



Daily Mail

EXTREME TOURISM

Inside the mind of
thrill-seeking
billionaires





TYPES OF TOURISM

Discuss the reasons why
people travel.
Why do you travel?

WHAT IS EXTREME TOURISM?

What words come to your mind
when you hear *extreme tourism*?



READ THE INTRODUCTION AND CHECK IF ANY OF YOUR ANSWERS APPEARED IN THE TEXT.

When photos emerged of the claustrophobic interior of the 22ft submersible that has no chairs and Ziploc bags for toilets, the world was shocked to learn its five crew members paid \$250,000 a head for a ticket. The Titanic submersible tragedy has shone a light on a growing trend among the world's wealthiest people — extreme tourism.

The finding of debris from the submarine has led the US Coast Guard and OceanGate Expeditions to conclude that those on board have died. But Dr Scott Lyons, a psychologist whose clients include some of the world's wealthiest people, told DailyMail.com that new technologies have made it possible for rich people to chase increasingly dangerous thrills. Jetting into space, exploring the depths of the ocean and skydiving from Mount Everest come with a hefty price tag that can only be afforded by the top earners.

Dr Lyons said the rich seek a 'sense of aliveness,' as there will be 'safety in parts of their life like finances, so they might seek the thrill and the risk in other places.' The uber-wealthy may also naturally be risk-takers, which may be partly why they rose to success in the first place.

According to Grand View Research, the global adventure tourism industry is predicted to expand from \$322 billion in 2022 to more than \$1 trillion in 2023 as more firms seek to expand their offerings to daredevil tourists.

DISCUSS

Why is this type of tourism becoming more popular?

What do you think some common extreme tourism activities and destinations are?



READ THE REST OF THE ARTICLE AND CHECK THE ANSWERS TO THE PREVIOUS QUESTIONS.

(1) _____. As you get more extravagant in life, things become less exciting. You're looking for the novelties of life as things become so available to you. The adventures offer a 'sense of aliveness,' said Dr Lyons. 'If there's safety in some parts of their life like finances, where it doesn't feel so risky, they might seek the thrill and the risk in other places.' He added: 'Sensation seeking also comes with people who desire pain relief or avoidance.'

'It starts with a part of the brain called the amygdala, which assesses negative consequences, and essentially turns on a cascade of hormones, like dopamine, testosterone, norepinephrine, adrenaline and serotonin,' he said. '(2) ____' The feeling is similar to if someone were to go on a run for over three miles, Dr Lyons said. It is also comparable to drug taking.

Dr Lyons said: 'People with high sensation-seeking tend to consistently pursue this fleeting moment or feeling that is like taking a drug; it gives us the same sort of positive feeling, except we're creating that through circumstances as opposed to inhaling something or consuming something.' He added: '(3) ____'. We need more to feel more. You might start off making a million dollars, but then you need two million, and then you take the one risk, and then you take more risks. 'The crash after the high is pretty severe, and that high only lasts about 60 to 90 seconds.'

(4) _____. The Titan submersible is a 12ft submarine that carries five people to depths of 13,000ft. The vessel has been described as 'experimental' but made its first successful dive to the Titanic as long ago as 2021. It is usually frequented by scientists, archaeologists or marine biologists, but is open to tourists able and willing to pay the \$250,000 fee.

Dr Lyons said: 'We're seeing really extreme things, like billionaires going out into space. It's wild.' (5) _____. Extreme tourism often involves seeking out typically inaccessible parts of the world. A journey to the South Pole can cost \$100,000, according to the Wall Street Journal. A three-way competition between billionaire entrepreneurs Jeff Bezos, Elon Musk, and Richard Branson has spurred the development of a nascent astro-tourism industry. Branson's Virgin Galactic Holdings said last week its first commercial spaceflight, called 'Galactic 01', would launch between June 27 and June 30. The company has a reported backlog of 800 customers for the roughly 90-minute up-and-back flights, most of whom have paid between \$250,000 and \$400,000 for their tickets.

Meanwhile, on Earth, rich tourists disinclined to make gruelling treks through some of the planet's toughest terrain can fly overhead or book private helicopters instead. Mount Roraima, a mystic, flat-topped mountain on the Venezuela-Brazil border that inspired Arthur Conan Doyle's 1912 'The Lost World' novel and was once only accessible to the Pemon indigenous people, now attracts thousands of hikers each year — and a few visitors who arrive at the top via helicopter. (6) _____.

Dr Lyons said: 'I have a lot of billionaire clients. It's availability, but it's also exclusivity. It makes you feel important, and it makes you feel special, especially if there's low self-esteem involved, which there absolutely can be. Money doesn't necessarily give you esteem. 'This sense of importance and specialness that arises from doing something... going down into the submarine that costs \$250,000, or hiking Kilimanjaro, versus going on a roller coaster, is quite different. (7) _____'.

(8) _____. 'As you earn more, you start hanging around people who have more, so it's a constant comparative experience and challenging. In those circles, as you climb up, there's this sense of needing more,' Dr Lyons said. 'Let's not forget; there is a high earners club, and they're friends. There's social pressure of doing things like this.'



MATCH THE WORDS TO THE DEFINITIONS

bore (v) **compete (v)** **desire (v)** **exclusive (adj)**
mundane (adj) **numb (adj)** **tolerate (v)** **wreck (v)**

1. _____: not able to feel anything, physically or emotionally
2. _____: to destroy or badly damage something
3. _____: to talk or act in a way that makes someone lose interest
4. _____: limited to only one person or group of people
5. _____: to want something, especially strong
6. _____: to accept behaviour and beliefs that are different from your own
7. _____: very ordinary and therefore not interesting
8. _____: to try to be more successful than someone or something else

FILL IN THE GAPS WITH THE CORRECT FORM OF THE WORDS IN BRACKETS.

- A. There's a whole cocktail of hormones that get released and offers pain relief or endorphins, avoidance, and, momentarily, this sense of power, raising us above that threshold of _____. (*numb*)
- B. There's an _____ which gives you that extra pump. (*exclusive*)
- C. Like any other drug, sensation-seeking creates a _____ level in the brain. (*tolerate*)
- D. People will do more thrill-seeking if they're susceptible to _____. (*bore*)
- E. The element of exclusivity of such adventures adds to their _____. (*desire*)
- F. There is an aspect of _____, too. (*compete*)
- G. The expedition to the Titanic _____ that went missing on Sunday is one of the latest examples. (*wreck*)
- H. Billionaires may be more likely to engage in risky and pricey adventures due to the _____ of everyday life. (*mundane*)



FILL IN THE GAPS WITH THE MISSING SENTENCES.

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B. There's an exclusivity which gives you that extra pump.

C. Like any other drug, sensation-seeking creates a tolerance level in the brain.

D. People will do more thrill-seeking if they're susceptible to boredom.

E. The element of exclusivity of such adventures adds to their desirability.

F. There is an aspect of competitiveness, too.

G. The expedition to the Titanic wreckage that went missing on Sunday is one of the latest examples.

H. Billionaires may be more likely to engage in risky and pricey adventures due to the mundaneness of everyday life.





Group A

Think of some arguments in favour of extreme tourism.



Group B

Think of some arguments against extreme tourism.

DEBATE EXTREME TOURISM