

Madhya Pradesh's adventure tourism promotes 'Riders in the Wild 3.0'

The third edition of 'Riders in the Wild - 2025' was flagged off on January 5, 2025, at the MPT 'Wind and Waves' in Bhopal. Organised by the Madhya Pradesh Tourism Board in collaboration with Mostech, the event highlights the state's adventure tourism potential, encompassing its rich wildlife, stunning landscapes, and vibrant cultural heritage. The flag-off ceremony was led by Santosh Shrivastava, Joint Director of the Tourism Board, Arun Paliwal, Executive Director of Madhya Pradesh State Tourism Corporation, and senior board officials.

The seven-day biking expedition will take participants across the heartland of Madhya Pradesh, exploring diverse terrains and cultural landmarks. The route begins in Bhopal and traverses Gandhi Sagar Forest Retreat, Chanderi, UNESCO World Heritage site Khajuraho, and MPT Parsili Resort, concluding at Bhojpur Temple on January 11, 2025.

Participants will experience the luxurious tent cities of Gandhisagar and Chanderi, heritage walks at Khajuraho, and rural excursions in Parsili. Activities include barefoot sand trekking, birdwatching, and visits to the Millet Museum, culminating in an exploration of Marble Rocks and Dhuandhar Waterfall in Jabalpur.

The event features 28 riders, including two women, from cities such as Mumbai, Hyderabad, and Udaipur. Madhya Pradesh Tourism Board has ensured participants' safety by providing an ambulance and medical team throughout the journey.

Recently, Madhya Pradesh was honoured as the "Best Adventure Tourism State" by the Adventure Tour Operators Association of India (ATOAI). This recognition underscores the state's efforts to position itself as a leading adventure tourism destination in India.