

The Fresno Bee

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'Ed-venture' travel

Fresno-based adventure travel company Gordon's Guide added a new category to its list of dude ranch, whale watching and heli-skiing vacations last week.

Travelers can now sign up for educational vacations through the company, an online vacation warehouse that connects travelers with firms that host and sell the trips. Gordon's Guide compiles adventure vacations on its Web site at www.GordonsGuide.com and through magazine-style travel guides.

The education category was launched last week and includes two trips so far: an art history abroad trip featuring walking tours in London and Italy and a languages abroad program that puts students in touch with language schools around the world.

The company now offers 65 categories of trips.

Gordon's Guide also recently announced it had hit several milestones this summer, including 10,000 trips taken by travelers, the listing of 3,000 destinations in 126 countries and the participation of 1,000 vacation providers worldwide.

Gordon's Guide is part of a growing number of Web sites compiling adventure travel, a rapidly growing industry itself, said Chris Doyle, director of the Adventure Travel Trade Association.

"Over the last decade, they have sprouted up like wildfire," he said. "There are sure to be more coming."