GSR ADVENTURE
TOURISM • HOSPITALITY • CULINARY MAGAZINE
ISSUE 26/04 WEEK 42



WORLD ADVENTURE HIGHLIGHTS:

🌎 MONGOLIA: RIDING BEYOND THE HORIZON

🌎 NAMIBIA: WHERE THE DESERT MEETS THE SEA

🌎 PATAGONIA: AT THE EDGE OF THE WILD

🌎 BHUTAN: TRAILS ABOVE THE CLOUDS

🌎 LAPLAND: INTO THE ARCTIC SILENCE

🌎 RAJA AMPAT: ISLANDS BEYOND IMAGINATION

INDEX

02 Editor's Note — Where Empires Shared the Steppe
03 Mongolia — Land of the Eternal Blue Sky
04 Wild Mongolia
05 Steppe Empires — Turkic & Mongol Traces
06 The Orkhon Inscriptions — Where Is Ötüken?
07 One Steppe, Many Peoples
08 Karakorum & Erdene Zuu
09 The Gobi
10 Khövsgöl — The Blue Pearl of Mongolia
11 Altai and the Eagle Hunters
12 Nomad Life
13 Stay in Mongolia
14 Taste Mongolia — A Culinary Journey of the Steppe
15 Taste II Mongolia — Modern Flavors, Ancient Roots
16 Mongolia in Numbers
17 Seasons and When to Go
18 Plan Your Mongolia Trip

19 Global Adventure
20 Wadi Rum & Petra
21 Iceland — Northern Lights Season
22 Bhutan — Kingdom of the Thunder Dragon
23 Alba — White Truffle Season
24 Ha Giang Loop — Vietnam
25 Cape Town & Winelands
26 World Adventure Hotspots — Part I
27 World Adventure Hotspots — Part II
28 Epic Routes — Part I
29 Epic Routes — Part II
30 Great Journeys — Part I: By Rail and By Sea
31 Wild Earth — Part I: Savanna & Rainforest
32 Extreme Landscapes
33 Global Outdoor Sports Calendar
34 Global Outdoor Sports — Trails That Test Body and Judgment
35 Global Outdoor Sports — Water, Rock & Vertical Terrain
36 Gear & Field
37 Global Adventure Calendar
38 Global Tourism Outlook
39 Global Tourism Challenges — The Cost of Moving
40 Global Tourism Challenges — People, Places, Greater Responsibility
41 Global Travel Rankings
42 Protect Whales
43 GSR Analytix Family

IMPRINT
Published by **GSR ANALYTIX**
Founder & Managing Editor: **Gürkan Sever**
Editorial & Research: **GSR ANALYTIX Editorial Team**
Art Direction & Design: **GSR ANALYTIX Creative Studio**
Digital Publishing: **GSR ANALYTIX Media**
www.GSRANALYTIX.com

2026 GSR ANALYTIX. All rights reserved

Editorial sources include international news agencies, official institutions and company releases..

GSR ADVENTURE
TOURISM HOSPITALITY CULINARY MAGAZINE
EXPLORE · STAY · TASTE · EXPERIENCE

EDITOR'S NOTE

WHERE EMPIRES SHARED THE STEPPE

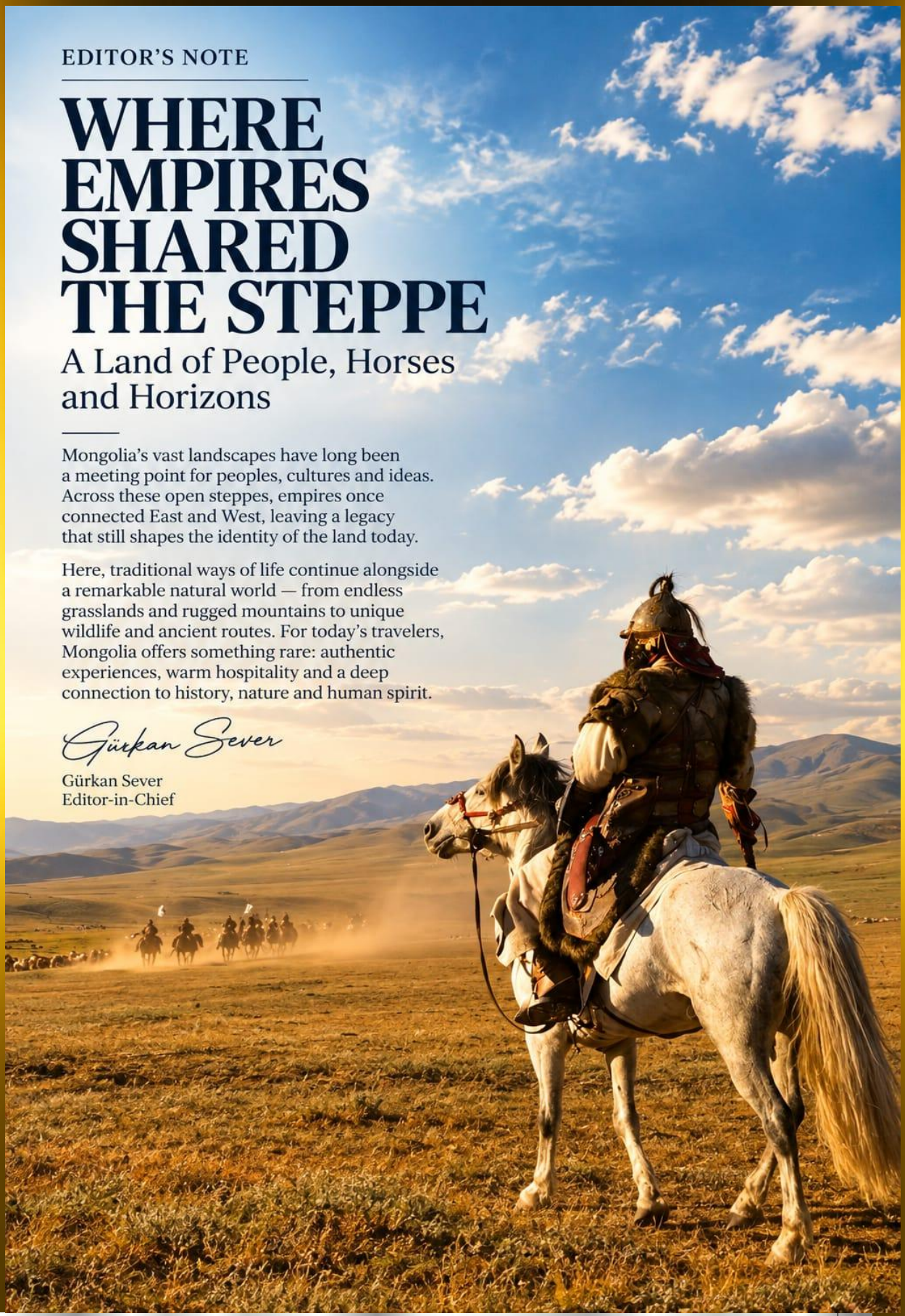
A Land of People, Horses and Horizons

Mongolia's vast landscapes have long been a meeting point for peoples, cultures and ideas. Across these open steppes, empires once connected East and West, leaving a legacy that still shapes the identity of the land today.

Here, traditional ways of life continue alongside a remarkable natural world — from endless grasslands and rugged mountains to unique wildlife and ancient routes. For today's travelers, Mongolia offers something rare: authentic experiences, warm hospitality and a deep connection to history, nature and human spirit.

Gürkan Sever

Gürkan Sever
Editor-in-Chief

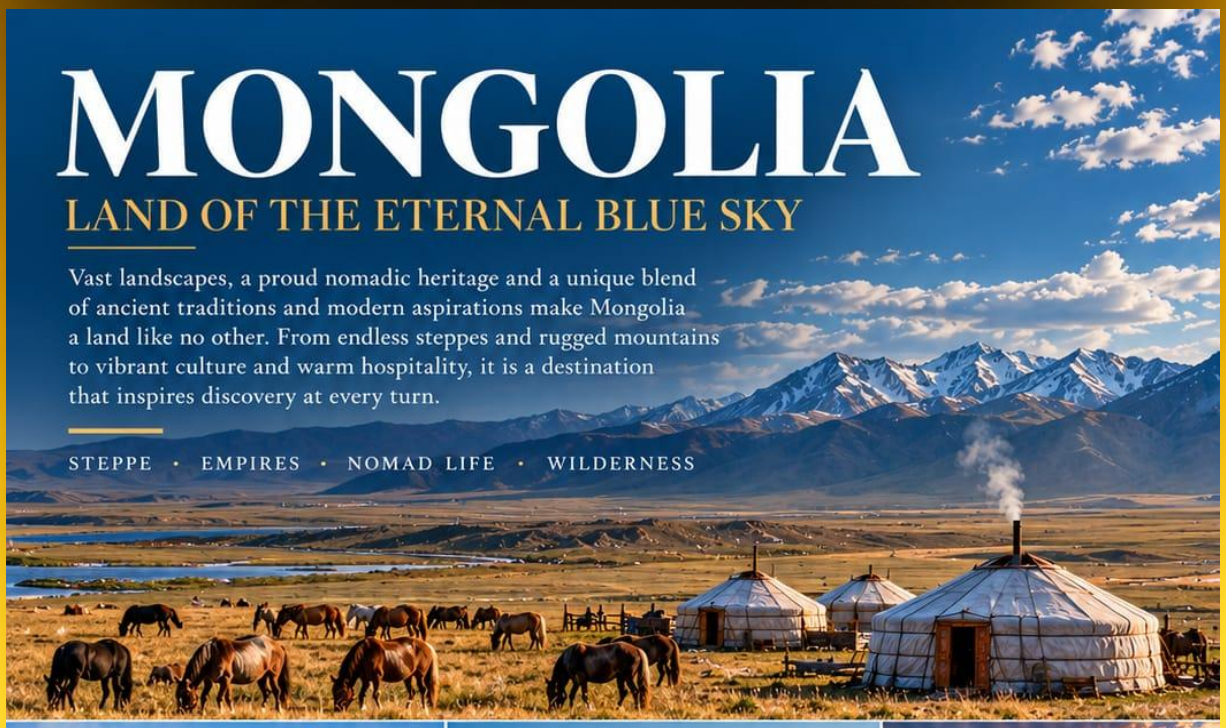


MONGOLIA

LAND OF THE ETERNAL BLUE SKY

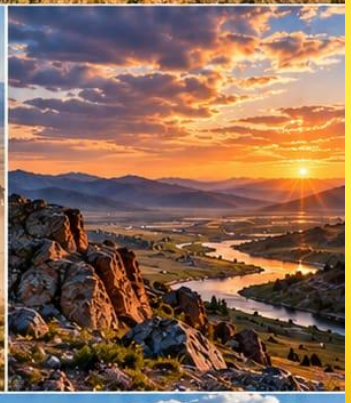
Vast landscapes, a proud nomadic heritage and a unique blend of ancient traditions and modern aspirations make Mongolia a land like no other. From endless steppes and rugged mountains to vibrant culture and warm hospitality, it is a destination that inspires discovery at every turn.

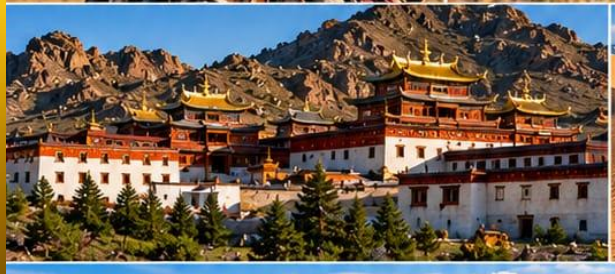
STEPPE · EMPIRES · NOMAD LIFE · WILDERNESS

















WILD MONGOLIA

UNTAMED LANDSCAPES, ENDLESS HORIZONS

From snow-capped mountains and vast steppes to golden deserts and crystal-clear lakes, Mongolia is one of the world's last truly wild destinations. A land of dramatic contrasts, where nature still sets the pace and adventure awaits around every horizon.

GSR ADVENTURE



MOUNTAINS

From the Altai ranges to the Khövsgöl region, Mongolia's mountains offer breathtaking scenery, pristine lakes and an unspoiled natural environment for trekking, fishing and exploration.



THE STEPPE

Vast and open, the Mongolian steppe is the heart of the country. It is a land of nomads, wild horses and timeless traditions, where the horizon seems to stretch forever.



THE GOBI

From towering sand dunes to dramatic rock formations, the Gobi Desert is a world of extremes. It is home to unique wildlife, ancient fossils and landscapes shaped by wind and time.



RIVERS & VALLEYS

Rugged canyons, winding rivers and fertile valleys create some of Mongolia's most stunning landscapes. These natural routes have connected people, cultures and empires for centuries.



WILDLIFE

Mongolia is home to rare and remarkable species, from the iconic golden eagle and snow leopard to the world's last wild horses. Its diverse ecosystems support an extraordinary range of animal life.



A LAND TO EXPLORE

Whether you seek adventure, tranquility or cultural encounters, Mongolia offers an authentic and unforgettable experience in one of the world's last great wilderness areas.



STEPPE EMPIRES

TURKIC & MONGOL TRACES

ORKHON VALLEY — A CROSSROADS OF STEPPE POWER

"From inscriptions and memorial sites to imperial capitals, the Orkhon Valley preserves the layered history of the steppe."





6th–7th c.
Turkic memorial landscapes



8th–9th c.
Khar Balgas · Uyghur capital



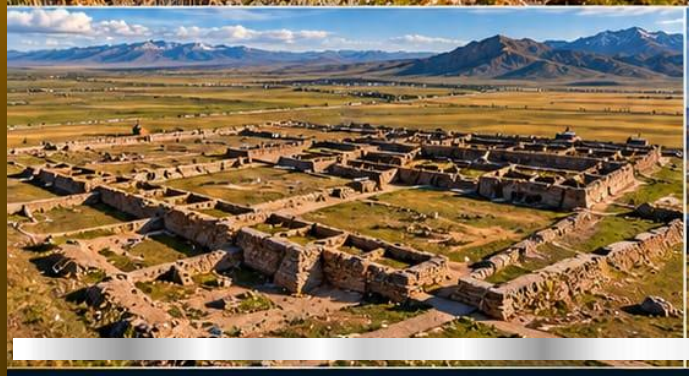
1220
Kharakhorum established



1235
Imperial capital under Ögedei Khan









THE ORKHON INSCRIPTIONS

WHERE IS ÖTÜKEN?

In the heart of Mongolia, along the Orkhon River, stand the Orkhon Inscriptions — some of the oldest known written records of the Turkic world. Carved in the 8th century, these stone stelae tell the story of empire, identity and a land called Ötüken, the sacred homeland of the Turks.



A WRITTEN LEGACY

The Orkhon Inscriptions, written in the Old Turkic script, were erected in honor of Bilge Khan, Kül Tigin and Tonyukuk. They are among the earliest examples of a Turkic written language and offer remarkable insights into the political, cultural and spiritual life of the Göktürk Empire.



WHERE IS ÖTÜKEN?

Ötüken is believed to be in the Orkhon Valley and its surrounding mountains. For the ancient Turks, it was more than a place — it was a homeland, a symbol of unity, strength and eternal return.



BILGE KHAN AND HIS PEOPLE

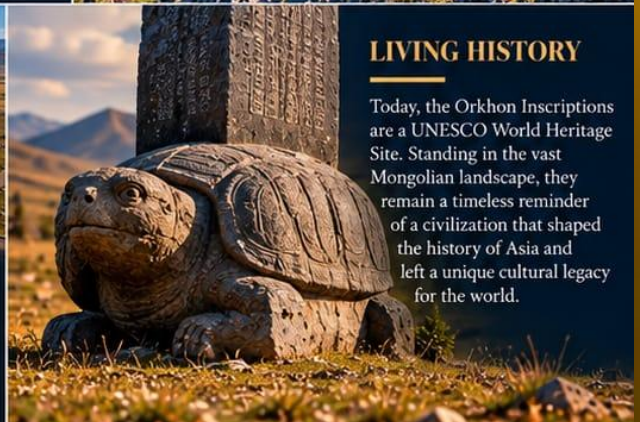
The inscriptions speak of good governance, the unity of the people, the importance of the homeland and the eternal cycle of the steppe. They are a powerful message from the past, still resonating today.





FROM ÖTÜKEN TO KARAKORUM

The legacy of the Orkhon Valley later inspired new capitals, including Karakorum, which continued the tradition of the steppe empires and connected Mongolia to the wider world.



LIVING HISTORY

Today, the Orkhon Inscriptions are a UNESCO World Heritage Site. Standing in the vast Mongolian landscape, they remain a timeless reminder of a civilization that shaped the history of Asia and left a unique cultural legacy for the world.

ONE STEPPE MANY PEOPLES

CULTURES, ROUTES AND A SHARED HORIZON

The Mongolian steppe has always been a crossroads, home to many peoples, languages and cultures. From Turkic tribes to Mongols, from traders to travelers, this vast land has connected East and West for centuries, creating a unique blend of traditions that still lives on today.

TURKIC ROOTS



The early Turkic peoples, including the Göktürks, left a lasting legacy on the steppe. Their language, culture and state traditions influenced the region and laid foundations for future empires.

MONGOL EMPIRE



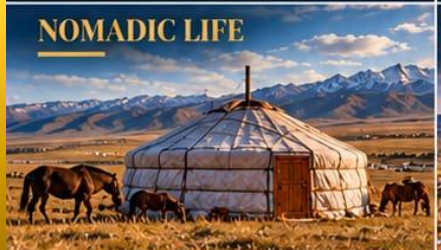
Under the leadership of Genghis Khan, the Mongols united the steppe and built the largest land empire in history, connecting people, goods and ideas across continents.

A MELTING POT



The steppe brought together Mongols, Turks, Uyghurs, Tibetans, Chinese, Persians, Russians and many other peoples. Trade routes, migration and cultural exchange shaped a rich and diverse heritage.

NOMADIC LIFE



For centuries, nomadic herders have lived in harmony with the land, following the seasons with their herds. This way of life has preserved deep knowledge of nature, resilience and a strong sense of community.

FAITH AND TRADITIONS



Shamanism, Buddhism, Islam and other beliefs have all found a home on the steppe. Spiritual traditions continue to shape the identity and daily life of its people.

A SHARED TOMORROW



Today, Mongolia's diverse cultural heritage remains a source of strength and inspiration. The steppe continues to bring people together, reminding us that different cultures can share the same horizon.



KARAKORUM & ERDENE ZUU

A CAPITAL ON THE STEPPE

Karakorum, once the heart of the Mongol Empire, was a meeting point of peoples, ideas and trade routes. Today, the Erdene Zuu Monastery stands as a powerful symbol of Mongolia's layered history — where imperial heritage and living Buddhist tradition come together on the endless steppe.

THE IMPERIAL CAPITAL



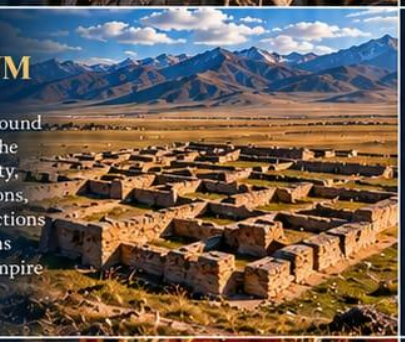
Founded in the early 13th century by Genghis Khan, Karakorum became the capital of the Mongol Empire. It was a cosmopolitan city where merchants, envoys, scholars and craftsmen from across Asia and Europe met, making it one of the most important centers of its time.

ERDENE ZUU MONASTERY



Built in 1586 on the ruins of Karakorum, Erdene Zuu is Mongolia's oldest Buddhist monastery. Surrounded by 108 white stupas, it houses temples, statues, ancient manuscripts and priceless works of religious art, and remains an active center of spiritual life today.

THE RUINS OF KARAKORUM



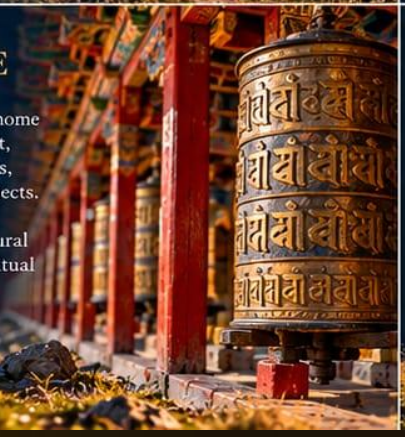
Archaeological remains around the Orkhon Valley reveal the vast scale of the ancient city, including palace foundations, craftsman districts and sections of the city wall. These ruins tell the story of a global empire that once connected East and West.

108 STUPAS



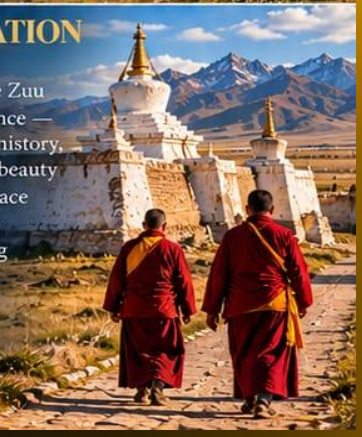
The monastery is encircled by 108 white stupas, a number considered sacred in Buddhism. Each stupa represents protection, wisdom and the continuity of the teachings, creating a unique and serene atmosphere on the steppe.

ART, FAITH AND HERITAGE



Erdene Zuu's temples are home to remarkable Buddhist art, including statues, thangkas, manuscripts and ritual objects. The monastery reflects Mongolia's enduring cultural identity and the deep spiritual traditions that continue to inspire its people.

A LIVING DESTINATION



Today, Karakorum and Erdene Zuu offer visitors a unique experience — a journey through Mongolian history, Buddhist culture and the vast beauty of the Orkhon Valley. It is a place where the legacy of the steppe empires still resonates, inviting travelers to discover a deeper sense of time and connection.

THE GOBI

EXTREMES, BEAUTY AND TIMELESS HORIZONS

The Gobi is far more than a desert. It is a land of extraordinary contrasts — vast plains, towering sand dunes, dramatic cliffs, fossil-rich valleys and rare wildlife. Here, ancient dinosaur remains lie beneath the sands, nomadic families still follow the rhythm of the seasons, and silence stretches to the horizon, offering one of the world's most powerful wilderness experiences.



KHONGORYN ELS
SINGING SANDS

The Khongoryn Els dunes, rising up to 300 meters, are among the most spectacular sand dunes in Asia. When the wind blows, the sand produces a deep, resonant sound that can be heard from afar. At sunrise and sunset, the dunes glow in changing shades of gold, orange and red.



BAYANZAG
THE FLAMING CLIFFS

Bayanzag, known as the Flaming Cliffs, are world-famous for their rich dinosaur fossils, including the first dinosaur eggs ever discovered. The red-hued cliffs light up at sunset, creating a dramatic landscape that has fascinated explorers, scientists and travelers for generations.



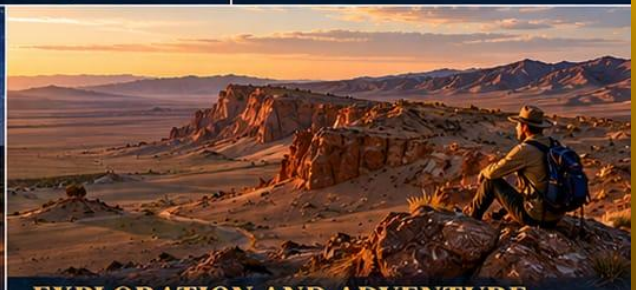
WILDLIFE OF THE GOBI

The Gobi is home to unique and resilient wildlife, including the rare Bactrian camel, Gobi bear, snow leopard, argali sheep and Przewalski's horse. Birdlife is also rich, with species adapted to the harsh desert environment. Responsible travel helps protect this fragile ecosystem for future generations.



A DESERT UNDER STARS

With minimal light pollution, the Gobi offers some of the clearest night skies on Earth. Stargazing here is an unforgettable experience, with the Milky Way stretching across the sky. Many visitors stay in traditional gers (yurts) or eco-camps, combining modern comfort with the timeless spirit of the steppe and desert.



EXPLORATION AND ADVENTURE

The Gobi offers endless opportunities for adventure — from camel trekking across the dunes to 4x4 expeditions in remote valleys, hiking in dramatic landscapes and visiting fossil sites. It is a destination for those seeking solitude, natural beauty and a deep connection with Mongolia's wild heart.

GSR MAGAZINES

FOUR EDITORIAL WINDOWS ON A CHANGING WORLD

PEOPLE
MARKETS
TECHNOLOGY
SOCIETY
OUR PLANET

Global intelligence for people, markets, industry and the future.





GSR ADVENTURE

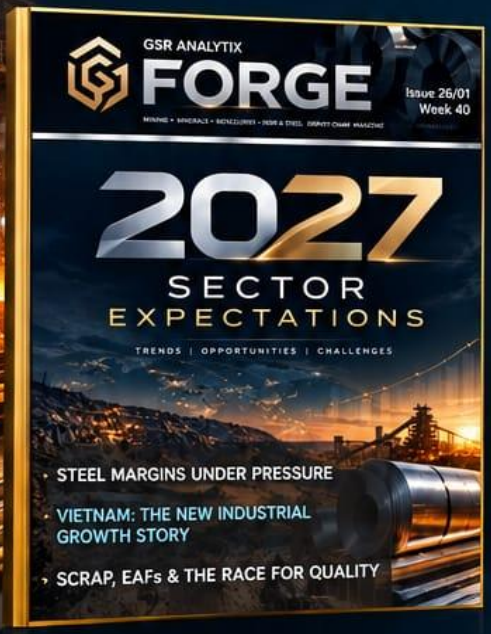
Travel, experience and culture

EXTRAORDINARY PLACES. REAL STORIES.

GSR NEWS

The global week in focus

MARKETS. ECONOMY. SOCIETY. PEOPLE.





GSR FORGE

Industry, metals and transformation

MARKETS. TECHNOLOGIES. SUPPLY CHAINS.

GSR TECHNOLOGY

Innovation, systems and tomorrow

IDEAS. INDUSTRIES. A SMARTER WORLD.

TRAVEL | CULTURE | MARKETS | INDUSTRY | TECHNOLOGY | SOCIETY | OUR PLANET

www.gsranalytix.com

KHÖVSGÖL
THE BLUE PEARL OF MONGOLIA

Often called the “sister lake” of Baikal, Lake Khövsgöl is Mongolia’s most spectacular freshwater lake. Surrounded by snow-capped mountains and endless taiga forests, it offers a pristine natural environment where crystal-clear waters, wildlife and nomadic traditions create an unforgettable experience.

GSR ADVENTURE



CRYSTAL-CLEAR WATERS

Lake Khövsgöl holds around 70% of Mongolia’s freshwater resources. Its remarkably clear waters, visible up to 20–30 meters deep, change color from turquoise to deep blue throughout the day, reflecting the surrounding mountains and forests.



TAIGA AND MOUNTAINS

The lake is surrounded by dense Siberian taiga forests, home to larch, pine and cedar trees. The Khövsgöl mountain range provides a stunning backdrop, especially in winter when its peaks are covered in snow, creating a dramatic and pristine landscape.



RICH WILDLIFE

The region is home to reindeer, moose, Siberian ibex, wolves, brown bears and a wide variety of bird species, including rare migratory birds. The untouched ecosystem makes Khövsgöl a paradise for nature lovers and wildlife photographers.



NOMADIC HOSPITALITY

Stay in traditional gers or eco-camps along the lake and experience the warm hospitality of local Tsaatan and Darkhad families. Their simple lifestyle and deep connection with nature offer a unique cultural insight.



OUTDOOR ACTIVITIES

Explore the region on horseback, go trekking through taiga forests, enjoy kayaking on calm waters, or try fishing for taimen and lenok. In winter, the frozen lake offers opportunities for ice trekking and unique photography.



PEACE AND SOLITUDE

Despite its growing popularity, Khövsgöl remains one of Asia’s most peaceful destinations. Its vast landscapes, clean air and minimal human impact offer a rare chance to disconnect and immerse yourself in pure nature.



A SKY FULL OF STARS

With very little light pollution, Khövsgöl is one of the best places in Mongolia for stargazing. On clear nights, the Milky Way stretches across the sky, creating a magical atmosphere that completes the Khövsgöl experience.



ALTAI AND THE EAGLE HUNTERS

In western Mongolia, the Altai Mountains offer some of the country's most dramatic landscapes and deep-rooted traditions. Here, Kazakh eagle hunters continue a centuries-old way of life, living in harmony with nature, their horses and their golden eagles.



A LIVING TRADITION

Kazakh eagle hunting is a UNESCO Intangible Cultural Heritage. The bond between hunter and eagle is built on patience, trust and years of training, passed down through generations. During winter, hunters take their eagles into the mountains to hunt foxes and hares, continuing a unique tradition that remains very much alive.



DRAMATIC LANDSCAPES

The Altai region is a land of striking contrasts — snow-capped peaks, glaciers, alpine lakes, vast valleys and wide open steppes. It is one of the most remote and least explored areas in Mongolia, offering untouched nature, spectacular scenery and a true sense of wilderness for adventurous travelers.



KAZAKH NOMADIC LIFE

The Kazakh people of the Altai live a semi-nomadic lifestyle, herding sheep, goats, horses and camels. Visitors can experience their warm hospitality, traditional food and simple way of life, gaining insight into a culture that has coexisted with the harsh environment for centuries.



EAGLE HUNTING FESTIVALS

Winter festivals in the Altai showcase the skills of the eagle hunters, with spectacular demonstrations of speed, precision and teamwork between hunter and eagle. These events offer a rare opportunity to witness this extraordinary tradition up close.



TREKKING AND EXPLORATION

The Altai region offers outstanding opportunities for trekking, horseback riding, wildlife watching and photography. From high mountain passes to hidden lakes and ancient petroglyphs, every journey reveals new landscapes and a deeper connection with Mongolia's wild west.



ANCIENT HERITAGE

The Altai is also home to thousands of petroglyphs, ancient burial sites and archaeological remains, offering clues to the region's rich history. These sites reflect the deep cultural heritage of the peoples who have lived, traveled and thrived in this rugged landscape for thousands of years.

NOMAD LIFE

A TIMELESS WAY OF LIVING

For centuries, Mongolia's nomadic families have lived in harmony with the land, following the rhythm of the seasons. Their deep connection with nature, animals and wide open spaces reflects a unique culture that continues to thrive in the modern world.

GSR ADVENTURE

THE GER

A HOME ON THE MOVE



The ger is the heart of nomadic life. Easily assembled and transported, it offers warmth in winter, coolness in summer and a practical design perfectly suited to the steppe environment.

LIVESTOCK

THE WEALTH OF THE STEPPE



Horses, sheep, goats, cattle and camels provide everything nomadic families need — food, clothing, transport and shelter materials. Livestock is not only a source of livelihood but also a deep cultural and spiritual bond.

SEASONAL MOVEMENTS

FOLLOWING NATURE'S RHYTHM



Nomadic families move several times a year in search of fresh pastures for their herds. These seasonal migrations ensure the health of the animals and the sustainability of the grasslands, maintaining a balance with nature.

TRADITIONS AND HOSPITALITY



Mongolians are known for their warm hospitality. Visitors are often welcomed with milk tea, airag (fermented mare's milk) and traditional dishes. Sharing food and stories is an essential part of nomadic culture and a way to build friendship.

SKILLS AND CRAFTS



Nomadic life requires a wide range of skills — from horse riding and herding to making leather goods, felt, clothing and traditional tools. These skills are passed down through generations and remain an important part of Mongolian identity.

A LIVING HERITAGE

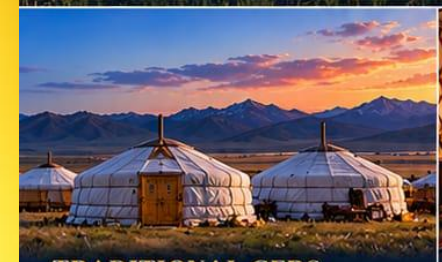


Despite modern challenges, the nomadic way of life continues to thrive. Younger generations proudly carry on their traditions, ensuring that Mongolia's extraordinary cultural heritage remains alive for the future.

STAY IN MONGOLIA

FROM TRADITIONAL GERS TO LUXURY CAMPS

Mongolia offers a unique range of accommodation, from traditional gers on the open steppe to world-class luxury camps in breathtaking locations. Each stay brings you closer to nature and the timeless spirit of the land.



TRADITIONAL GERS

Staying in a ger is the most authentic way to experience Mongolia. These traditional felt tents are warm in winter, cool in summer and perfectly adapted to the steppe environment. Many ger camps offer modern comforts while preserving the traditional atmosphere.



LUXURY GER CAMPS

For a more comfortable experience, luxury ger camps combine traditional design with modern amenities such as private bathrooms, heating, fine dining and exceptional service. Set in stunning locations, they offer the perfect balance of authenticity and comfort.



ECO-LODGES

In national parks and remote regions, eco-lodges provide a sustainable and comfortable stay. Built with local materials and designed to blend with nature, these lodges offer modern facilities while minimizing environmental impact. They are ideal for travelers seeking comfort in pristine landscapes.



CAMPS IN UNIQUE LOCATIONS

From the granite cliffs of Terelj to the rolling dunes of the Gobi, ger camps are often set in extraordinary locations. Waking up to vast horizons, striking rock formations or endless grasslands turns every stay into an unforgettable experience.



RIVERSIDE AND LAKE STAYS

In areas such as Khövsgöl and the Khangai Mountains, lakeside and riverside camps offer peaceful stays surrounded by forests, water and wildlife. These accommodations are perfect for nature lovers, photographers and those seeking tranquility.



HOTELS IN ULAANBAATAR

For those who prefer a city stay, Ulaanbaatar offers a wide range of hotels, from international brands to boutique options. Hotels provide modern amenities, easy access to museums, restaurants and shopping, making them a convenient choice before or after your steppe adventure.



TASTE MONGOLIA

A CULINARY JOURNEY OF THE STEPPE

Mongolian cuisine is shaped by the land, climate and nomadic way of life. Simple ingredients, rich flavors and time-honored techniques create a unique food culture that reflects the resilience and hospitality of the Mongolian people.

GSR ADVENTURE



BUUZ

MONGOLIA'S ICONIC DUMPLINGS

Steamed dumplings filled with mutton or beef are the most beloved dish in Mongolia. Juicy, flavorful and traditionally cooked in a large steamer called a khuushuur, buuz are a must-try for every visitor.



KHORKHOG

MEAT COOKED WITH NATURE

A traditional dish where meat, often mutton, is cooked with hot stones inside a sealed metal pot. The meat is combined with local herbs and root vegetables, creating a smoky, intense flavor that represents the spirit of the steppe.



AIRAG

THE NOMADIC DRINK

Fermented mare's milk, known as airag, is a traditional drink with a slightly sour and refreshing taste. Rich in probiotics, it has been a staple of nomadic life for centuries and offers a true taste of Mongolian heritage.



KHUUSHUUR

A CRISPY FAVORITE

Deep-fried meat pies filled with minced mutton or beef, khuushuur are crispy on the outside and juicy inside. They are a popular dish at festivals, local markets and family gatherings, perfect for a quick and delicious meal.



LOCAL DAIRY PRODUCTS

PURE AND NUTRITIOUS

Mongolia is famous for its dairy products, including fresh milk, yogurt (öröm), dried curd (aariul) and clotted cream (eej). These natural and nutritious products have been essential to nomadic life for generations, offering unique flavors and health benefits.



MONGOLIAN TEA

A WARM TRADITION

Salty milk tea, often made with milk, water, salt and sometimes butter, is the traditional beverage served to guests. It provides warmth and energy, especially in the harsh winter months, and is a symbol of Mongolian hospitality.



TASTE II MONGOLIA

MODERN FLAVORS, ANCIENT ROOTS

Mongolian cuisine is a unique blend of traditional nomadic flavors and modern influences. From grilled meats and dairy products to hearty soups and innovative contemporary dishes, Mongolia offers a rich culinary experience that reflects its land, climate and culture.



GRILLED MUTTON

THE TASTE OF THE STEPPE

Mutton is at the heart of Mongolian cuisine. Simply seasoned and grilled over an open fire, it offers a pure and rich flavor. The natural taste of the meat, combined with the clean air and free-grazing lifestyle of the animals, makes it a truly unforgettable dish.



BANSH

A HEARTY SOUP

Bansh is a traditional noodle soup made with hand-cut noodles, tender mutton and a light broth. It is a comforting and nutritious meal, perfect for the cold Mongolian winters and a favorite among locals and visitors alike.



BUUZ

A NATIONAL FAVORITE

Buuz, steamed dumplings filled with mutton or beef, are one of Mongolia's most iconic dishes. Traditionally cooked in a large steamer, they are juicy, flavorful and often enjoyed during festivals, family gatherings and special occasions.



AIRAG

A TRADITIONAL DRINK

Airag, fermented mare's milk, has been a part of nomadic life for centuries. It has a slightly sour and refreshing taste, is rich in probiotics and represents the close connection between the Mongolian people and their animals.



DAIRY DELIGHTS

NATURAL AND NUTRITIOUS

Mongolia is famous for its dairy products, including fresh milk, yogurt (öröm), dried curd (aaruul), clotted cream (eej) and cheese. These products have been essential for generations, providing nutrition and energy in the harsh steppe environment.

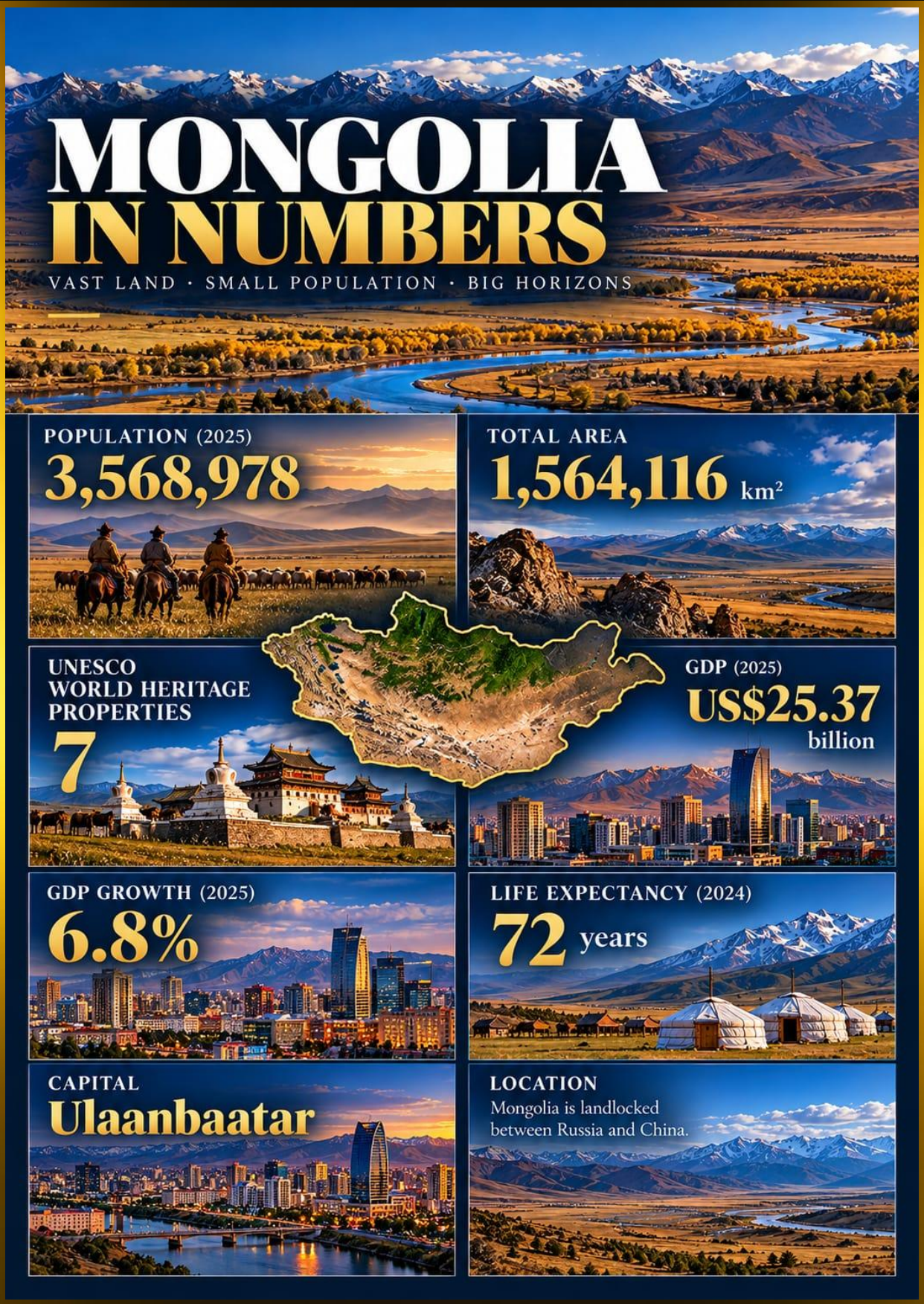


MODERN MONGOLIAN CUISINE

TRADITION MEETS INNOVATION

While traditional dishes remain at the heart of Mongolian cuisine, modern restaurants in Ulaanbaatar and tourist regions are reinterpreting local flavors with contemporary techniques, creating exciting new dishes that bring the taste of the steppe to a global audience.




MONGOLIA
IN NUMBERS
VAST LAND · SMALL POPULATION · BIG HORIZONS
POPULATION (2025)
3,568,978
TOTAL AREA
1,564,116 km²
UNESCO WORLD HERITAGE PROPERTIES
7
GDP (2025)
US$25.37 billion
GDP GROWTH (2025)
6.8%
LIFE EXPECTANCY (2024)
72 years
CAPITAL
Ulaanbaatar
LOCATION
Mongolia is landlocked between Russia and China.

SEASONS AND WHEN TO GO

EXPERIENCE MONGOLIA ALL YEAR ROUND

Mongolia offers unique experiences in every season. From vibrant summer adventures to golden autumn landscapes, snowy winter festivals and the fresh beauty of spring, each time of year reveals a different side of this extraordinary country. Plan your trip according to your interests and discover the magic of Mongolia in every season.

GSR ADVENTURE

SPRING
(MARCH – MAY)

Spring brings new life to Mongolia. Temperatures gradually rise, rivers and lakes begin to thaw, and nomadic families move to their spring pastures. It is a great time for birdwatching, photography and cultural encounters, as the landscape awakens with fresh colors.

SUMMER
(JUNE – AUGUST)

Summer is the most popular season to visit Mongolia. Warm weather, long days and clear skies are ideal for trekking, horse riding, camping and exploring national parks. It is also the best time to experience traditional festivals such as Naadam, and to meet nomadic families in their gers on the open steppe.

AUTUMN
(SEPTEMBER – OCTOBER)

Autumn paints Mongolia in golden and red hues. The weather is still mild, crowds are smaller, and the landscapes are incredibly photogenic. It is an excellent time for hiking, cultural trips and photography, with clear skies and stunning views across forests, rivers and mountain valleys.

WINTER
(NOVEMBER – FEBRUARY)

Winter transforms Mongolia into a snow-covered wonderland. Experience the extreme beauty of frozen lakes, snow-dusted mountains and the traditional way of life in the cold season. Highlights include winter festivals, dog sledding, ice fishing and unique opportunities to experience the silence and vastness of the steppe.

SEASONAL HIGHLIGHTS

SPRING
Wildflowers, migratory birds, nomadic life begins.

SUMMER
Warm weather, outdoor activities, Naadam Festival.

AUTUMN
Golden landscapes, clear skies, ideal for photography.

WINTER
Snow adventures, winter festivals, frozen lakes.

TRAVEL TIPS BY SEASON

- Check weather conditions and pack accordingly.
- Dress in layers for changing temperatures.
- Book tours and accommodations early for summer and festivals.
- Bring a camera – every season offers unique photo opportunities.
- Be prepared for remote areas with limited facilities.

PLAN YOUR MONGOLIA TRIP

ROUTES, EXPERIENCES AND ESSENTIALS

Mongolia is a land of vast landscapes, ancient traditions and unforgettable experiences. Whether you have a few days or several weeks, there are countless ways to explore the steppe, deserts, lakes and mountains. Here is a practical guide to help you plan your journey and make the most of your time in Mongolia.

GSR ADVENTURE

POPULAR ROUTES AND REGIONS



1. **CENTRAL MONGOLIA** – Ulaanbaatar, Terelj National Park
2. **GOBI DESERT** – Sand dunes, flaming cliffs, dinosaur fossils
3. **WEST MONGOLIA** – Lakes, mountains and nomadic culture
4. **NORTH MONGOLIA** – Khuvsgöl Lake, taiga forests
5. **EAST MONGOLIA** – Steppes, rivers and ancient sites

SUGGESTED ITINERARIES



5 DAYS – HIGHLIGHTS
Ulaanbaatar, Terelj National Park and nomadic family experience.



7 DAYS – DESERT ADVENTURE
Ulaanbaatar, Baga Gazriin Chuluu, Flaming Cliffs, Khongor Sand Dunes.



10 DAYS – NATURE AND CULTURE
Ulaanbaatar, Terelj, Khuvsgöl Lake and nomadic lifestyle.



14 DAYS – THE COMPLET JOURNEY
Central Mongolia, Gobi Desert, Khuvsgöl Lake, ancient sites and local communities.

TOUR OPTIONS



4×4 EXPEDTIONS
Explore remote areas with experienced local drivers. Ideal for reaching deserts, lakes and mountain regions.



HORSEBACK TOURS
Experience the true spirit of Mongolia on horseback. Ride across endless grasslands and stay with nomadic families.



NOMADIC STAYS
Live with local families, learn about their traditions, share meals and experience the warmth and hospitality of the steppe.

FESTIVALS AND EVENTS



NAADAM FESTIVAL (11–13 JULY)
Mongolia's biggest festival with traditional sports, music and cultural events.

EAGLE FESTIVAL (OCTOBER, WEST MONGOLIA)
Witness the unique tradition of eagle hunting.

ICE FESTIVAL (JANUARY–FEBRUARY)
Experience winter activities and local culture on frozen lakes.

LOCAL FESTIVALS
Various dates and regions
Offer authentic cultural experiences and a chance to meet nomadic communities.

WHAT TO BRING



- Layered clothing (for warm days and cold nights)
- Waterproof jacket
- Sturdy hiking boots
- Hat, gloves and sunglasses
- Sunscreen and lip balm
- Camera and extra batteries
- Personal medications
- Insect repellent (summer)

IMPORTANT TIPS



- Check visa requirements before travel.
- Respect local customs and traditions.
- Be prepared for changing weather conditions.
- Carry enough cash, especially in rural areas.
- Travel with a local guide for a safer and richer experience.
- Leave no trace and help protect Mongolia's pristine nature.

GSR MAGAZINES

FOUR EDITORIAL WINDOWS ON A CHANGING WORLD

PEOPLE
MARKETS
TECHNOLOGY
SOCIETY
OUR PLANET

Global intelligence for people, markets, industry and the future.





GSR ADVENTURE

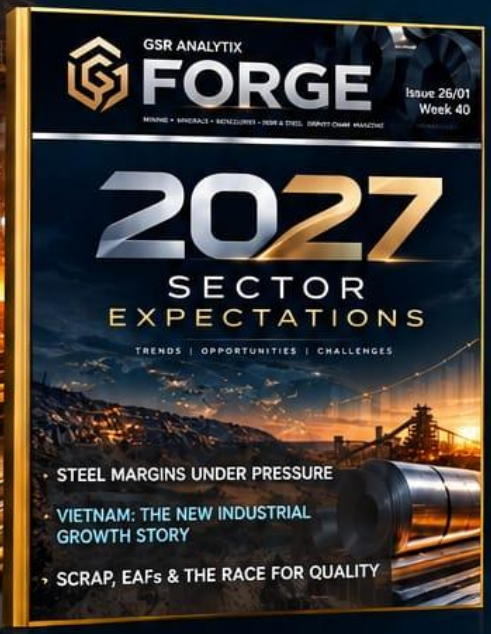
Travel, experience and culture

EXTRAORDINARY PLACES. REAL STORIES.

GSR NEWS

The global week in focus

MARKETS. ECONOMY. SOCIETY. PEOPLE.





GSR FORGE

Industry, metals and transformation

MARKETS. TECHNOLOGIES. SUPPLY CHAINS.

GSR TECHNOLOGY

Innovation, systems and tomorrow

IDEAS. INDUSTRIES. A SMARTER WORLD.

TRAVEL | CULTURE | MARKETS | INDUSTRY | TECHNOLOGY | SOCIETY | OUR PLANET

www.gsranalytix.com



GLOBAL ADVENTURE

THE WORLD AWAITS

Across continents, cultures and extraordinary landscapes,
a new journey begins.

EXPLORE • EXPERIENCE • CONNECT

JORDAN

WADI RUM & PETRA

DESERT WONDERS, TIMELESS HERITAGE

From the vast, otherworldly landscapes of Wadi Rum to the ancient rose-red city of Petra, Jordan offers a journey through breathtaking nature and extraordinary history — where desert, culture and hospitality come together in a truly unforgettable experience.



ICELAND

NORTHERN LIGHTS SEASON

Winter in Iceland brings one of the world's most unforgettable natural spectacles. Under clear, dark skies, the aurora borealis dances above volcanic landscapes, icy coastlines and remote mountain horizons.

WHEN TO GO

The best viewing season generally runs from autumn to early spring, when long nights and clear skies create the strongest conditions for aurora watching.

WHERE TO WATCH

Open landscapes away from city lights offer the clearest views. Coastal roads, lava fields and mountain lookouts provide some of Iceland's most dramatic aurora settings.

WHAT TO EXPECT

No two nights are the same. Some displays appear as a soft green arc, while others unfold in sweeping curtains of light across the sky.

TRAVEL TIPS

Check the forecast, dress for extreme cold and stay flexible. Weather changes quickly, and patience is often rewarded with extraordinary moments.







A sky of silence, colour and wonder.



GLOBAL ADVENTURE

BHUTAN

KINGDOM OF THE THUNDER DRAGON

A Sacred Landscape

Bhutan is a land where dramatic mountains, ancient forests and living Buddhist traditions exist in harmony. Here, spirituality is part of daily life, and the landscape itself feels sacred — a place that invites a slower, deeper way of traveling.

Cliffside Wonder

Perched 900 meters above the Paro Valley, Paro Taktsang — the Tiger's Nest Monastery — is one of the world's most extraordinary spiritual sites. Clinging to a sheer cliff, this sacred monastery offers breathtaking views and a profound sense of devotion, courage and faith.

Why It Inspires

Bhutan's timeless beauty and gentle rhythm of life offer more than just stunning scenery. It inspires a sense of inner peace, connection and perspective — a reminder that true adventure is not only about where you go, but how it changes you.

GSR ADVENTURE

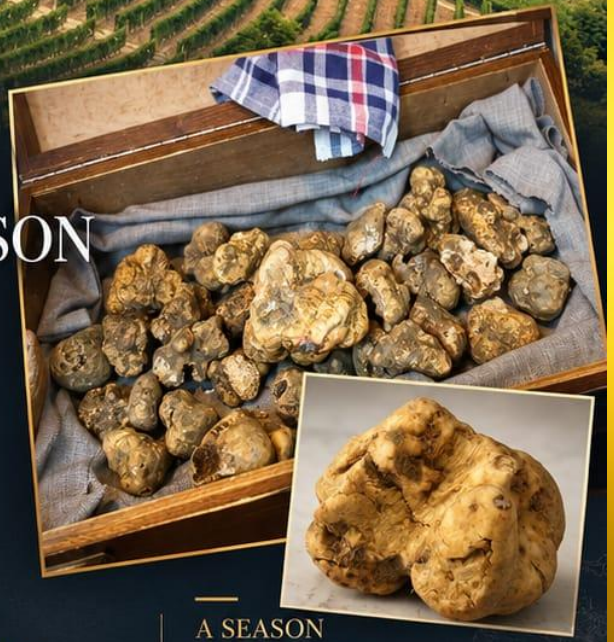


ALBA

WHITE TRUFFLE SEASON

Piedmont, Italy

In the rolling hills of Piedmont, autumn brings a rare and enchanting treasure: the white truffle. Around Alba, vineyards, oak woods and centuries of culinary tradition come together in a season that celebrates the truffle as a symbol of the land, its people and an extraordinary way of life.



A LAND OF EXCEPTIONAL FLAVOURS

Alba sits at the heart of a landscape shaped by vineyards, hazelnut groves and rolling hills. Here, the rhythm of the seasons still follows the land, where fine wines and local cuisine reflect a deep connection between nature, culture and community.

A CULTURE OF THE TRUFFLE

The white truffle is more than a rare ingredient — it is a part of local identity. Passed down through generations, the knowledge of the forests, the trained dogs and the traditions that surround truffle hunting keep a unique cultural heritage alive.

A SEASON TO SAVOUR

Autumn in Alba is a time of unforgettable flavours, convivial tables and a warm, authentic atmosphere. Markets, trattorie and family-run estates welcome travellers to experience the truffle season with all the senses — a celebration of place, people and extraordinary taste.



HA GIANG LOOP

VIETNAM

Mountain Roads, River Views & High Pass Adventure

The Ha Giang Loop is one of Vietnam's most spectacular journeys, a dramatic northern route of winding mountain roads, towering limestone peaks, river views and authentic cultural encounters with local hill tribe communities.



THE ROAD

A thrilling network of winding roads and mountain passes that snake through rugged limestone peaks and remote villages.

THE VIEWPOINTS

Endless panoramic viewpoints offer breathtaking scenes of dramatic valleys, jagged peaks and traditional hill tribe villages.

THE RIVER

Emerald rivers and lakes flow through deep valleys, adding a serene contrast to the rugged mountain landscape.

WHEN TO GO

Best from September to April for clear skies, cool weather and the most dramatic views.

GSR ADVENTURE
TOURISM HOSPITALITY CULINARY MAGAZINE
EXPLORE · STAY · TASTE · EXPERIENCE

CAPE TOWN & WINELANDS

Where Ocean Light Meets Vineyard Landscapes

Dramatic mountains, a vibrant city, world-class vineyards and an endless Atlantic horizon — Cape Town and the Winelands offer a rare combination of natural beauty, culture and flavour that stays with you long after you leave.

Cape Town

A city where mountains meet the sea, Cape Town blends natural beauty with a vibrant food, art and cultural scene. From scenic coastal drives to bustling waterfronts and golden beaches, it's a destination that inspires at every turn.



The Winelands

Just a short drive from the city, historic vineyards, charming towns and breathtaking mountain views create a world of world-class wines, farm-to-table dining and unforgettable experiences.

Table Mountain

An iconic landmark and one of the world's most spectacular natural wonders. Whether you hike to the top or take the cableway, Table Mountain rewards you with unforgettable views over the city, coastline and beyond.

Why It Stays With You

It's the feeling of ocean air on your skin, the view from mountain to sea, the warmth of the people and the simple pleasure of a great glass of wine. Cape Town and the Winelands don't just impress — they connect, inspire and stay in your story forever.

GSR MAGAZINES

FOUR EDITORIAL WINDOWS ON A CHANGING WORLD

PEOPLE
MARKETS
TECHNOLOGY
SOCIETY
OUR PLANET

Global intelligence for people, markets, industry and the future.





GSR ADVENTURE

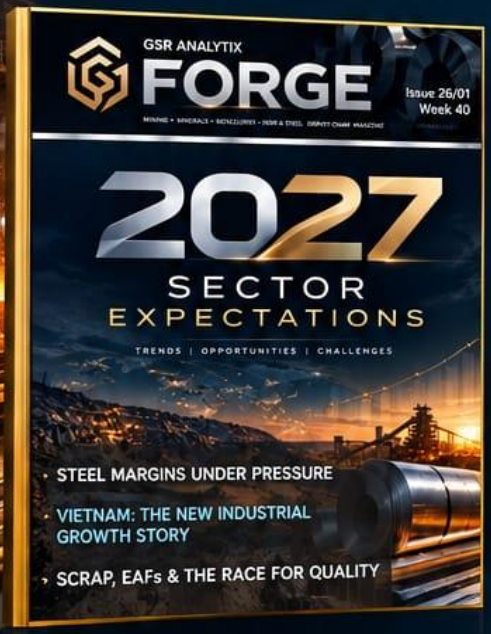
Travel, experience and culture

EXTRAORDINARY PLACES. REAL STORIES.

GSR NEWS

The global week in focus

MARKETS. ECONOMY. SOCIETY. PEOPLE.





GSR FORGE

Industry, metals and transformation

MARKETS. TECHNOLOGIES. SUPPLY CHAINS.

GSR TECHNOLOGY

Innovation, systems and tomorrow

IDEAS. INDUSTRIES. A SMARTER WORLD.

TRAVEL | CULTURE | MARKETS | INDUSTRY | TECHNOLOGY | SOCIETY | OUR PLANET

www.gsranalytix.com

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.

GSR ADVENTURE

PLAN WELL • TRAVEL SLOWLY • RESPECT LOCAL KNOWLEDGE

GSR MAGAZINES

FOUR EDITORIAL WINDOWS ON A CHANGING WORLD

PEOPLE
MARKETS
TECHNOLOGY
SOCIETY
OUR PLANET

Global intelligence for people, markets, industry and the future.





GSR ADVENTURE

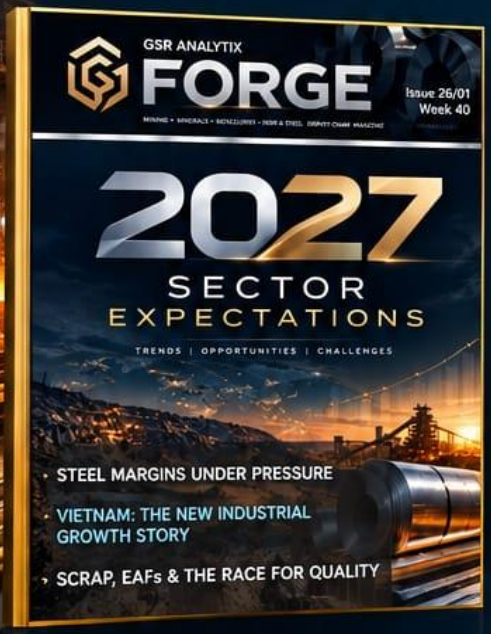
Travel, experience and culture

EXTRAORDINARY PLACES. REAL STORIES.

GSR NEWS

The global week in focus

MARKETS. ECONOMY. SOCIETY. PEOPLE.





GSR FORGE

Industry, metals and transformation

MARKETS. TECHNOLOGIES. SUPPLY CHAINS.

GSR TECHNOLOGY

Innovation, systems and tomorrow

IDEAS. INDUSTRIES. A SMARTER WORLD.

TRAVEL | CULTURE | MARKETS | INDUSTRY | TECHNOLOGY | SOCIETY | OUR PLANET

www.gsranalytix.com

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

GSR MAGAZINES

FOUR EDITORIAL WINDOWS ON A CHANGING WORLD

PEOPLE
MARKETS
TECHNOLOGY
SOCIETY
OUR PLANET

Global intelligence for people, markets, industry and the future.





GSR ADVENTURE

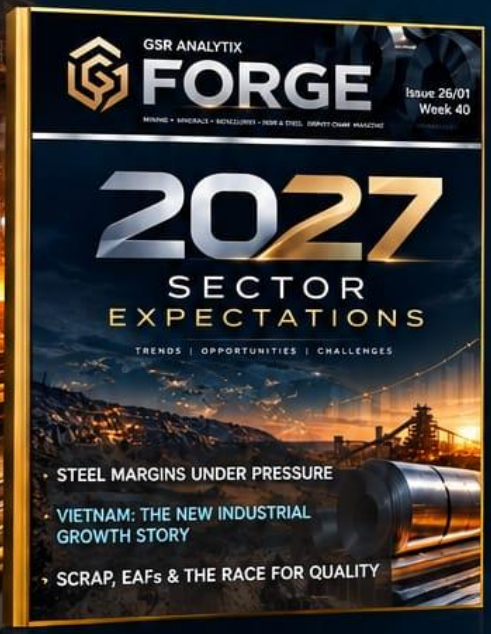
Travel, experience and culture

EXTRAORDINARY PLACES. REAL STORIES.

GSR NEWS

The global week in focus

MARKETS. ECONOMY. SOCIETY. PEOPLE.





GSR FORGE

Industry, metals and transformation

MARKETS. TECHNOLOGIES. SUPPLY CHAINS.

GSR TECHNOLOGY

Innovation, systems and tomorrow

IDEAS. INDUSTRIES. A SMARTER WORLD.

TRAVEL | CULTURE | MARKETS | INDUSTRY | TECHNOLOGY | SOCIETY | OUR PLANET

www.gsranalytix.com

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



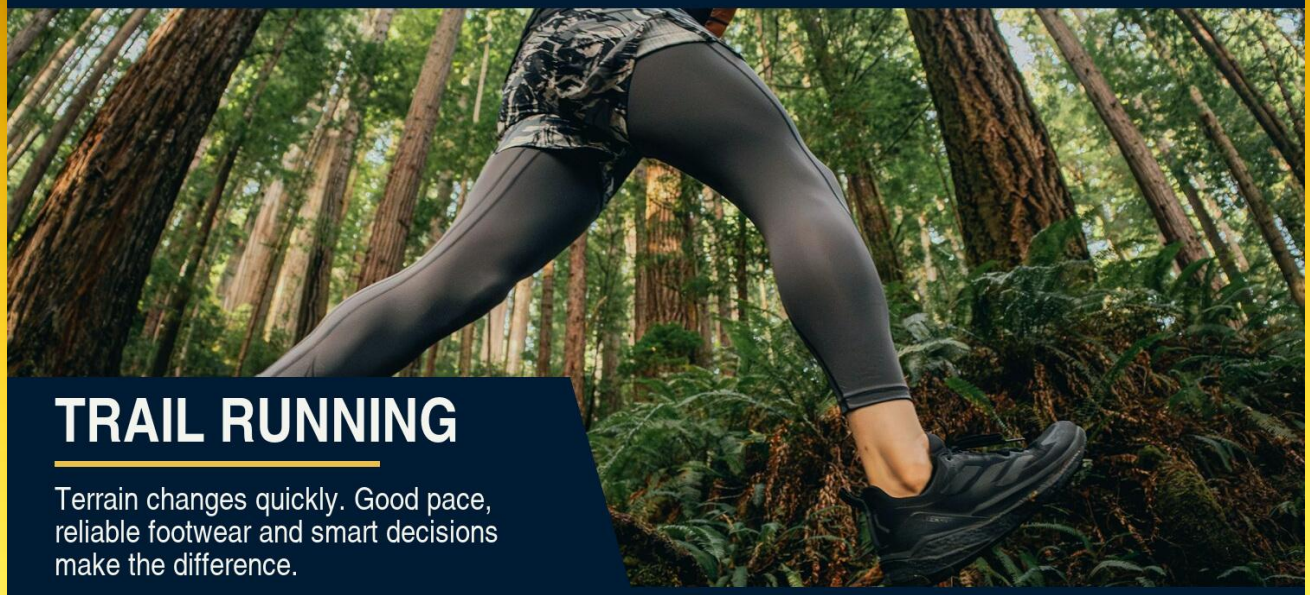


FIELD VIEW

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



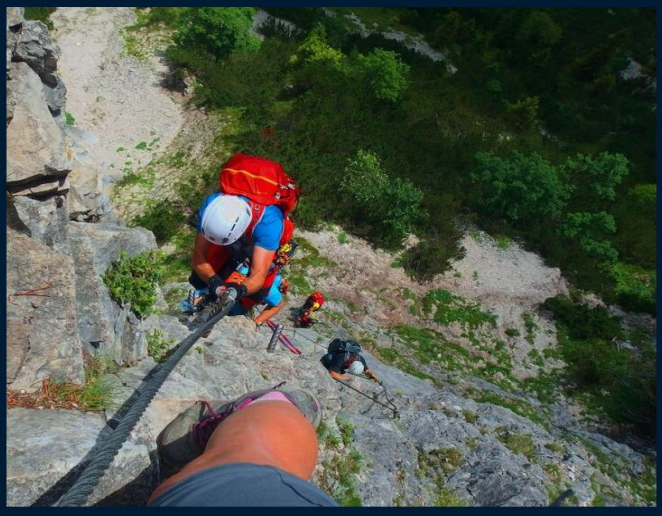
WHITE-WATER RAFTING

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

The next key competition windows after 13 October 2026 continue across Asia and Europe, keeping the global trail-running season in motion.



16–18 OCT 2026

UTMB WORLD SERIES
ASIA
Trail Running



23–25 OCT 2026

UTMB WORLD SERIES
EUROPE
Trail Running



30 OCT–01 NOV 2026

UTMB WORLD SERIES
EUROPE
Trail Running



06–08 NOV 2026

UTMB WORLD SERIES
ASIA
Trail Running



13–15 NOV 2026

UTMB WORLD SERIES
ASIA
Trail Running

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.

GSR ADVENTURE
TOURISM HOSPITALITY CULINARY MAGAZINE
EXPLORE · STAY · TASTE · EXPERIENCE

GLOBAL TOURISM CHALLENGES

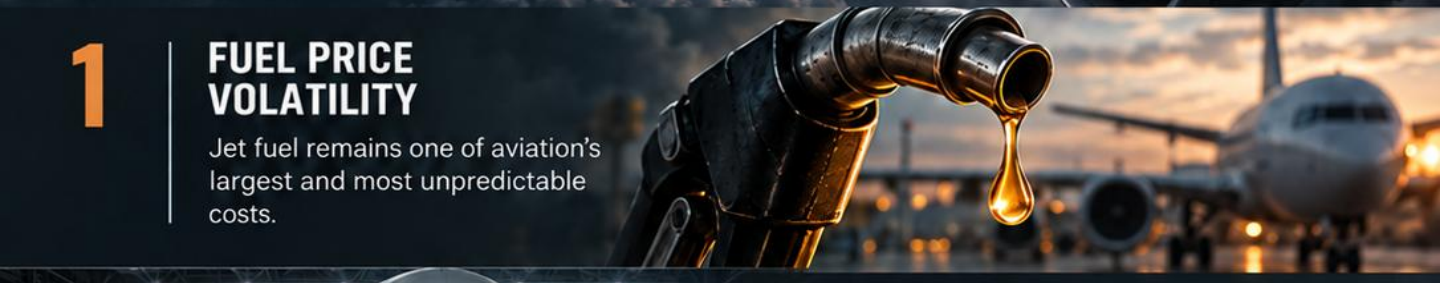
— THE COST OF MOVING

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.



GSR ADVENTURE
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



GSR MAGAZINES

FOUR EDITORIAL WINDOWS ON A CHANGING WORLD

PEOPLE
MARKETS
TECHNOLOGY
SOCIETY
OUR PLANET

Global intelligence for people, markets, industry and the future.





GSR ADVENTURE

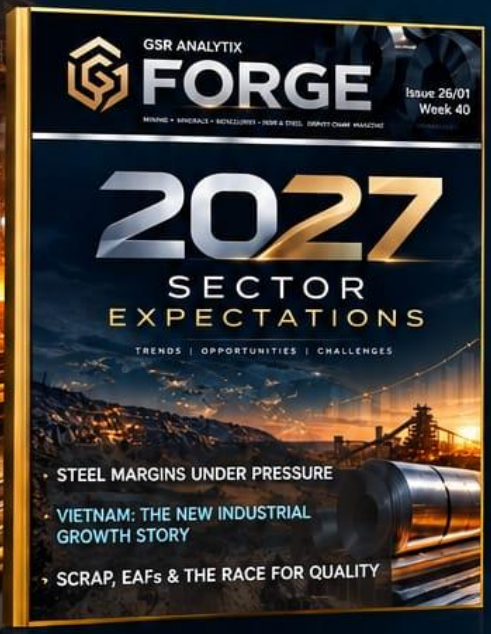
Travel, experience and culture

EXTRAORDINARY PLACES. REAL STORIES.

GSR NEWS

The global week in focus

MARKETS. ECONOMY. SOCIETY. PEOPLE.





GSR FORGE

Industry, metals and transformation

MARKETS. TECHNOLOGIES. SUPPLY CHAINS.

GSR TECHNOLOGY

Innovation, systems and tomorrow

IDEAS. INDUSTRIES. A SMARTER WORLD.

TRAVEL | CULTURE | MARKETS | INDUSTRY | TECHNOLOGY | SOCIETY | OUR PLANET

www.gsranalytix.com

GSR ADVENTURE
TOURISM HOSPITALITY CULINARY MAGAZINE
EXPLORE · STAY · TASTE · EXPERIENCE

PROTECT THE GOBI

Wildlife of a Fragile Desert

Harsh, beautiful and ecologically fragile, the Gobi supports a remarkable range of desert-adapted species. Protecting habitats, water sources and migration routes is essential for the future of this unique landscape.



WILD BACTRIAN CAMEL

One of the world's rarest large mammals, the wild Bactrian camel survives in remote desert environments shaped by heat, wind and scarcity.



KHULAN & DESERT HERDS

Khulan, gazelles and mountain species depend on open space, seasonal water and connected habitats across the wider Gobi ecosystem.





THE GOBI BEAR

Known locally as the *mazaalai*, the Gobi bear is among the rarest bears on Earth and a symbol of how vulnerable desert biodiversity can be.



Conservation, science and responsible travel all have a role in protecting the Gobi.

GSR ADVENTURE
TOURISM • HOSPITALITY • CULINARY MAGAZINE



GSR Adventure is part of the
GSR ANALYTIX family