

The Adventurous Group Expands Awareness of Cultural and Backcountry Travel Experiences in Northern Arizona

Native-owned tourism company highlights: Monument Valley backcountry access, guided tours of Antelope Canyon, and aerial tours of the Southwest.

PAGE, AZ, UNITED STATES, July 15, 2026 /EINPresswire.com/ -- Travelers seeking deeper connections to the landscapes and cultures of the American Southwest are increasingly looking beyond traditional sightseeing experiences. In response to growing interest in immersive and culturally informed travel, The Adventurous Group is highlighting a collection of backcountry and aerial experiences that provide access to locations, stories, and perspectives unavailable through conventional tourism routes.



The Adventurous Group logo with stylized text in orange and dark tones on a black background

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But understanding the people, history, and traditions connected to those places often becomes the part visitors remember most.”

Lionel Bigthumb, Owner & Founder

Operating across Northern Arizona and the greater Grand Circle region, The Adventurous Group brings together tribally connected ground tours and aviation experiences designed to help visitors explore some of the Southwest’s most iconic destinations while learning about the history, culture, and significance of the land from local guides and pilots.

Among the most sought-after experiences are remote routes within Monument Valley Tribal Park, where access to certain areas is limited to authorized Navajo operators. These backcountry routes lead visitors beyond the park’s main scenic drive and into landscapes featuring ancient geological formations, traditional sites, and viewpoints that remain inaccessible to most visitors traveling independently.

As interest in experiential travel continues to grow, destinations such as Monument Valley,

Antelope Canyon, Lake Powell, and the Grand Canyon have become focal points for travelers seeking meaningful engagement with the region rather than simply checking landmarks off an itinerary.

"The Southwest is filled with places that many people have never heard of, even if they've visited the area before," said Lionel Bigthumb, Owner of The Adventurous Group. "Some of the most memorable experiences happen away from the busiest viewpoints. Our goal is to help visitors understand the stories, culture, and landscapes that make these places significant while ensuring access is managed responsibly and respectfully."

One example is Reflection Canyon, a remote section of Lake Powell known for its sweeping sandstone curves and elevated viewpoints overlooking the Colorado Plateau. While reaching the area by land often requires significant planning and backcountry travel experience, aerial sightseeing routes provide visitors with an opportunity to view the region's geography from above while gaining a broader understanding of the interconnected canyon systems that define the Southwest.

The company's aviation operations also provide opportunities to observe lesser-known geological formations, hidden tributaries, and expansive desert landscapes that are often overlooked by travelers focused solely on major attractions. These routes are designed to complement ground-



Ariel view from air tour



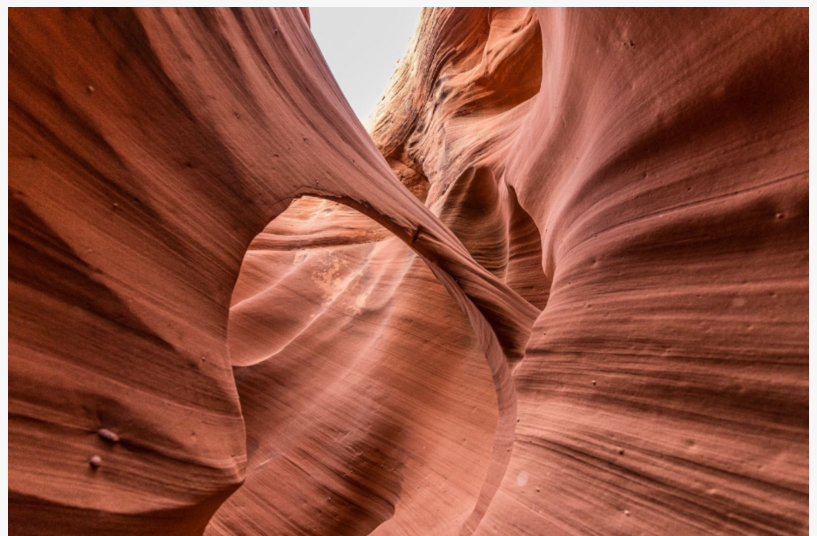
Horseshoe Bend



Sunlight beam illuminating narrow sandstone walls inside Antelope Canyon

based experiences and provide additional context for understanding the scale and complexity of the region.

For travelers planning multi-day adventures, The Adventurous Group has developed itineraries that combine cultural experiences, scenic flights, and guided exploration throughout Northern Arizona and Navajo Nation lands. These itineraries may include [guided tours of Antelope Canyon](#) experiences, a visit through Monument Valley's backcountry, and a [Lake Powell flight](#) that showcases remote canyon systems and unique desert formations from the air.



Natural curves and arches carved by time reveal the artistry of Antelope Canyon's sandstone walls.

In addition to providing access to notable destinations, company leaders emphasize the importance of responsible tourism practices. Many of the locations featured within these experiences are culturally significant, environmentally sensitive, or managed under tribal authority. Guides regularly provide educational context regarding land stewardship, cultural preservation, and visitor responsibilities while traveling through these areas.

Tourism experts have noted a broader shift toward heritage tourism, experiential travel, and destination-based learning. Visitors increasingly seek opportunities to engage with local communities, understand regional history, and participate in experiences that offer greater authenticity than traditional sightseeing models.

Within the Navajo Nation and surrounding regions, this trend has created new opportunities for tribally connected tourism operators to share stories, traditions, and perspectives directly with visitors. By combining cultural interpretation with outdoor recreation and scenic exploration, operators are helping travelers develop a more comprehensive understanding of the landscapes they visit.

The Adventurous Group's collection of experiences spans multiple destinations throughout the Southwest, including Monument Valley, Antelope Canyon, Page, Lake Powell, Sedona, and the Grand Canyon. Through its family of companies, the organization provides both ground-based and aviation experiences that allow travelers to experience the region from multiple perspectives.

Visitors interested in learning more about the cultural stories that shape the Southwest can explore the company's Voices of the Canyon initiative, which highlights perspectives, traditions,

and local connections tied to the region's landscapes. Additional information about the organization's operating companies and group travel opportunities is also available online.

As travel demand across the Southwest continues to evolve, company leaders believe that authentic access, cultural education, and responsible stewardship will remain essential components of the visitor experience.

"The landscapes themselves are remarkable," Bigthumb added. "But understanding the people, history, and traditions connected to those places often becomes the part visitors remember most."

For additional information about [Antelope Canyon tour experiences](#), regional aviation routes, and multi-destination Southwest itineraries, visit <https://theadventurousgroup.com/>.

About The Adventurous Group

The Adventurous Group is a Native-owned, family-owned tourism organization headquartered in Page, Arizona. Through its family of brands, the company provides guided ground tours, scenic aviation experiences, and culturally informed adventures throughout Northern Arizona and the American Southwest. Operating across destinations including Antelope Canyon, Monument Valley, Lake Powell, Sedona, and the Grand Canyon, The Adventurous Group focuses on authentic storytelling, responsible tourism, environmental stewardship, and meaningful visitor experiences that connect travelers with the landscapes and cultures of the region.

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