicate pastry are filled with finely ground pistachios and baked to golden perfection — a simple idea, executed with extraordinary craft.

KAHVALTI

BREAKFAST, BUT NEVER JUST BREAKFAST

A Turkish morning begins with tea, bread and a table made for staying.



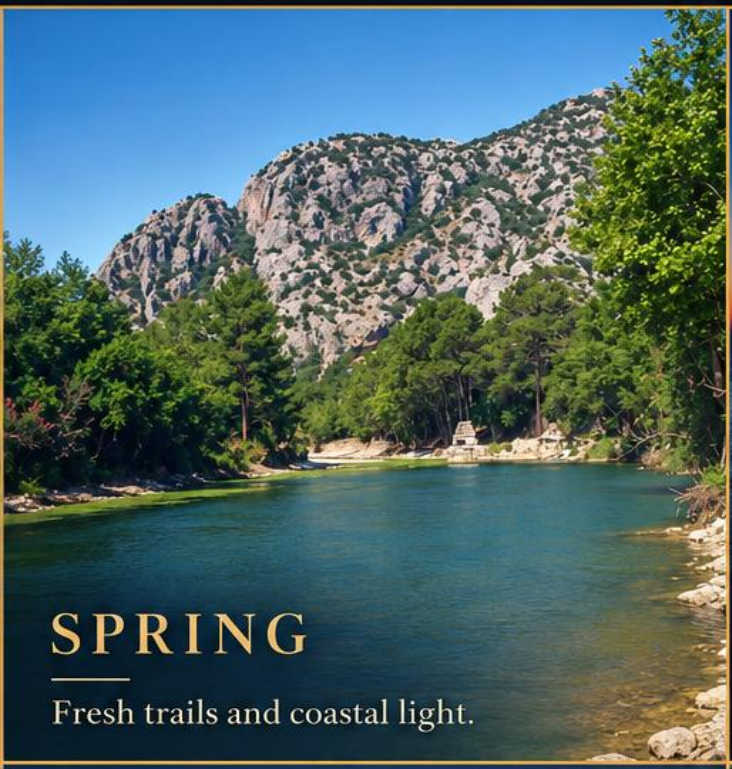

BLACK SEA TASTE
RAIN, SEA AND A DEEPER KIND OF HUNGER
From hamsi to muhlama, the Black Sea table is shaped by the coast, the mountains and ingredients that ask for time.
MUHLAMA
Cornmeal, butter and melting cheese—slow food with mountain character.
HAMSI
Fresh anchovy, simply fried or folded into rice.
TEA • CORN • HAZELNUT


TÜRKİYE
IN NUMBERS
ONE COUNTRY. MANY LANDSCAPES.
81
PROVINCES
4
SEAS
THE BLACK SEA • MEDITERRANEAN •
AEGEAN • MARMARA
2
CONTINENTS
783,562 km²
LAND AREA
7
GEOGRAPHICAL
REGIONS
FROM SNOW-COVERED SUMMITS TO WARM COASTS, THE DISTANCE
BETWEEN LANDSCAPES CAN BE SURPRISINGLY SHORT.

TÜRKİYE

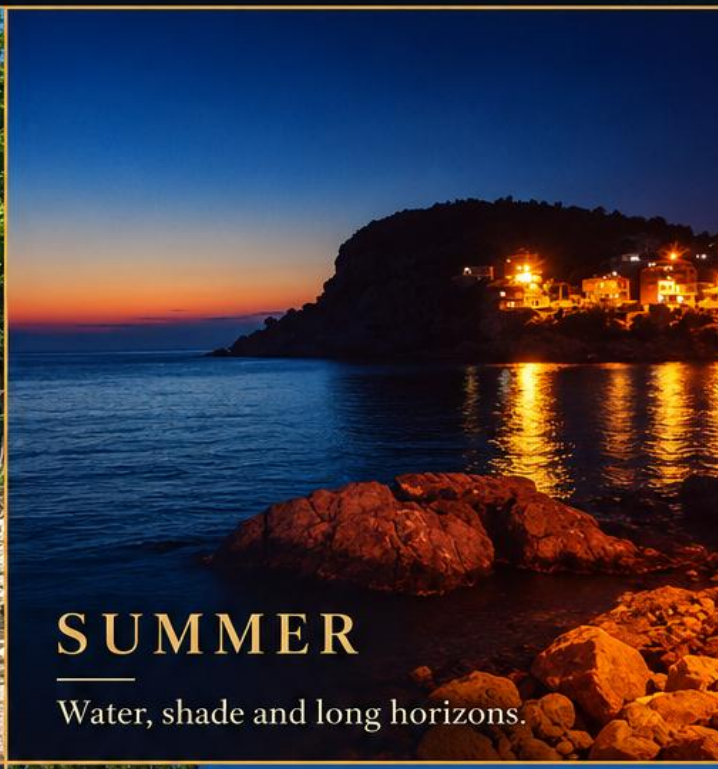
THROUGH THE SEASONS

FOUR SEASONS. ONE CONTINUOUS JOURNEY.



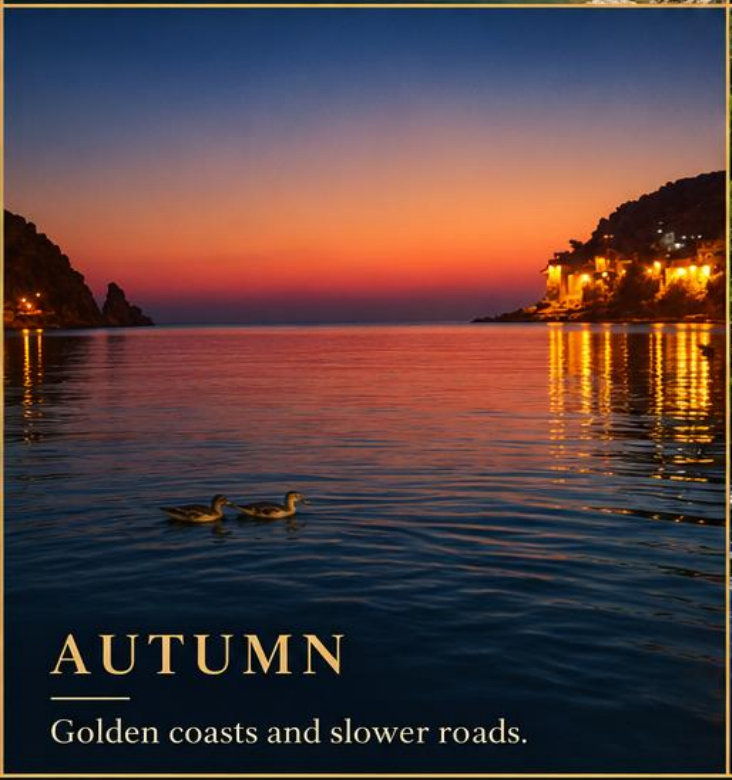
SPRING

Fresh trails and coastal light.



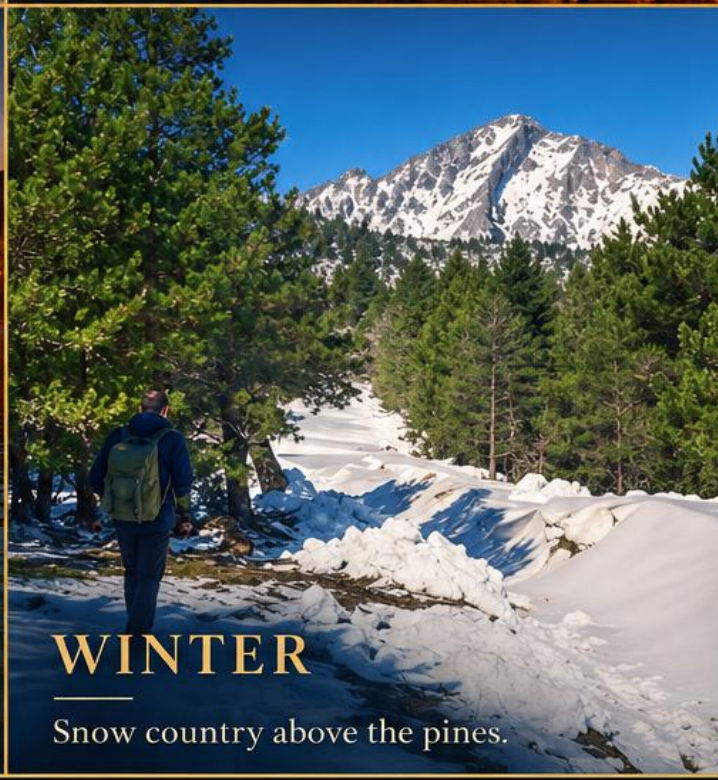
SUMMER

Water, shade and long horizons.



AUTUMN

Golden coasts and slower roads.



WINTER

Snow country above the pines.

FROM THE BLACK SEA TO THE MEDITERRANEAN,
THE NEXT LANDSCAPE IS NEVER FAR AWAY.

CONNECTIONS ACROSS TÜRKİYE

THREE WAYS TO CROSS A COUNTRY OF MANY WORLDS



THE COASTLINE

İstanbul • Çanakkale • İzmir • Antalya



THE HEARTLAND

İstanbul • Ankara • Cappadocia • Gaziantep



THE HIGHLANDS

Ankara • Samsun • Trabzon • Artvin



FOLLOW THE ROUTE THAT MATCHES YOUR SEASON, PACE AND CURIOSITY.

ROUTE PLANNER

MAKE ROOM FOR THE UNPLANNED

1 **CHOOSE ONE LANDSCAPE**
Coast, highland or heartland. A focused route reveals more than a rushed checklist.

2 **LET THE SEASON LEAD**
Snow roads, summer heat and mountain weather should shape the direction of travel.

3 **KEEP A FREE DAY**
Leave space for a village breakfast, a late swim, a market or a trail that was not on the plan.

4 **TRAVEL WITH RESPECT**
Follow local guidance, protect landscapes and carry home less than you brought.

THE BEST ROUTE IS THE ONE THAT LEAVES TIME TO LOOK AROUND.



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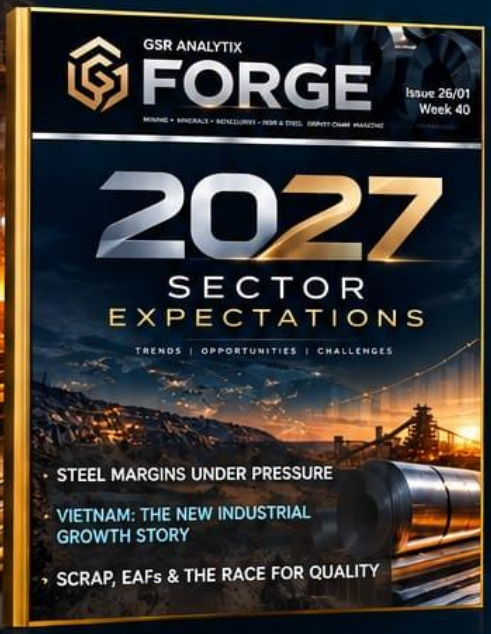
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THE WORLD AWAITS

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a new journey begins.

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MARRAKECH

WHERE THE MEDINA COMES ALIVE

Market lanes, Moroccan flavours and the timeless energy of Jemaa el-Fna.

EXPLORE

Marrakech is best experienced through movement. Wander its historic medina, where narrow passages, vibrant souks and hidden courtyards lead to colourful workshops and traditional crafts. By late afternoon, the atmosphere gradually builds towards Jemaa el-Fna, the city's great open-air meeting place.

TASTE

Moroccan cooking builds depth through simple, high-quality ingredients. Tagine, couscous, flavourful salads, breads, preserved lemon and olives reflect a culinary tradition shaped by centuries of cultural exchange. Mint tea, served throughout the day, is an essential part of everyday life and a symbol of Moroccan hospitality.

LOCAL EXPERIENCE

Approach Jemaa el-Fna before sunset to see the square transform gradually. Snake charmers, storytellers, musicians, food stalls and evening crowds create a unique atmosphere as day turns into night. Take time to explore beyond the main square too — small souks, artisan workshops and quiet riad courtyards reveal another side of Marrakech, away from the crowds.







JAPANESE ALPS

JAPAN ABOVE THE CLOUDS

Mountain trails, clear rivers and traditions shaped by altitude.

EXPLORE

The Japanese Alps reveal a quieter, wilder side of Japan. Kamikochi provides a natural gateway to the Northern Alps, where gentle valley walks lead towards more challenging alpine routes. Forests, rivers and dramatic peaks create a landscape that changes beautifully with the seasons.





TASTE

Nagano's mountain cuisine celebrates seasonal ingredients, from fresh vegetables and mushrooms to locally produced soba noodles. Simple, honest flavours reflect the region's close connection with its forests and foothills.



LOCAL EXPERIENCE

These mountains are cultural landscapes as well as wilderness. Shrines, historic routes and mountain traditions add another layer to the journey. Respect trail etiquette and changing conditions, especially when heading above the valleys.



LISBON

LIFE BETWEEN THE HILLS

Alfama lanes, neighbourhood tables and Lisbon's unmistakable street rhythm.

EXPLORE

Begin in Alfama, where steep lanes, tiled façades, small squares and glimpses of the Tagus create a Lisbon best discovered on foot. The historic tram remains part of the neighbourhoed's character, passing through a landscape of centuries-old buildings, viewpoints and everyday life.

TASTE

Lisbon's food culture is direct and convivial. Grilled fish, bacalhau in many forms, petiscos and simple neighbourhood cooking sit comfortably beside the city's famous pastel de nata. From small taverns to local markets, flavour is part of everyday life, shaped by the sea and Portugal's culinary traditions.

LOCAL EXPERIENCE

Rather than treating the tram as sighsteeing alone, walk part of its route. Climbing through Alfama reveals viewpoints, azulejo façades and tiny streets where ordinary neighbourhood life continues unchanged. Stop at a miradouro to take in the rooftops and the Tagus below — it's one of the simplest and most rewarding ways to experience Lisbon.







NORWEGIAN FJORDS

BETWEEN MOUNTAIN AND SEA

Deep water, high trails and one of the world's most spectacular landscapes.

EXPLORE

Western Norway is shaped by fjords cutting deep between mountains, waterfalls and green valleys. Explore from the water by boat or kayak, then change perspective completely on a trail above the fjord. Geirangerfjord and Nærøyfjord reveal the monumental scale of this landscape.







TASTE

Coastal fish, berries, orchard fruit and traditional cheeses reflect a food culture closely connected to the sea, mountains and local farms. Fresh, seasonal ingredients are at the heart of the fjord experience.

LOCAL EXPERIENCE

Norwegian outdoor culture comes with responsibility. Follow marked routes, respect changing mountain weather and leave the landscape as you found it. Here, silence and unspoiled nature are part of the experience.

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EXPLORE · STAY · TASTE · EXPERIENCE



PATAGONIA

THE WILD SOUTH

Granite, ice and open country at the edge of the continent.

EXPLORE

Patagonia is built for movement. Trek beneath the granite towers of Torres del Paine, follow glacial valleys and cross vast open country where wind and weather constantly reshape the landscape. Chilean and Argentine Patagonia offer different perspectives on the same immense southern wilderness.





TASTE

Patagonian lamb is deeply rooted in the region's culture, often prepared over open fire and served with simple, local ingredients. Freshwater trout and seasonal produce reflect a land shaped by mountains, rivers and wide pasture.



LOCAL EXPERIENCE

Distances are part of Patagonia. Allow time between destinations, carry layers and be ready for rapidly changing conditions. Here, the journey is as much a part of the experience as the viewpoint.



THE ART OF STAYING SLOW

Rituals, arrival, seasonal kaiseki and Kyoto's quiet philosophy of hospitality.

Kyoto reveals itself through seasons. Behind wooden façades and stone-lined lanes, the traditional *ryokan* offers more than accommodation: *kaiseki* meals, carefully prepared baths and attentive service turn an overnight stay into a cultural experience.

At the table, *kaiseki* is about season, texture and presentation rather than excess. Between temple gardens, Nishiki Market and the historic *machiya* townhouses, Kyoto invites a slower, more mindful kind of travel—where time, craft and cultural discovery take the lead.

STAY
Traditional ryokan or restored *machiya* townhouse

TASTE
Kaiseki, matcha, Kyoto vegetables and wagashi

BEST TIME
March – May (Sakura) • November







24



RAJA AMPAT

WHERE THE FOREST MEETS THE REEF

An island wilderness experienced above and below the water.

EXPLORE

Raja Ampat is shaped by the sea. Forested limestone islands rise from crystal-clear water while reefs, channels and lagoons create extraordinary territory for snorkelling, diving and exploration by boat. Climb to a viewpoint and the archipelago becomes an almost abstract pattern of green and blue.





TASTE

Local food reflects eastern Indonesia and the surrounding ocean. Fresh seafood, tropical produce and simple island cooking showcase the region's rich marine and agricultural traditions.



LOCAL EXPERIENCE

Raja Ampat is a sensitive marine environment, not simply a beach escape. Follow local conservation guidance, avoid touching coral and choose responsible operators. Travelling between islands is itself part of the experience.

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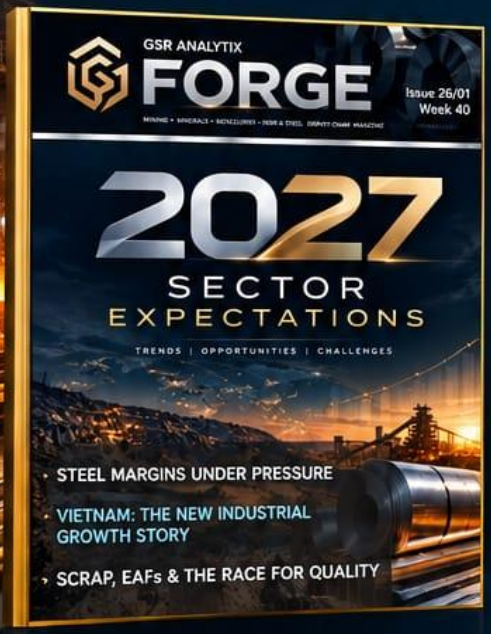
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WORLD ADVENTURE HOTSPOTS

PART I · MOUNTAINS, PLAINS AND HIGH PASSES

Adventure travel is no longer defined by distance alone. The world's most compelling destinations combine extraordinary landscapes, local knowledge and carefully managed access. These regions invite travellers to move beyond observation and experience nature through movement, discovery and human connection.



PATAGONIA

ARGENTINA & CHILE

Granite towers, immense ice fields and wind-shaped steppe make Patagonia one of the world's great trekking regions. Routes range from accessible day walks to demanding multi-day expeditions



SERENGETI

TANZANIA

The Serengeti supports one of the world's best-known large-mammal migrations. Responsible safaris follow seasonal movements across open grassland, while trained local guides help visitors understand the ecosystem beyond the famous predators.



HIMALAYAS

NEPAL

Nepal's mountain trails connect high passes with villages shaped by centuries of trade and pilgrimage. Acclimatisation, experienced guides and respect for local communities remain essential parts of every high-altitude journey.

WORLD ADVENTURE HOTSPOTS

PART II • RIVERS, ISLANDS AND DESERT HORIZONS

Beyond the familiar landmarks, adventure depends on moving through each landscape with patience and local insight. River travel, alpine trekking and desert crossings reveal environments whose scale can only be understood from within.



AMAZON

SOUTH AMERICA

The Amazon is best explored slowly, by river and with local expertise. Guided journeys reveal flooded forests, extraordinary biodiversity and communities whose knowledge is central to protecting this vast living system.



SOUTH ISLAND

NEW ZEALAND

Alpine tracks, deep fjords and remote coastlines place wilderness within reach, but conditions can change quickly. Well-managed trails allow travellers to experience dramatic terrain while limiting pressure on fragile environments.



SAHARA

NORTH AFRICA

Desert journeys reveal far more than dunes. Travelling with experienced local hosts opens a landscape of rock plateaus, oasis settlements, immense night skies and cultural routes developed across generations.

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PLAN WELL • TRAVEL SLOWLY • RESPECT LOCAL KNOWLEDGE

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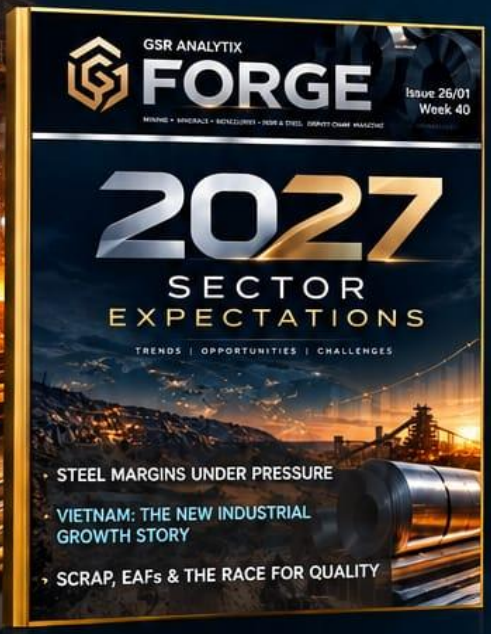
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EPIC ROUTES

THREE LEGENDARY JOURNEYS ACROSS A CHANGING WORLD

From the Americas to Asia, these iconic routes connect people, cultures and economies. They are more than journeys — living corridors of history, trade and discovery, still shaping our global future.



1 PAN-AMERICAN HIGHWAY

ONE CONTINENT. ENDLESS DISCOVERY.

Stretching over 30,000 kilometres from Alaska to Tierra del Fuego, the Pan-American Highway is the world's longest road network. It crosses 14 countries, linking diverse landscapes, cultures and economies — from Arctic wilderness to tropical coastlines. A route of extraordinary natural beauty and human connection, it remains a symbol of freedom, exploration and opportunity across the Americas.



2 SILK ROAD

A TIMELESS BRIDGE BETWEEN EAST AND WEST.

For over two millennia, the Silk Road connected Asia, the Middle East and Europe through trade, culture and knowledge. Caravans carried silk, spices and ideas across deserts and mountains, shaping civilisations and cities. Today, its historic routes — from Samarkand to Xi'an — continue to inspire new cooperation, linking cultures and markets in a more connected world.



3 TRANS-SIBERIAN RAILWAY

THE WORLD'S GREATEST RAIL JOURNEY.

Spanning 9,289 kilometres from Moscow to Vladivostok, the Trans-Siberian Railway is the longest railway line on Earth. It crosses vast forests, rivers and mountains, including the shores of Lake Baikal, offering an unparalleled journey through the heart of Eurasia. More than a railway, it is a lifeline that connects people, regions and resources across a continent, and a timeless adventure for travellers from around the world.



EPIC ROUTES

PART II · PATHS SHAPED BY LAND AND MEMORY

Some routes are measured less by distance than by the intensity of the landscape. These journeys reward careful preparation, slower movement and respect for the places and communities encountered along the way.

EPIC ROUTES

4 SOUTH AMERICA 5 AUSTRALIA

LAND · MEMORY · MOVEMENT



4 INCA TRAIL

PERU

Stone paths climb from cloud forest toward high Andean passes before reaching Machu Picchu. The classic trek combines physical challenge with archaeology and living culture. Permits, trained guides and controlled visitor numbers help protect a route vulnerable to erosion and overcrowding.



5 GREAT OCEAN ROAD

AUSTRALIA

Victoria’s coastal road follows cliffs, forest and the powerful Southern Ocean. The journey is most rewarding at an unhurried pace, allowing time for walking routes, small coastal communities and changing weather rather than treating the landscape as a sequence of roadside stops.

BEFORE YOU GO

Choose the right season, confirm access rules and build flexibility into the itinerary. Local guides add context and support regional economies. Weather, altitude and distance can transform even familiar routes into serious journeys.

THE JOURNEY IS THE DESTINATION.



GREAT JOURNEYS

PART I • BY RAIL AND BY SEA

A great journey changes with every hour. The landscape unfolds gradually, conversations replace airport queues and the distance itself becomes part of the experience. Rail and sea travel allow travellers to understand scale in a way that fast connections rarely can.



BY RAIL

LANDSCAPES IN MOTION

Long-distance trains turn travel into observation. Mountain passes, forests and settlements appear beyond the window while shared carriages create a temporary community. Sleeper services can also reduce the need for short flights, but comfort, schedules and border procedures vary widely between routes.



BY SEA

BEYOND THE ROAD

Expedition voyages reach islands, polar coastlines and remote communities where roads disappear. The most responsible operators limit landings, manage waste carefully and follow wildlife-distance rules. Smaller groups and qualified guides can transform a cruise from sightseeing into meaningful environmental learning.

TRAVEL NOTE

Compare the journey, not only the destination. Time, season, operator standards and environmental impact should shape the choice.

WILD EARTH

PART I – SAVANNA AND RAINFOREST

Wildlife encounters can change how travellers understand the planet, but access brings responsibility. The strongest experiences combine patient observation with local knowledge, scientific guidance and strict respect for habitat. These landscapes are living systems — not backdrops created for visitors.



SAVANNA

EAST AFRICA

Across the open plains, rainfall shapes every movement. Herds follow seasonal grazing while predators, scavengers and smaller species maintain a complex ecological balance. Responsible safaris keep a safe distance, avoid blocking animals and rely on trained local guides who can interpret behaviour without disturbing it.



RAINFOREST

THE AMAZON BASIN

The Amazon contains layers of life that are easily missed from the ground. River journeys and guided forest walks reveal flooded habitats, nocturnal species and extraordinary plant diversity. Small groups, quiet observation and locally operated tourism help reduce pressure while supporting communities that protect the forest.



OBSERVE, DO NOT INTERFERE

Never feed, touch or surround wildlife. Follow guide instructions, keep noise low and choose operators with clear **conservation standards.**

EXTREME LANDSCAPES

WHERE THE PLANET REVEALS ITS RAW POWER

Earth's most dramatic environments are shaped by heat, pressure, ice, wind and time. Entering them safely requires preparation, local knowledge and respect for conditions that can change without warning.



FIRE

Volcanic landscapes reveal the planet in motion. Visitors should remain inside official access zones, follow local alerts and never approach active vents or fresh lava without qualified guidance.



ICE

Glaciers preserve ancient climate records while constantly shifting under their own weight. Guided travel reduces exposure to hidden crevasses, unstable ice and rapidly changing weather.



SAND

Deserts are complex ecosystems, not empty spaces. Temperature, wind and distance make reliable navigation, water planning and experienced local support essential.



STONE

Canyons expose geological history layer by layer. Flash floods, heat and difficult terrain demand careful route selection and constant attention to forecasts.

ENTER WITH RESPECT · LEAVE WITHOUT A TRACE

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PEOPLE
MARKETS
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SOCIETY
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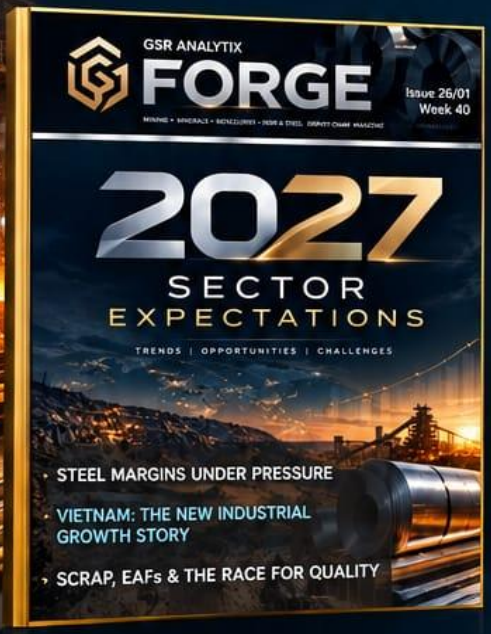
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GLOBAL OUTDOOR SPORTS CALENDAR

Where Adventure Becomes Competition

Five events. Four continents.
One calendar shaped by terrain, endurance and technical skill.



16–18 OCT 2026	**UCI MTB ENDURO & E-ENDURO WORLD CHAMPIONSHIPS** Technical terrain meets world-level racing on the Ligurian coast.	Finale Ligure ITALY
21–22 OCT 2026	**OCEANIAN CONTINENTAL CHAMPIONSHIPS — EDR / E-EDR** Two days of continental Enduro and E-Enduro competition.	Collie AUSTRALIA
25 OCT 2026	**NEW ZEALAND NATIONAL CHAMPIONSHIPS — XCM** Cross-country marathon racing in one of New Zealand's established outdoor destinations.	Rotorua NEW ZEALAND
15 NOV 2026	**AMERICAN CONTINENTAL CHAMPIONSHIPS — XCM** Continental-level cross-country marathon competition.	Mar del Plata ARGENTINA
21–28 MAR 2027	**ABSA CAPE EPIC** The official programme runs from the Prologue through six stages before the Grand Finale.	South Africa SOUTH AFRICA



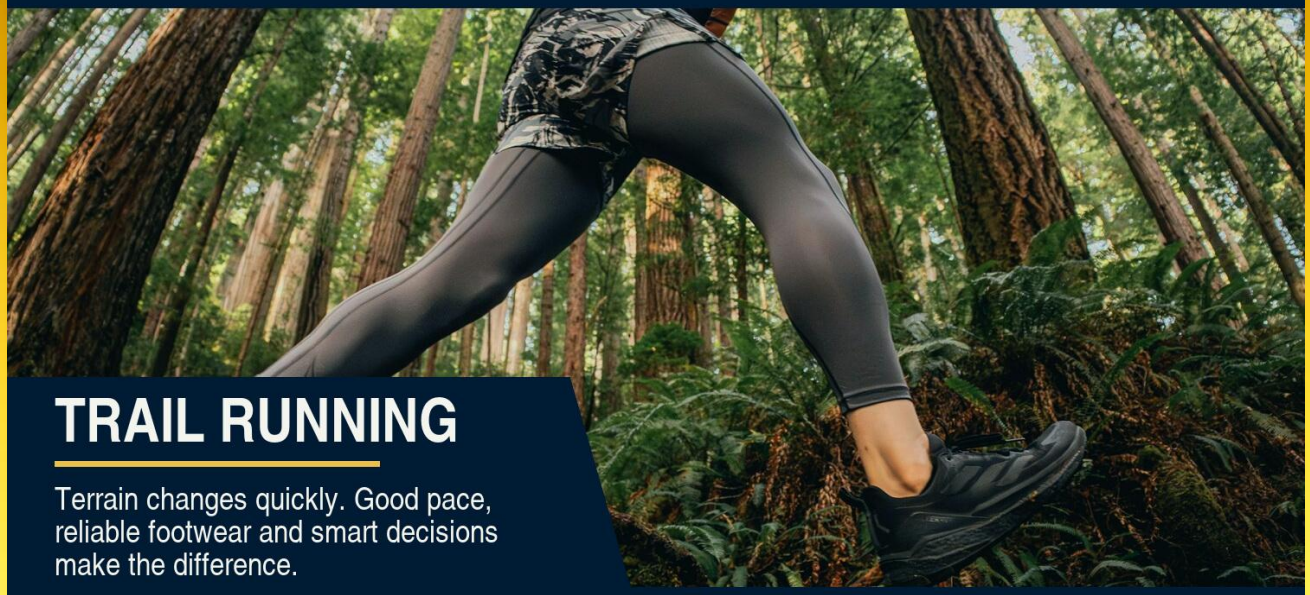


FIELD VIEW

Outdoor competition is more than a finish line. Terrain, weather, endurance and technical judgement shape every event differently — and turn the sporting calendar into another way of reading the world.

GLOBAL OUTDOOR SPORTS

TRAILS THAT TEST BODY AND JUDGMENT



TRAIL RUNNING

Terrain changes quickly. Good pace, reliable footwear and smart decisions make the difference.



TREKKING

Plan the route. Watch the weather. Respect local access rules.



MOUNTAIN BIKING

Ride in control. Protect the trail and the landscape around it.

PREPARE WELL • MOVE WITH PURPOSE

GLOBAL OUTDOOR SPORTS

WATER, ROCK & VERTICAL TERRAIN



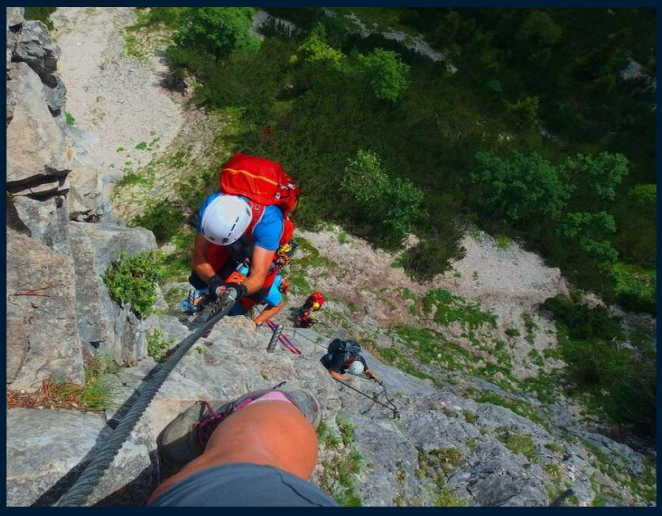
WHITE-WATER RAFTING

Read the river, wear approved gear and move as one team.



ROCK CLIMBING

Check anchors. Know the route. Climb within your ability.



VIA FERRATA

Use the safety system correctly and respect mountain conditions.

PREPARE WELL • MOVE WITH PURPOSE

GEAR & FIELD

OUTDOOR SYSTEMS FOR THE REAL WORLD

The right equipment does not create the adventure, but it gives you the margin to make better decisions when conditions shift.

BUILD THE MARGIN

Three practical systems to think through before the route starts.

PREPARATION TURNS AMBITION INTO A SAFER, RICHER EXPERIENCE.







1 PROTECT

Use route-appropriate protective equipment and know how it works. Clothing, shelter, first aid and emergency systems form the foundation of a safer day outside.

- CLOTHING
- SHELTER
- FIRST AID
- EMERGENCY COMMUNICATION

2 NAVIGATE

Map, compass, shared plan and a clear turn-back decision help you stay on track when conditions change. Digital tools are valuable, but they work best as part of a wider system.

- MAP & COMPASS
- ROUTE KNOWLEDGE
- SHARED PLAN
- TURN-BACK DECISION

3 SUSTAIN

Food, water, energy and rest keep decision-making sharp. Plan for the environment, the season and the real demands of the route rather than the optimistic version.

- FOOD & WATER
- ENERGY MANAGEMENT
- REST
- ENVIRONMENTAL CONDITIONS

PACK WITH PURPOSE

Choose equipment for the environment and trip, not the specification sheet. A well-prepared kit supports better judgement, greater flexibility and a more rewarding experience.

GLOBAL ADVENTURE CALENDAR



UPCOMING COMPETITION WINDOWS



08 – 11 OCT 2026
HOKA KODIAK ULTRA MARATHONS BY UTMB
NORTH AMERICA
Trail Running



16 – 18 OCT 2026
WORLD CLIMBING SERIES SALT LAKE CITY
USA
Boulder



16 – 18 OCT 2026
UTMB WORLD SERIES
ASIA
Trail Running



23 – 25 OCT 2026
WORLD CLIMBING SERIES SANTIAGO
CHILE
Lead • Speed



30 OCT – 01 NOV 2026
UTMB WORLD SERIES
EUROPE
Trail Running

CHECK ORGANISER CHANNELS BEFORE TRAVEL

GLOBAL TOURISM OUTLOOK

GASTRONOMY & HOTEL MARKETS · 2024–2030

GASTRONOMY TOURISM

$961.5B

2024 GLOBAL MARKET

17.3% CAGR

Food-led travel is expanding rapidly.



MARKET SIZE TREND (USD)



Source: Research and Markets · 2025–2030 extrapolated at published CAGR

GLOBAL HOTEL MARKET

$1.29T

2025 GLOBAL MARKET

6.55% CAGR

Hotel demand continues steady global growth.



MARKET SIZE TREND (USD)



Source: Mordor Intelligence · 2027–2030 extrapolated at published CAGR

TWO MARKETS. ONE CONNECTED TRAVEL ECONOMY.

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TOURISM HOSPITALITY CULINARY MAGAZINE
EXPLORE · STAY · TASTE · EXPERIENCE

GLOBAL TOURISM CHALLENGES

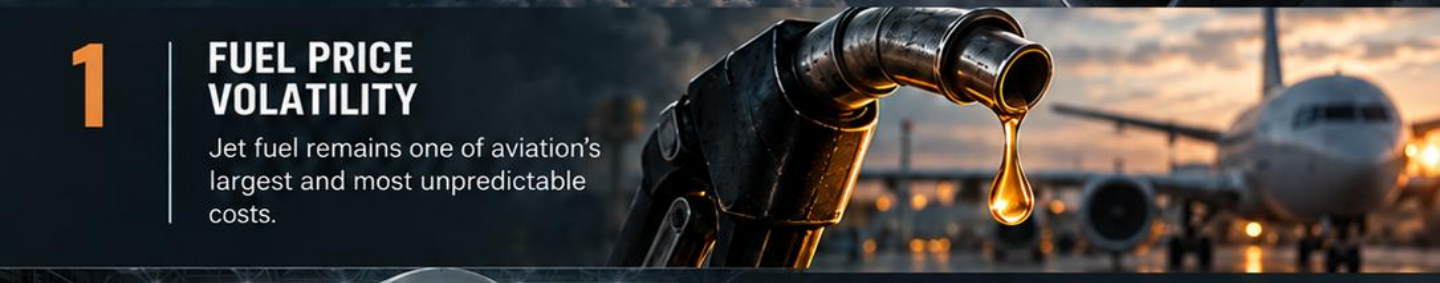
— THE COST OF MOVING

PEOPLE CONNECT THE WORLD
AND KEEP IT MOVING



1 FUEL PRICE VOLATILITY

Jet fuel remains one of aviation's largest and most unpredictable costs.





2 RISING OPERATING COSTS

Labour, maintenance, airport fees and financing are pushing airline expenses higher.

3 AIRCRAFT & SUPPLY BOTTLENECKS

Delivery delays and parts shortages restrict capacity and keep older aircraft flying longer.



4 PRESSURE ON TICKET PRICES

Higher costs are increasingly reflected in fares, especially on constrained routes.

5 LONGER FLIGHT PATHS

Airspace restrictions and rerouting add time, fuel burn and operational complexity.



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TOURISM HOSPITALITY CULINARY MAGAZINE
EXPLORE · STAY · TASTE · EXPERIENCE

Global Tourism Challenges

PEOPLE. PLACES. GREATER RESPONSIBILITY.

As travel grows, the industry faces higher costs, workforce pressures and environmental strain. Meeting these challenges is essential for a healthy and resilient future.

HOTEL COSTS



Higher operating costs are driving up accommodation prices.

LABOUR SHORTAGES



Staff shortages affect service quality and limit growth.

ENERGY COSTS



Rising energy prices increase costs for hotels, transport and attractions.

FOOD INFLATION



Higher food prices affect restaurants, hotels and all-inclusive services.

SUSTAINABILITY



Travellers and businesses must reduce environmental impact and protect natural and cultural heritage.

OVERTOURISM

Popular destinations face pressure from high visitor numbers, straining infrastructure, local communities and cultural sites.



A STRONGER TOGETHER

By working together – industry, governments, local communities and travellers – we can build a more resilient, inclusive and sustainable tourism future.

GLOBAL TRAVEL RANKINGS

AIRLINES • AIRPORTS • CRUISE LINES

WORLD'S TOP AIRLINES 2026

1 Singapore Airlines
2 Qatar Airways
3 Cathay Pacific Airways
4 ANA All Nippon Airways
5 Turkish Airlines

Source: Skytrax World Airline Awards 2026



WORLD'S TOP AIRPORTS 2026

1 Singapore Changi
2 Seoul Incheon
3 Tokyo Haneda
4 Hong Kong
5 Tokyo Narita

Source: Skytrax World Airport Awards 2026



MOST POPULAR CRUISE LINES

1 Royal Caribbean
2 Norwegian Cruise Line
3 Princess Cruises
4 Celebrity Cruises
5 MSC Cruises

Source: Cruise Critic



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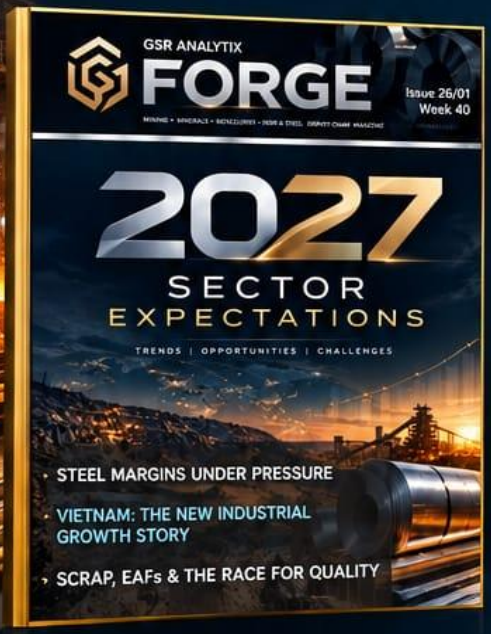
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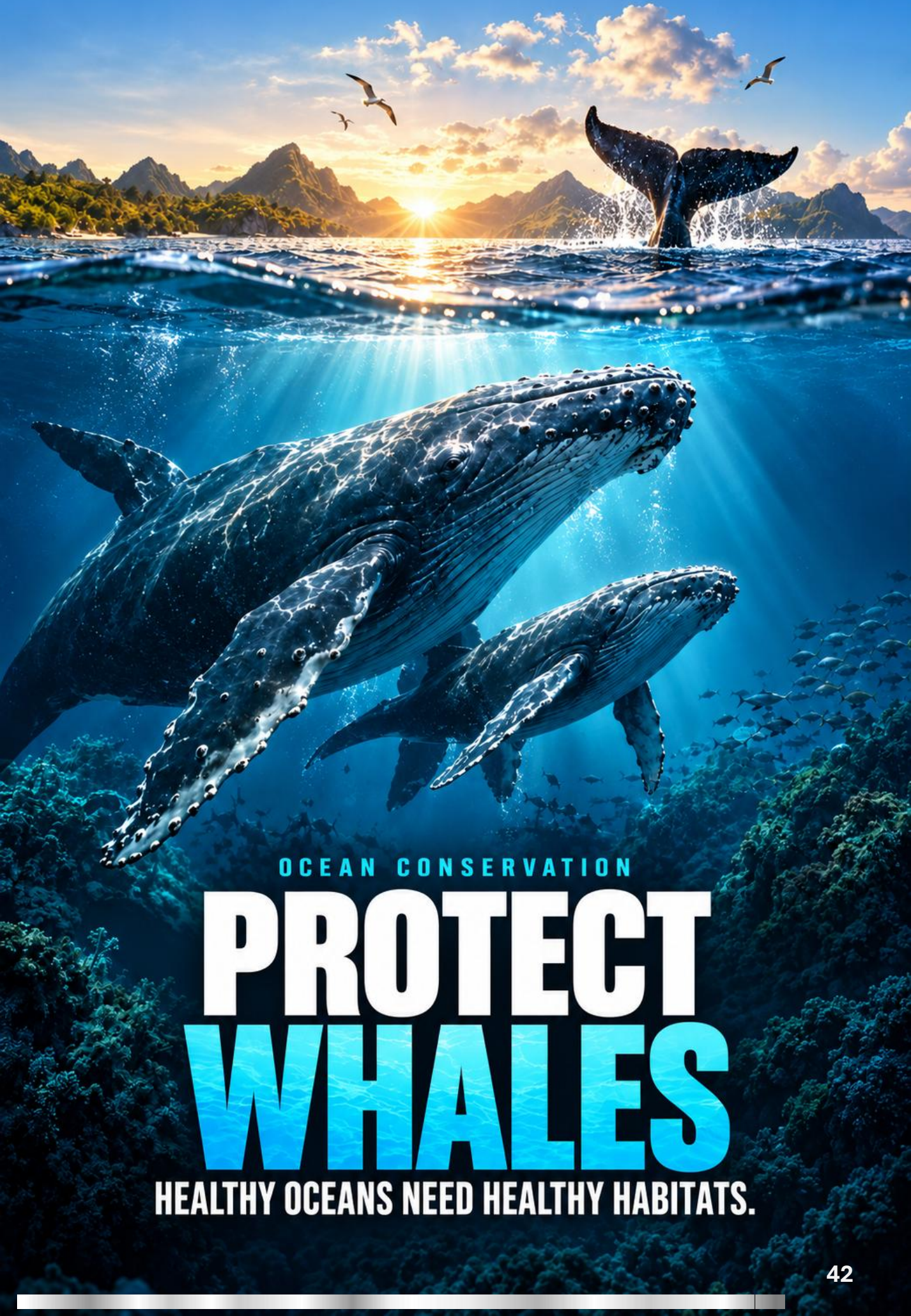
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