



Diana Baldrice / The Fresno Bee

Jason Tang, vice president of GordonsGuide.com, talks about the Web site's newest travel options, like swimming with dolphins and "gap year" adventures.

Travel guide expands on its wild side

Fresno-based Web site peppers thousands of listings with new extreme options -- like hanging with sharks.

The Fresno Bee

08/27/07 04:27:03

Whether your idea of a vacation involves a year immersed in a foreign language, art and culture, or 15 minutes submerged in a cage surrounded by sharks, GordonsGuide.com has what you're looking for.

The Fresno-based adventure travel Web site has announced it is expanding its list of thousands of trips with some new extreme options, including North Shore Shark Adventures, in which participants can submerge themselves in a "secure metal cage" in shark-filled waters off the north shore of Hawaii's Oahu Island.

GordonsGuide.com's offerings join a diverse stable of travel options featured by dozens of other companies in the region.

Other new offerings from GordonsGuide.com include four "swimming with dolphin" adventures and two different sets of long-term, deep-immersion vacations, known as "gap year" adventures for the recently graduated students they're aimed at, said Hilda Martinez, director of public relations and corporate communications for the company.

"More and more people are seeking extreme adventures," she said -- an observation backed up by the Adventure Travel Trade Association in Seattle, which estimates Americans spend about \$55 million a year and growing on these kinds of trips.

GordonsGuide.com, founded a decade ago, already offers thousands of trips in categories from dog-sledding and heli-skiing to African safaris and Central American surf trips, Martinez said.

Timothy Gordon, founder and chief executive of the 25-employee company, knows a bit about adventure travel himself. He has worked as a river rafting guide, dude ranch manager, mule pack trip leader and ski instructor, Martinez said.

While some of the trips advertised on the Web site -- like swimming with sharks -- may seem extreme indeed, most of GordonsGuide.com's visitors are families looking for an introduction to more adventurous vacations, said Jason Tang, company vice president. "Adventure vacations require families to work together as a unit," he said. "This creates a bonding experience."