

# The Expert in Baby Boomer Travel

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## ‘Epic Road’ Tours: Does Charity Begin Away From Home?

Published July 12, 2013 | By [Clark Norton](#)

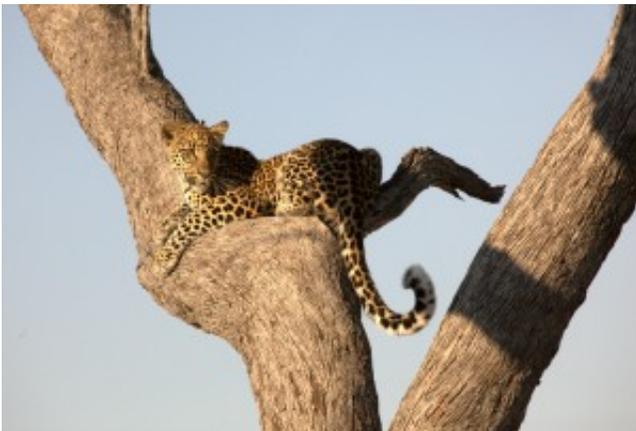
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Leopard in tree — Botswana. Photo by Mark Lakin, Epic Road.

Combining luxury and adventure travel — two boomer favorites — with another boomer hot-button, “transformative experiences,” Epic Road offers customized trips that, for now at least, focus primarily on African safaris and the Arctic. Plans are in the works to expand into Asia, and Epic Road will work with clients to set up trips in other regions of the world if requested.

Luxurious adventure trips are offered by a number of other companies. The Epic Road twist is those “transformative experiences,” including specific humanitarian and conservation initiatives that travelers can build into their journeys if they choose. (See my [previous post](#) on tours popular with baby boomers that give back to the local communities they visit.)

Started by two longtime friends and devoted world travelers, Mark Lakin and Marc Chafiiian, Epic Road’s declared ethos is “to raise awareness and captivate travelers through private access to experiences that can change perceptions and inspire action.”

In practice, this may mean immersing yourself with nomadic tribes, interacting with endangered wildlife

(collaring and tracking rhinos and lions, anyone?), and engaging in initiatives such as distributing solar lights to families who have no access to electricity.

All these are done in cooperation with scientists, conservationists, charities and humanitarian organizations selected by Epic Road.

The company is targeting adventurous, affluent and socially aware travelers of all ages, including honeymooners and multi-generational families (see my [previous post](#) on baby boomers traveling with their grandchildren).

But baby boomers are a prime market for any tour operator that emphasizes humanitarian and conservation concerns and giving back to local communities — as well as customized itineraries that combine luxury and adventure.

This is one to keep an eye on.

Be sure to download my *free* report, “How to Ride the Coming Wave of Boomers,” available [here](#). It’s all about the best ways to market travel to baby boomers — the biggest-spending group of travelers the world has ever seen.

It’s also the easiest way to subscribe to my blog, so you won’t miss a posting. Thanks!

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4 COMMENTS ON “‘EPIC ROAD’ TOURS: DOES CHARITY BEGIN AWAY FROM HOME?”



JOHN GOLDEN on [July 14, 2013 at 7:35 am](#) said:

Epic Road Tours has a really great concept. Let’s go abroad and do all we can to help the less fortunate nomadic tribes, not here in the good old USA where we could help the less fortunate American Indian tribes that have been compressed together on reservations