

Nat Geo Adventure <http://www.natgeoadventuretv.com>



Nat Geo Adventure unleashes the spirited adventurer in all of us. Chronicling the bold, high impact and exciting experiences of young travellers whose journeys take them to the edge.

Profile

Nat Geo Adventure reaches on average 400,000 different people each week

57% of Nat Geo Adventure viewers are People 25-54
33% of Nat Geo Adventure's audience are Men 25-54

Source: OzTAM, National STV Homes, Wks 1-52 2009, 0600-2400.

Key programs



Which Way To

Thursdays in March at 1930

The Eagar brothers are back with more exotic destinations on their itinerary. From motor biking into a tiny village in the heart of a volcanic crater in Nicaragua to embarking on an epic 26 pub, 7 day pub crawl amid the rolling hills of rural England, the brothers set out with a sense of adventure and fun.



Cruise Ship Diaries

Mondays in March at 2130

Aboard Europe's largest Cruise Ship the Costa Serena. This magnificent vessel is one of the most technologically advanced at sea and carries almost 3000 passengers along with 1200 crewmembers. Take a fly-on-the-wall look at how life unfolds for staff (Australian singer Renee Hunter pictured) and tourists.



Weird And Wonderful Hotels

Premieres Tues in April from 2030 (double episodes)

Venture off the beaten track to uncover the most unique places in which to spend a night. Charismatic locals reveal the secrets of the world's most remote luxury retreats and eco hotels, where guests can get up close and personal with the surrounding wildlife and experience life a world away from home.

