



Aerial activities and water sports are just some of the fun attractions at AOTG.

For Immediate Release

Adventure Awaits; Six Reasons Southern West Virginia's New River Gorge Should be Travelers' First Next Travel Destination

LANSING, W. Va., April 23, 2020 - In [news story](#) after [news story](#) after [news story](#), travel experts have predicted that the first travel destination quarantine-weary Americans will choose will be one they can drive to, preferably with limited crowds and outside adventure. For [50 percent of the U.S. population](#), Southern West Virginia's [New River Gorge](#) is a 100 percent match.

"After quarantining for months, nature-deprived travelers will be ready for a cautious return to outdoor fun," predicted Roger Wilson, CEO of [Adventures on the Gorge](#), an adventure resort situated on the rim of the Gorge. "We're ready when they are."



Experts predict adventure travel will be among the first industry segments to return.



The resort offers a wide variety of lodging choices with private entrances.

Known for its array of adventures including [whitewater rafting](#), [rock climbing](#) and [ziplines](#), Adventures on the Gorge overlooks the New River and the architecturally stunning [New River Gorge Bridge](#). With the nearest major population center of Charleston, W. Va. more than an hour away, Southern West Virginia is dotted by small, often-quirky towns like Fayetteville, two miles from the resort.

The region is home to [three national parks](#) including the New River Gorge National River, which is destined to become the country's next national park. Other parks managed by the National Park Service from its nearby [Canyon Rim Visitor Center](#) are the [Bluestone National Scenic River](#) and [Gauley River National Recreation Area](#). NPS also manages historic sites including [Thurmond](#) and [Nuttallberg](#), one-time coal towns.

Although there are widely diverse experiences to be found throughout the three parks, visitors will be unlikely to find crowds of the kind that travelers expect at large national parks like Yosemite and the Grand Canyon.

"The only lines our guests will find here are our ziplines," said Wilson.

Here are six reasons the New River Gorge is a good choice for travelers' first next travel destination:

- 1. Adventure travel may be the first segment of the travel industry to reopen.** Recent stories in the [Los Angeles Times](#), [Forbes](#), [NBC News](#) and other respected media outlets have suggested that adventure travel might be among the first segments to make a comeback as travelers regain their confidence. In the Forbes interview with travel expert Everett Potter, Adventure Travel Trade Association (ATTA) CEO Shannon Stowell predicted that adventure travel will be the first to recover "due to the fact that the travelers are more intrepid in general and the type of travel is usually about immersion in nature, staying active and healthy and visiting remote communities."
- 2. Outdoor adventures for everybody.** Whether seeking the adrenaline rush of navigating a Class IV rapid on the New River or the solitary Zen of stand up paddle boarding on the smooth water of Summersville Lake, there are adventure options for visitors of every age, physical ability and personal preference. "Some of us will seek the thrill of adventure and others will want to simply chill in quiet solitude," observed Wilson.
- 3. Drive-to destination.** From Charlotte, N.C. (235 miles) to Washington, D.C. (300 miles), [Southern West Virginia](#) is within 300 miles of some 50 percent of the U.S. population. The resort draws visitors from throughout the Midwest, Northeast, Mid-Atlantic and Southeast. Other notable markets within 300 miles include Columbus (225 miles), Pittsburgh (220 miles) and Cincinnati (260 miles).
- 4. National Park.** Before the arrival of COVID-19 that necessitated stay-at-home orders, the New River Gorge was close to becoming the [New River Gorge National Park and Preserve](#). The bipartisan push was making its way to Congress, and West Virginia government and tourism leaders had predicted a quick approval of the initiative.
- 5. Secluded, private accommodations.** The resort offers a range of freestanding and multi-unit cabin [accommodations](#), all with private entrances. On the Gorge and Outback cabins have two, three and four bedrooms, fully equipped kitchens, private decks with hot tubs, outdoor fire rings and living areas for guests to spread out. Elegant Sunnyside Suites are spacious hotel-style suites with private outdoor decks. Kaymoor Cabins and Suites feature basic amenities and private decks.

6. **Open-air dining.** The resort's restaurants, [Smokey's](#), [Chetty's](#), [Rendezvous Lodge](#) and [Java Falls Café](#) feature outdoor seating.

For now, visit virtually

"We think travelers will understandably be a little wary and careful as they begin to travel, and Adventures on the Gorge is well-positioned to address any concerns they may have," said Wilson.

In the meantime, he suggests taking a mental break from quarantining with a virtual visit to the New River Gorge. Adventures on the Gorge staffers have created virtual tours of the New River Gorge with "[flights](#)" over the New River Gorge Bridge, the resort's Canyon Falls Swimming Pool and other scenic spots; a "[hike](#)" on Long Point Trail and tours of historic [Thurmond](#) and the [Summersville Lake Lighthouse](#).

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What to know about Adventures on the Gorge

Named one of the top six adventure resorts in the country by [U.S. News & World Report](#), Adventures on the Gorge is located on more than 250 acres along the rim of the majestic New River Gorge near Fayetteville, W.Va. The resort provides an array of outdoor experiences including whitewater rafting on the New and Gauley Rivers, aerial adventures, rock climbing, rappelling, kayaking, stand up paddle boarding, fishing, mountain biking and hiking. There are also restaurants, bars and shops as well as a small-group conference center. Visitors can choose from a variety of [accommodations](#) and [vacation packages](#).

Travelers can find out more about Adventures on the Gorge [online](#), by calling 1-855-379-8738, or connecting on [Facebook](#), [Twitter](#), [Instagram](#), [TripAdvisor](#), [YouTube](#), and [Vimeo](#) and signing up for AOTG [e-newsletter](#).

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Media contact:

Mesereau Travel Public Relations
mona@mesereaupr.com
tom@mesereaupr.com