



THE PLAZA HOTEL
*THIRD NIGHT COMPLIMENTARY THROUGH SEPTEMBER 7TH
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- VILLAS
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Back to: [Home](#) > [Magazine](#) > [Articles - Search by Experience](#)

Adventure Travel News Travel to New Heights -- Climb a 19,404 foot Volcano

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New seven-day luxury adventure travel experience up the Licancabur volcano tests limits amid the beauty of the Atacama desert and the Bolivian altiplano.

explora wants to take you higher, and it has just the spot to do it. The pioneering South American travel company is putting a topspin on adventure with The explora Challenge, a hard-driving climb for fit and active travelers to the summit of the Licancabur volcano on the southernmost border of Chile and Bolivia.

For travelers yearning to test their own limits, the new seven-day program, including daily acclimatization excursions through the stunning lunar

landscape of the Atacama Desert and accommodation at newly renovated Hotel de Larache, is a welcome pursuit.

Poking 19,404 feet into crystal clear skies above the Atacama, Licancabur is a near-perfectly symmetrical stratovolcano whose sugar cone-shaped top holds one of the world's highest lagoons. Scaling the Licancabur is no easy task, yet only so difficult as to require modest climbing experience, above-average fitness and the will to succeed – weather permitting, of course. Beginning in the early-morning with a flashlight ascent along Inca ruins, the two-day climb takes in a 4,430-foot slope and a difficult descent. Views from the top of Laguna Verde, the Bolivian altiplano and the Atacama are well worth the haul.

Climbing Licancabur is only half the challenge. The explora Challenge includes daily acclimatization hikes with the Atacama, with destinations including Cerro Toco, Cerro Corona, and the Colorado and Sairecabur volcanoes at altitudes ranging from 17,359 to 19,712 feet. At the end of each day, guests can look forward to the comforts of Hotel de Laracha, the newly renovated home base of explora en Atacama, where an onsite observatory and four separate pools – including sizable outdoor Jacuzzis – erase at weariness at day's end.

The seven-day explora Challenge is offered twice monthly as of June. In the event of poor weather conditions on Licancabur, guests will scale other similar peaks within the Atacama and receive a 50% discount trip extension. Cost of The explora Challenge: \$4,768 per person, all-inclusive.

For more information or to make reservations for The explora Challenge, please call explora toll free in the U.S. at 1-866-750-6699, email reservexplora@explora.com, or visit the website at www.explora.com

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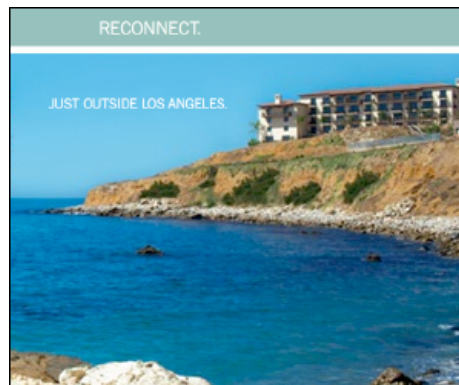
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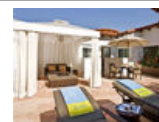
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