



## DELLA ADVENTURE INTRODUCES THREE NEW INTERNATIONAL ACTIVITIES IN LONAKALA

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Della Adventure, India's largest adventure park and corporate outbound training destination in Lonakala, has introduced three new exciting activities – Tribka, Rodeo Bull and Sumo Wrestling. Della Adventure is the only adventure park in India to offer all three international activities.

According to Jimmy Misry, Chief Architect and Managing Director of Della Technica Group, "The Indian appetite for adventure tourism has been increasing consistently, with the segment seeing an over 10% year-on-year increase in travelers.

With easily-accessible, cost-effective adventure destinations and activities which go beyond the regular trekking and hiking – Della Adventure provides a complete package for adrenaline junkies. We hope that the introduction of Tribka, Rodeo Bull and Sumo Wrestling will result in a renewed interest in adventure from our customers."

The three activities are extremely popular abroad and many Indians have enjoyed them while traveling overseas. They are unique in their own way and appeal to different customers differently.

**Tribka:** Tribka is stable, maneuverable and doesn't require balance; only a rock-n-roll motion. It is user-friendly, secure and often used as part of the health regime to keep fit. Tribka was named 'one of the best inventions of 2002' by Time Magazine.

**Rodeo Bull:** The mechanical bull, also known as the "Rodeo Bull" or "Bucking Bronco" is a machine that replicates the sensation of riding a bucking animal. The rider tries to stay mounted while the mechanical bull attempts to throw them off. A 'quick stop' motor allows the operator to safely control the ride and ensure safety for the rider.

**Sumo Wrestling:** The national sport of Japan, Sumo Wrestling originated in ancient times as a performance to entertain the Shinto-gods. Apart from being a great stress reliever, Sumo Wrestling is also a competitive contact sport, popular for team-building amongst corporates as well.